

MBA- Logistics and Supply Chain Management

This course enables you to develop knowledge, skills and competencies in the field of logistics and supply chain management which will assist you in the management of resources, processes and people. This course will help you learn about the different aspects of logistics functions, including purchasing, operations, warehousing, transportation and supply chain management. The course focuses on the principles of logistics management in various transportation sector viz. rail, road, air & sea, fundamentals of supply chain management & transport economics, application of quantitative techniques in purchasing, warehousing & inventory management and how logistics is important in globalized operations.

Subject Code	Subject	Credits	Subject Code	Subject	Credits
SEMESTER I			SEMESTER III		
MBA-01	Managerial Tasks and Behavioural Dynamics	5	MBA-13	Research Methodology	5
MBA-02	Corporate Communication and Managerial Economics	5	MBA-14	Total Quality Management	5
MBA-03	Legislative Framework of Business	5	MBA-15	International Business Management	5
MBA-04	Accounting and Taxation for Managers	5	LSC-01	Production Planning and Control	5
MBA-05	Quantitative Techniques for Managerial Decisions	5	LSC-02	Logistics and Port Management	5
MBA-06	Business Development and Entrepreneurship	5	LSC-03	Logistics and Transportation Management	5
SEMESTER II			SEMESTER IV		
MBA-07	Human Asset Management	5	LSC-04	Purchasing and Procurement Management	5
MBA-08	Corporate Finance and Services	5	LSC-05	Retail Management	5
MBA-09	Marketing Planning and Management	5	LSC-06	International Trade Documentation and Procedures	5
MBA-10	Production Technology and Industrial Engineering	5	LSC-07	Travel and Tourism Management	5
MBA-11	Information Science for Managers	5	LSC-08	Materials and Stores Management	5
MBA-12	Strategic Management and Corporate Governance	5	MBA-12	Project Work	9
				TOTAL CREDITS:	124

SUBJECT CODE: MBA-01**SUBJECT: MANAGERIAL TASKS AND BEHAVIOURAL DYNAMICS**

This course helps to prepare the students to understand the basic application of managerial functions in day to day operations and activities of corporate and business enterprises.

OBJECTIVES:

1. To understand the role and responsibilities of manager
2. To learn the process of management in corporate enterprises.
3. To comprehend the behavior of others and adapt to managerial success.
4. To make the students to equip the necessary changes and developments in an organization.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 MANAGERIAL FUNCTION AND RESPONSIBILITIES**

- Unit 1: Manager Role, Responsibilities and Tasks
- Unit 2: Managerial Functions and Their Characteristics
- Unit 3: Evolution of Management and Schools of Thought
- Unit 4: Social Responsibilities and Business Ethics & Corporate Governance

BLOCK 2 PLANNING AND ORGANIZING FUNCTION

- Unit 1: Planning Nature, Types and Process
- Unit 2: Decision Making and MBO
- Unit 3: Organizing Principles and Structural Design
- Unit 4: Delegation, Span of Control, Decentralization, Line and Staff Authority

BLOCK 3 DIRECTING, CONTROLLING AND CO ORDINATION

- Unit 1: Directing, Motivating, And Leadership
- Unit 2: Controlling Nature and Techniques
- Unit 3: Co Ordination the Essence of Management
- Unit 4: Contemporary Trends in Management

BLOCK 4 INTRODUCTIONS TO BEHAVIOURAL DYNAMICS

- Unit 1: Evolution, Challenges and Opportunities of Organization Behaviour
- Unit 2: Personality and Behavioural Assessment
- Unit 3: Emotions and Learning
- Unit 4: Perceptions and Stress Management

BLOCK 5 ORGANIZATIONAL BEHAVIOURAL DYNAMICS

- Unit 1: Change Management
- Unit 2: Organizational Climate

Unit 3: Management of Conflicts

Unit 4: Organizational Development Interventions

REFERENCE BOOKS:

1. Peter F Druker, Management Tasks and Responsibilities, Truman Talley Books, New York.
2. Stephen P Robbins, Fundamental of Management, Pearson 2003
3. Koontz & Weirich, Essentials of Management, Tata McGraw Hill, New Delhi
4. Stephen P Robbins, Organization Behaviour, Prentice Hall Of India, 6th Edition
5. C B Gupta, Management Principles And Practice, Sultan Chand & Sons, New Delhi
6. L M Prasad, Organization Behaviour, Sultan Chand & Sons, New Delhi
7. Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk-
Pearson/PHI,8/E
8. Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
9. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
10. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
11. Customer Relationship Management- Peeru Ahamed & SagadevanVikas Publishing

SUBJECT CODE: MBA-02**SUBJECT: CORPORATE COMMUNICATION AND MANAGERIAL ECONOMICS**

This course enables the students to develop their communication and analytical abilities in terms of effective presentation and economic uncertainties by applying modern and contemporary tools and techniques for competitive advantage.

OBJECTIVES

1. To adopt the modern application of communication and presentation of ideas
2. To understand the basic principles of effective correspondence and idea generation.
3. To make the decision and evaluation through application of economic tools and techniques.
4. To equip and adapt the changing and challenging environmental threats and opportunities.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 CONCEPT OF CORPORATE COMMUNICATION**

Unit 1: Meaning Importance Principles and Objectives Of
Communication

Unit 2: Verbal and Non Verbal Communication

Unit 3: Speech & Technical and Non Technical Presentation

Unit 4: Group Discussion, Conference and Interview
Techniques

BLOCK 2 APPLICATION OF COMMUNICATION IN BUSINESS

Unit 1: Business Letters: Concept And Introduction

Unit 2: Inquiries, Circulars, Quotation, Order, and
Acknowledgement

Unit 3: Complaints, Collection, Memos, Minutes and Resume
Preparation

Unit 4: Banking, Insurance, and Sales Correspondences

BLOCK 3 INTRODUCTIONS TO MANAGERIAL ECONOMICS

Unit 1: Managerial Economics Role and Responsibilities

Unit 2: Law of Demand and Elasticity Of Demand

Unit 3: Utility Analysis and Indifference Curve

Unit 4: Demand Forecasting and Demand Distinctions

BLOCK 4 PRODUCTIONS, COST AND MARKET STRUCTURE

Unit 1: Production Functions and Laws of Returns

Unit 2: Cost Functions and Marginal Cost Theory

Unit 3: Market Structure and Price Determination

Unit 4: Pricing Strategies and Techniques

BLOCK 5 ENVIRONMENTAL ASSESSMENTS AND DIAGNOSIS

Unit 1: Corporate Environment and Assessment

Unit 2: Indian Economic Environment

Unit 3: International Trade and Trends

Unit 4: Money, Banking, Inflation and Business Cycles

REFERENCE BOOKS

1. Rajendrapal, Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi,
2. Peterson Lewis, Managerial Economics, Prentice Hall of India, New Delhi, 2002
3. Varshney & K L Maheshwari, Managerial Economics, Sultan Chand & Sons, New Delhi
4. N S Raghunathan & B Santhanam, Business Communication, Margham Publication, Chennai.
5. Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India
6. Effective Business Communication - Murphy and Hildebrandt (1991),
New York: McGraw Hill
7. Communication in India : Some Observations and Theoretical
implications - J.S. Yadava, IIMC
8. Communication Theory: Eastern and Western perspective- Lawrence D.

SUBJECT CODE: MBA-03**SUBJECT: LEGISLATIVE FRAMEWORK OF BUSINESS**

This course presents the rules and conduct of business in terms of legislative framework. This study helps the manager to lead the business in a smooth and orderly manner as per the legal prescription by the Indian Government.

OBJECTIVES

1. To understand the nature of laws governing the Indian business.
2. To understand the economic and labour laws pertaining to corporate perspectives.
3. To govern the business as per the legislative requirements.
4. To examine the recent requirements of the government from the business.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 ELEMENTS OF BUSINESS LEGISLATION**

- Unit 1: The Contract Act 1872, And Their Special Contracts
- Unit 2: Indian Partnership Act 1932
- Unit 3: Sale of Goods Act 1930
- Unit 4: Negotiable Instruments Act 1881

BLOCK 2 ELEMENTS OF ECONOMICS LEGISLATION

- Unit 1: Information Technology Act 2000
- Unit 2: The Consumer Protection Act 1986
- Unit 3: The Environment Protection Act 1986
- Unit 4: Competition Law 2002
- Unit 5: Intellectual Property Tax Laws

BLOCK 3 BANKING AND INSURANCE LAWS

- Unit 1: The Banking Regulation Act 1949
- Unit 2: The Reserve Bank of India Act 1934
- Unit 3: The Insurance Act and IRDA Regulations

BLOCK 4 LABOUR LEGISLATION

- Unit 1: Factories Act 1948 & Workmen Compensation Act 1923
- Unit 2: Employee State Insurance Act 1948 & EPF and Miscellaneous Provisio`n Act 1952
- Unit 3: Industrial Disputes Act 1947 & Trade Union Act 1926
- Unit 4: The Minimum Wages Act 1948 & the Payment of Wages Act 1936
- Unit 5: The Payment Of Bonus Act 1965 & The Payment Of Gratuity Act 1972.

BLOCK 5 CORPORATE LEGISLATION

Unit 1: The Indian Companies Act 1956

Unit 2: The Securities Contracts and Regulation Act 1956

Unit 3: sebi rules

REFERENCE BOOKS

1. N D kapoor, elements of merchantile law, sultan chand & sons, New Delhi.
2. Essential bare acts
3. Majumdar, G k kapoor, corporate laws and secretarial practice, taxmann publication, new delhi
4. M tannan, banking law and practice,
5. Business Law – S.S. Gulshan
6. Saravanavel & Sumathi- Business Law for Management – HPH
7. M C Kuchhal -Business Law -Vikas, 4/e, 2005
8. BARE ACTS -
 - Indian Contract Act 1872
 - Negotiable Instruments Act 1881
 - Indian Partnership Act 1932
 - Foreign Exchange Management Act 1999
 - Sale Of Goods Act 1930
 - Consumer Protection Act 1986
 - Information Technology Act 2000
 - Companies Act 1956
 - Environmental Protection Act 1986
 - Right To Information Act

SUBJECT CODE: MBA-04**SUBJECT: ACCOUNTING AND TAXATION FOR MANAGERS**

This course enables the students to acquaint the knowledge of application of accounting and financial process of organization framework. It also enables to assess and evaluate the financial results for future organization.

OBJECTIVES

1. To understand the basic ideology of recording, classifying and summarizing financial records.
2. To assess and diagnose the financial condition and position of business results.
3. To apply the costing and managerial tools and techniques for decision making.
4. To ensure the tax laws governing the business conditioning and regulation.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 BASIC ACCOUNTING CONCEPTS AND PRINCIPLES**

Unit 1: Accounting Principles and Theory

Unit 2: Indian Accounting Standards

Unit 3: Users of Accounting Information and Accounting Equation

Unit 4: Double Entry Principles – Journal, Subsidiary Books,
Ledger and Trial Balance

BLOCK 2 FINANCIAL STATEMENTS ANALYSIS

Unit 1: Financial Statements – Corporate and Non Corporate Bodies

Unit 2: Financial Statement Analysis and Ratio Analysis

Unit 3: Funds Flow and Cash Flow Analysis

BLOCK 3 COST ACCOUNTING

Unit 1: Elements of Cost and Cost Statement

Unit 2: Marginal Costing and Break Even Analysis

Unit 3: Budgeting and Budgetary Techniques

Unit 4: Standard Costing and Variance Analysis

BLOCK 4 MANAGEMENT ACCOUNTING

Unit 1: Long Term Investment Appraisal

Unit 2: Costing For Decision Making

Unit 3: Process and Service Costing

Unit 4: Responsibility Accounting and Transfer Pricing

BLOCK 5 TAXATION FOR MANAGEMENT

Unit 1: Taxation Principles and System

Unit 2: Direct Taxation: The Income Tax Act 1961 and Wealth Tax Act

Unit 3: Indirect Taxation: Central Excise, Central Customs and Sales Tax Act

Unit 4: service tax

RECOMMENDEND TEXT BOOKS

1. M C Shukla, T S Grewal, S C Gupta, Advanced Accounts, Sultan Chand & Company, New Delhi
2. Saxena & Vashist, Cost and Management Accounting, Sultan Chand & Sons, New Delhi
3. S P Jain and K L Narang Advanced Accountancy, Kalyani Publishers, New Delhi.
4. Vinod K Singhania, Kapil Singhania, Direct Tax Laws, Tax Mann Publications,
5. V S Datey, Indirect Taxation, Taxmann Publications. New Delhi.
6. Cost Accounting - Khan & Jain
7. Management Accounting 3rd Ed. - Khan & Jain
8. Theory & Problems in Management & Cost Accounting - Khan & Jain
9. Cost Accounting - Jawaharlal

SUBJECT CODE: MBA-05

SUBJECT: QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

This course presents the various statistical and optimization models for managerial application

OBJECTIVES

1. To understand the fundamentals of the quantitative techniques and tools
2. To learn the optimal allocation of resources by mathematical modeling,
3. To estimate the likelihood of chances and probability application in business.
4. To evaluate the resources availability and utility by resource optimization and allocation techniques.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 BASIC STATISTICAL ANALYSIS

Unit 1: Meaning Of Statistics, Data Types and Collection

Unit 2: Tables, Graphs and Frequency Distribution

Unit 3: Measures of Central Tendency, Variation and Skewness

Unit 4: correlation and regression

BLOCK 2 THEORIES OF PROBABILITY AND DECISION MAKING

Unit 1: Theory of Probability and Probability Distribution

Unit 2: test of hypothesis – t test, f test and chi square test.

Unit 3: Statistical Decision Making

Unit 4: Time Series and Index Numbers

BLOCK 3 RESOURCE OPTIMIZATION TECHNIQUES - I

Unit 1: Operation Research and Linear Programming – Meaning and Uses

Unit 2: Graphical Method

Unit 3: Simplex Method

Unit 4: dual programming

BLOCK 4 RESOURCE OPTIMIZATION TECHNIQUES - II

Unit 1: Assignment

Unit 2: Transportation

Unit 3: Inventory Models

Unit 4: Replacement and Sequence Analysis

BLOCK 5 RESOURCE OPTIMIZATION TECHNIQUES - III

Unit 1: game theory

Unit 2: queuing theory

Unit 3: pert and cpm

Unit 4: simulation

REFERENCE BOOKS

1. Richard L Levin & David S Rubin, Statistics for Management,
2. S P Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi
3. U K Srivatsava, G V Shenoy, S C Sharma, Quantitative Techniques for Managerial Decision, Prentice Hall Of India, 2nd Edition,
4. V K Kapoor, Operation Research, Sultan Chand & Sons, New Delhi.
5. Statistics and Quantitative Techniques - M.G.Dhaygude
6. Operations Research - V.K.Kapoor
7. Operations Research - J.K.Sharma
8. Quantitative Techniques - N.D.Vohra
9. Introduction to Operations Research – Hiller
10. Introduction to Operations Research - Gillett

SEMESTER 1: SUBJECT CODE: MBA-06**SUBJECT: BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP**

The purpose of this course is to provide a strong theoretical framework for business innovation, development and growth issues for initiation of new business ideas. It also helps to develop the skills to start a new venture and becomes entrepreneur in future career.

OBJECTIVES:

1. To prepare a groundwork for business creation, development and initiation.
2. To build the necessary caliber and competencies for running and conducting new business.
3. To help the students to prepare desirable and feasible project report for business project.
4. To create new ideas for successful entrepreneurship and launching technical know how in a pragmatic business application.

STRUCTURE OF THE COURSE CONTENT**BLOCK I BUSINESS INNOVATION AND CREATIVITY**

Unit 1: Skills and Styles of Innovation and Creativity

Unit 2: Creative Organization

Unit 3: Functional Innovation

Unit 4: Personal Innovation and Self Awareness Plan

BLOCK II ENTREPRENEURSHIP

Unit 1: Role and Functions of Entrepreneurs

Unit 2: Entrepreneurial Competencies and Culture

Unit 3: Entrepreneurial Motivation and Performance

Unit 4: Women and Social Entrepreneurship

BLOCK III BUSINESS IDEAS

Unit 1: Sources of Business Ideas

Unit 2: Business Planning and Measurement of Success

Unit 3: Commencement of Internet Business

Unit 4: Presentation of Feasibility Report

BLOCK IV ENTREPRENEURIAL TRANSITIONS

Unit 1: Entrepreneurial Growth and Management Structure

Unit 2: Legal and Intellectual Property Issues

Unit 3: Venture Capital and Entrepreneurial Finance

Unit 4: Crisis and Symptoms of Business Failures

BLOCK V INSTITUTIONAL FRAMEWORK OF ENTREPRENEUR

Unit 1: Role of Government for Promotion of Entrepreneur

Unit 2: Agencies for Entrepreneurship Development

Unit 3: Turnaround Strategies and Rehabilitation Measures

Unit 4: Global Entrepreneurship

REFERENCE BOOKS:

1. Bellon Whittington, "Competing Through Innovation", Prentice.
2. Peter F Drucker, "Innovation and Entrepreneurship"
3. Vasant Desai, Management of Small Scale Enterprise, Himalaya Publishing House, New Delhi.
4. J C Verma and Gurpal Singh, Small Business and Industry – A Handbook for Entrepreneurs, Sage Publications, New Delhi.
5. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977
6. Bhide, Amar V., The Origin and Evolution of New Businesses, Oxford University Press, New York, 2000.
7. Desai, Vasant, Small Scale Enterprises Vols. 1-12, Mumbai, Himalaya Publishing House. (Latest edition).
8. Dollinger, Mare J., Entrepreneurship: Strategies and Resources, Illinois, Irwin, 1955.
9. Holt, David H., Entrepreneurship: New Venture Creation, Prentice-Hall of India, New Delhi, latest Edition.

SUBJECT CODE: MBA-07**SUBJECT: HUMAN ASSET MANAGEMENT**

This course will help the students to explore, recognize and analyse the multiple paradoxes related to the study and application of human resource as an asset in an organization. This course will help the students to understand the basic nature, functions, activities, operations and complexities of human resource management in the corporate realm.

OBJECTIVES:

1. To introduce conceptual and theoretical foundations of human resource management.
2. To aware the importance of human and recognize as an asset in an organization.
3. To acquire the skills of interaction and execution of managerial duties with the help of human resources.
4. To understand the values and utilities of human resources in an competitive environment.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1: HUMAN RESOURCE – INTRODUCTORY PERCEPTION**

Unit 1: Human resource management – concept, scope, objectives,
philosophy and trends

Unit 2: Functions organization and environment of human resource management

Unit 3: HRM models, theories, approaches and fish bone diagram approach

BLOCK 2: PROCUREMENT AND ACQUISITION OF HUMAN RESOURCES

Unit 1: Human Resource Planning, Inventory and Forecasting Techniques

Unit 2: Job Analysis and Employment Security

Unit 3: Recruitment, Selection, Placement, Induction and Socialization

BLOCK 3: DEVELOPMENTS OF HUMAN RESOURCES

Unit 1: Employee Training

Unit 2: Executive Development and Managerial Growth

Unit 3: Career Planning and Management

Unit 4: Promotion, Transfer and Separation

Unit 5: Performance Appraisal and Merit Rating

BLOCK 4: WAGES AND SALARIES ADMINISTRATION

Unit 1: Theory of wages and job evaluation

Unit 2: Pay plans and executive compensation

Unit 3: Performance and financial incentives

Unit 4: Benefits and services and employee commitment

BLOCK 5 : MAINTENANCE OF HUMAN RESOURCES

Unit 1: Discipline Administration, Grievances and Industrial Relations

Unit 2: Collective Bargaining and Trade Unionism

Unit 3: Employee Health, Safety and Security Welfare Measures

Unit 4: Human Resource Audit, Accounting, Report and Information System

Unit 5: Human Resource Empowerment

REFERENCE BOOKS

1. David A Decenzo & Stephen P Robbins, Personnel/Human Resource Management, Prentice Hall of India Ltd. Pearson.
2. N G Nair & Latha Nair, Personnel Management and Industrial Relations, Sultan Chand And Company New Delhi.
3. C B Mamaria and Mamaria, Personnel Management,
4. P C Tripathy, Human Resource Development, Sultan Chand & Sons, New Delhi
5. C B Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi.
6. Chopra, S, and P. Meindl, 2004, *Supply Chain Management ? Strategy, Planning and Operation*, 2nd edition, Pearson Education (ISBN 81-297-0172-3).
7. Sople, V. V. (2004). Logistics Management: Supply Chain Imperatives, New Delhi: Pearson Education.
8. Verma M.M., Materials Management, New Delhi, S. Chand & Sons
9. Raghuram, G. and N. Rangaraj, 2000, *Logistics and Supply Chain Management: Cases and Concepts*, Macmillan, New Delhi

SUBJECT CODE: MBA-08**SUBJECT: CORPORATE FINANCE AND SERVICES**

This course ensures to acquaint the students with the broad and contemporary framework of financial decision making in a corporate strategic business unit. This course also imbibes the modern tools and techniques of analytical information of finance.

OBJECTIVES:

1. To familiarize the changing environment of acquisition, allocation and distribution of financial resources.
2. To learn the importance of new tools and techniques of financial evaluation and decision variables.
3. To develop the skills of application of financial theories in the corporate market.
4. To aware the services and infrastructural facilities of financial system and markets.

STRUCTURE OF THE COURSE CONTENTS**BLOCK 1 CORPORATE FINANCE AND VALUATION CONCEPTS**

Unit 1: Corporate finance functions, scope, goals, organization and activities

Unit 2: Concepts of valuation and return

Unit 3: Portfolio theory, CAPM and Risk Diversification

Unit 4: Corporate financial policy & strategy and shareholder value creation

BLOCK 2 ACQUISITIONS OF CORPORATE FINANCIAL RESOURCES

Unit 1: Avenues of Short Term Fund Procurement

Unit 2: Avenues of Long Term Fund Procurement

Unit 3: Avenues of International Fund Procurement

Unit 4: Indian and International Financial Environment

BLOCK 3 ALLOCATIONS OF CORPORATE FINANCIAL RESOURCES

Unit 1: Investment Analysis and Capital Budgeting Process

Unit 2: Cost of Capital and Leverage Analysis

Unit 3: Capital Structure Theories and Debit Analysis

Unit 4: Dividend Policy and Theories

BLOCK 4 CORPORATE FINANCIAL SYSTEMS

Unit 1: Banking System in India

Unit 2: Development banks

Unit 3: Money market and capital market operations and their recent trends

BLOCK 5 CORPORATE FINANCIAL SERVICES

Unit 1: Mutual funds and derivatives

Unit 2: Merchant banking and corporate counseling

Unit 3: Housing, leasing, consumer and export finance

Unit 4: Factoring, venture capital, credit rating and depositories

REFERENCE BOOKS:

1. Van Horne, Financial Management and Policy, Prentice Hall of India Ltd.
2. I M Pandey, Financial Management, Vikas Publishing House, New Delhi
3. S N Maheshwari, Management Accounting and Financial Control, Sultant Chand & Sons, New Delhi
4. S Gurusamy, Financial Services, Vikas Publishing House, New Delhi
5. B Santhanam, Financial Services, Margham Publications, Chennai.
6. Saunders, Anthony, *Financial Markets and Institutions: A Modern Perspective*
7. Assigned Articles (provided in class and on blackboard)
8. The Wall Street Journal
9. Financial Calculator (TI BA II Plus Recommended)

SUBJECT CODE: MBA-09

SUBJECT: MARKETING PLANNING AND MANAGEMENT

This course presents the ideas of understanding market, marketing, marketing planning, organizing and controlling aspects in the current scenario. This study helps the modern marketers to arrange the resources strategically according to changing marketing needs and requirements.

OBJECTIVES:

1. To understand the fundamental concepts and approaches of marketing
2. To learn the buyer behavior and marketing segmentation
3. To familiarize the 4p's in marketing system
4. To learn about the market and marketing analysis.

STRUCTURE OF THE COURSE CONTENTS

BLOCK 1 MARKETING CONCEPTS AND TASKS

- Unit 1: Customer value satisfaction and marketing tasks
- Unit 2: Digitalization, customization and e marketing
- Unit 3: Market and marketing research and information system
- Unit 4: Concept, approaches and functions of marketing

BLOCK 2 MARKETING STRATEGIC PLANNING

- Unit 1: Marketing Action Plans
- Unit 2: Strategic Marketing Process
- Unit 3: Marketing Audit and Evaluation System
- Unit 4: Marketing Models and Competitor Analysis

BLOCK 3 MARKETING PROGRAMMES

- Unit 1: Consumer Behavior
- Unit 2: Marketing Segmentation
- Unit 3: Services Marketing
- Unit 4: Marketing Ethics and Legislation

BLOCK 4 PRODUCT MANAGEMENT

- Unit 1: Meaning policy and development of product
- Unit 2: Product line strategy
- Unit 3: Product identification branding and packaging
- Unit 4: Pricing of products

BLOCK 5 MARKETING COMMUNICATION MANAGEMENT

- Unit 1: Sales Promotion Tools and Techniques
- Unit 2: Advertising

Unit 3: Management of physical distribution

Unit 4: Sales force management

REFERENCE BOOKS

1. Philip Kotler, Marketing Management Analysis, Planning and Control, Prentice Hall.
2. Guiltman J P & Gordon W P , Marketing Management Strategies & Programmes, Mc Graw Hill, New York.
3. Ramasamy & Namakumari, Marketing Management Planning, Control And Implementation, Macmillan India
4. SA Sherleker, Marketing Management, Vikas Publications.
5. S Jayachandran, Marketing Management, Tata Mc Graw Hill, 2003.
6. Border, N.H. and: Advertising Management-Text and Cases, Marshal, W.V Richard D. Irwin Inc. 1967.
7. Howard. J.M. : Consumer Behaviour in Marketing Strategies, Prentice Hall, 1989.
8. Montgomery, D.B.: Management Science in Marketing, & Urban. G.L. Prentice Hall, 197

SUBJECT CODE: MBA-10**SUBJECT: PRODUCTION TECHNOLOGY AND INDUSTRIAL ENGINEERING**

This course focuses on basic managerial issues arising in the production and operations of both manufacturing and service industries. The objectives are to familiarize students with the problems and issues confronting production technology managers and to introduce language, conceptual models, and analytical techniques that are broadly applicable in confronting such problems.

OBJECTIVES:

1. To address rapid changes in technology application to production and industrial engineering management
2. To focus on some fundamental concepts and techniques of production system
3. To provide some significant background of pragmatic implementation of technology in managerial decision making.
4. To emphasize the theory of work design, product development, order delivery and customer service through by business process.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1: TECHNOLOGY OF PRODUCTION TECHNIQUES**

- Unit 1: Meaning and implication of technology
- Unit 2: Technology forecasting
- Unit 3: Machine tools process technology
- Unit 4: FMS, JIT, MRP –I, MRP-II and advanced techniques

BLOCK 2: PRODUCTION PLANNING

- Unit 1: Integrated Production Planning System
- Unit 2: Procurement Planning and Inventory Policy
- Unit 3: Scheduling and Optimization
- Unit 4: Production Monitoring System

BLOCK 3: PRODUCTION DESIGN AND ECONOMICS

- Unit 1: Facilities Location and Layout
- Unit 2: Capacity and Work System Design
- Unit 3: Management Information System for Production Technology
- Unit 4: Maintenance and Waste Management

BLOCK 4: PRODUCTIVITY

- Unit 1: Measurement of productivity
- Unit 2: Work study and sampling
- Unit 3: Cost reduction and value analysis
- Unit 4: Cost and financial impact of operational activities

BLOCK 5: INDUSTRIAL ENGINEERING

Unit 1: Quality assurance

Unit 2: Methods of engineering and ergonomics

Unit 3: Manufacturing Automation

Unit 4: Materials Handling

Unit 5: Stores and Purchase Management

REFERENCE BOOKS

1. Adam & Ebert, Production and Operation Management, Prentice Hall
2. Op Khanna, Industrial Engineering And Management, Dhanbat Rai & Sons, New Delhi
3. T Hill, Production/Operation Management, Prentice Hall, London
4. Berk J and Berk S, Total Quality Management, Implementing Continuous Improvement, Excel Books, New Delhi.
5. Chary S N, Production and Operation Management, Tata McGraw Hill, New Delhi.
6. Willie Harruner, Occupational Safety Management and Engineering, latest edition. Prentice-Hall. ISBN 0-13-629437-5.
7. M.S. Sanders, Human Factors in Engineering and Design, 7th Edition. McGraw-Hill, 1993.
8. R.S. Bridger, Introduction to Ergonomic. McGraw-Hill, ISBN 0-07-007741-X.
9. Laudon & Laudon, Management Information Systems: A Contemporary Perspective, latest edition. MacMillan, 1991.

SUBJECT CODE: MBA-11**SUBJECT: INFORMATION SCIENCE FOR MANAGERS**

The purpose of this course is to present the fundamentals of the computer, data processing techniques, and concepts of e mail, e commerce and tele working. It helps the modern manager to process business applications in payroll generation, bill generation, e commerce and e communication or complicated decision making in computerized environment.

OBJECTIVES:

1. To know the development of computer & communication technology and its application in managerial decision making.
2. To learn the concept and need of system development in managerial work
3. To understand the impact of information technology in corporate environment.
4. To assess the changes and requirements of business appraisal in terms of information technology.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1: COMPUTER SYSTEM**

- Unit 1: Computer and data processing
- Unit 2: Computer peripherals and hardware
- Unit 3: Operating system an introduction
- Unit 4: Selection and analysis of computer system

BLOCK 2 : MANAGEMENT INFORMATION SYSTEM

- Unit 1: Structure and Development of MIS
- Unit 2: Prerequisites and Installation of MIS
- Unit 3: MIS Reports
- Unit 4: Computer Based MIS

BLOCK 3: COMPUTER APPLICATIONS IN BUSINESS

- Unit 1: electronic data processing system and flow charts
- Unit 2: computer application in accounting
- Unit 3: computer application in inventory control
- Unit 4: computer application in payroll

BLOCK 4: SYSTEM ANALYSES AND DESIGN

- Unit 1: System development phases
- Unit 2: Master development plan
- Unit 3: System documentation
- Unit 4: System implementation

BLOCK 5 DATA PROCESSING

- Unit 1: Data Representation
- Unit 2: Data processing resources

Unit 3: Data processing standards and documentation

Unit 4: Data processing and EDP environment

REFERENCE BOOKS

1. Davis Gordon B & Olson Margrethe H, Management Information System Tata Mc Graw Hill International Edition
2. Mundick Robert G, Ross, Joel E and Claggett, James R, Information Systems for Modern Management, Prentice Hall of India. New Delhi.
3. V K Kapoor, Information Technology and Computer Application, Sultan Chand & Sons, New Delhi.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia
6. Management Information Systems, Schulthesis, Tata McGraw Hill
7. Management Information Systems - Sadagopan, Prentice Hall
8. Management Information Systems - Jayant Oke

SUBJECT CODE: MBA-12**SUBJECT: STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE**

This course helps the students to craft a strategy and choose a superior competitive position by analyzing and exploring conceptual frameworks and models to gain practical knowledge and application in management and execution arena.

OBJECTIVES:

1. To identify and choose the best strategy for competitive advantage
2. To explore models and paradigms for strategic insights.
3. To assess the critical conditions and challenging puzzles in business.
4. To incorporate the best governance practice in the world of corporate business.

STRUCTURE OF THE COURSE CONTENT**BLOCK I INTRODUCTION TO STRATEGY**

- Unit 1: What Is Strategy And Strategic Management?
- Unit 2: Strategic Management Process and Models
- Unit 3: Role of Top Management and Board Of Directors
- Unit 4: Strategic Intent

BLOCK II RESOURCES DYANMICS

- Unit 1: Scanning and Diagnosis of Environment
- Unit 2: Strategic Advantage Profile
- Unit 3: Corporate and Industry Analysis
- Unit 4: Business Level Strategies

BLOCK III STRATEGIC IMPLEMENTATION AND CONTROL

- Unit 1: Strategic Choice and Analysis
- Unit 2: Strategic Implementation
- Unit 3: Strategic Control and Audit
- Unit 4: International Strategic Issues

BLOCK IV BUSINESS ETHICS

- Unit 1: Concept of Business Ethics
- Unit 2: Value Based Organizations
- Unit 3: Discriminatory and Prejudicial Employee Practice
- Unit 4: Ecological Consciousness

BLOCK V CORPORATE GOVERNANCE

- Unit 1: Overview of Corporate Governance
- Unit 2: Directorial Competence and Board Effectiveness
- Unit 3: Disclosure and Investor Protection
- Unit 4: Corporate Reputation, Legitimacy and Crime

REFERENCE BOOKS:

1. Arthur A Thompson A J Strickland John E Gamble Arun K Jain Crafting And
2. Executing Strategy Concepts And Cases Tata Mcgraw- Hill Publishing 2006
3. Azhar Kazmi Business Policy And Strategic Management Tata Mcgraw- Hill Publishing 2002
4. Francis Cherunilam Strategic Management Himalaya Publishing House 1998
5. John A Pearce Richard B Robinson Strategic Management Tata Mcgraw- Hill Publishing 2005
6. M.Jeyarathnam Business Policy And Strategic Management Himalaya Publishing House 2007
7. Bhatia S K, Business Ethics And Managerial Values, Deep And Deep Publication, 2001.
8. Manual G Valasquez, Business Ethics – Concepts and Cases, Pearson Education, 2002.
9. N. Gopalasamy, Corporate Governance, Wheeler Publishing, 1998.

SUBJECT CODE: MBA-13

SUBJECT: RESEARCH METHODOLOGY

This course enables the students to apply the theoretical knowledge in the pragmatic corporate environment to identify the solution to various managerial difficulties and complexities. This course presents the basic concepts and theories of research to choose the optimal decision in managerial problems.

Objectives:

1. To understand the basics of research methods in managerial and corporate areas.
2. To learn the techniques of assessment and evaluation of research design for managerial paradigm.
3. To aware the various methods of data analysis and application in its decision making.
4. To learn the format and presentation of research report

Structure of the course content

BLOCK I RESEARCH AN INTRODUCTION

- Unit 1: Meaning and Types Of Research
- Unit 2: Research Process
- Unit 3: Problem Identification
- Unit 4: Research Design

BLOCK II SAMPLING DESIGN

- Unit 1: Meaning and Steps in Sampling
- Unit 2: Types of Sampling
- Unit 3: Data Collection
- Unit 4: Data Processing

BLOCK III TESTING OF HYPOTHESIS

- Unit 1: Meaning, Sources and Types of Hypothesis
- Unit 2: Parametric Test of Hypothesis
- Unit 3: Non Parametric Test of Hypothesis
- Unit 4: Techniques of Measurement and Scaling

BLOCK IV DATA INTERPRETATION AND REPORT PRESENTATION

- Unit 1: Meaning of Interpretation
- Unit 2: Report Meaning and Types
- Unit 3: Presentation of Report
- Unit 4: Mechanics of Writing of Research Report

BLOCK V SOFTWARE APPLICATION OF RESEARCH

- Unit 1: SPSS Application for Research Methodology
- Unit 2: MS- Excel Application for Research Methodology

REFERENCE BOOKS

1. C R Kothari, Research Methodology,
2. Donald R Cooper, And Pamela S Schindler, Business Research Methods, Tata Mcgraw Hill, New Delhi.
3. Rao K V, Research Methods for Management and Commerce, Sterling Publications.
4. P C Tripathy, Research Methods for Social Sciences, Sultan Chand & Sons, New Delhi.
5. Uma Sekeran, Research Methods for Business, Wiley Publications.
6. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)
7. Saunders - Research Methods for Business students (Pearson Education, 2nd Edition, 2007)
8. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008)
9. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)

SUBJECT CODE: MBA-14**SUBJECT: TOTAL QUALITY MANAGEMENT**

This course provides in depth understanding of problems and issues in total quality management. It also incorporates the managerial reasoning and analyzing in order to derive an appropriate course of action by focusing quality in products and services.

OBJECTIVES:

1. To understand the quality implication in business set up.
2. To ensure the principles and tools used in total quality management.
3. To create an awareness about the quality certification process.

STRUCTURE OF THE COURSE CONTENT**BLOCK I CONCEPT OF QUALITY MANAGEMENT**

Unit 1: Concept, Principles and Role of TQM Implementation.

Unit 2: Quality Control Techniques

Unit 3: Cost of Quality

Unit 4: Kaizen and Continuous Improvement

BLOCK II PRINCIPLES OF TQM

Unit 1: Customer Specification and Perception

Unit 2: Employee Involvement and Retention

Unit 3: Supplier Relationship Movement

Unit 4: Service Quality

BLOCK III QUALITY ANALYSES

Unit 1: Introduction to Statistics

Unit 2: Statistical Control Charts

Unit 3: Probability Estimation

Unit 4: Measurement of Reliability and Sampling

Unit 5: Experimental Designs

BLOCK IV QUALITY SYSTEMS

Unit 1: ISO 9000

Unit 2: Six Sigma

Unit 3: Certification Requirements

Unit 4: Standards for Quality

BLOCK V BENCHMARKING AND QUALITY CIRCLE

Unit 1: Introduction to Benchmarking

Unit 2: Quality function Deployment

Unit 3: Quality Circle

Unit 4: Quality Awards

REFERENCE BOOKS:

1. James Evans and William M Lidsay, The Management and Control of Quality, Thomson Learning, 2002
2. Narayana V and N S Sreenivasan, Quality Management-Concepts and Tasks, New Age International, 1996.
3. Shailendra Nigam, Total Quality Management, Excel Books, New Delhi.
4. James R.Evans & William M.Lidsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
5. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.
6. Oakland.J.S. "Total Quality Management Butterworth – Hcinemann Ltd., Oxford. 1989.
7. Zeiri. "Total Quality Management for Engineers Wood Head Publishers, 1991.
8. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.

SUBJECT CODE: MBA15**SUBJECT: INTERNATIONAL BUSINESS MANAGEMENT**

This course is to impart special knowledge of global aspects of business and operations so as to equip the students suitable for entry level managerial positions in the field of international business management.

OBJECTIVES

1. To gain in depth understanding and analytical skills to conduct the business globally.
2. To effectively carrying the international business operations in complex structure.
3. To acquaint with international business environment and its impact on business operation.

STRUCTURE OF THE COURSE CONTENT**BLOCK I INTERNATIONAL BUSINESS ENVIRONMENT**

Unit 1: Nature and Scope of International Business Environment

Unit 2: Environmental Analysis

Unit 3: Theories of International Business

Unit 4: India's International Trade: Trends, Directions and Compositions

BLOCK II INTERNATIONAL INSTITUTIONS

Unit 1: WTO and GATT

Unit 2: World Bank and IMF

Unit 3: Regional Economic Integration

BLOCK III MNC AND FOREIGN INVESTMENT

Unit 1: FDI Theories

Unit 2: Nature and Management of MNC

Unit 3: Strategic Analysis of International Merger

Unit 4: Business Process Outsourcing

BLOCK IV INTERNATIONAL TRADE OPERATIONS

Unit 1: Export Documentation and Procedures

Unit 2: Export Financing Methods

Unit 3: Formalities of Claiming Export Incentives

Unit 4: Legal Framework of International Trade

BLOCK V INTERNATIONAL BUSINESS MANAGEMENT

Unit 1: International Marketing

Unit 2: International Logistics

Unit 3: International Business Negotiations

Unit 4: International Business Culture

REFERENCE BOOKS:

1. V K Bhalla, International Business, Anmol Publications, New Delhi.
2. Export Import Policy, Government of India,
3. S C Jain, International Marketing Prentice Hall, New Delhi.
4. Denies John D and Radebaugh Lee H, International Busines Environment and Operations.
5. Francis Cherunilam, International Business Environment, Prentice Hall of India.
6. Alan C Shapiro : Multinational Financial Management, Prentice Hall, New Delhi
7. Ian H Giddy: Global Financial Markets, AITBS Publishers and Distributors, New Delhi
8. C Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi
9. Vijayabhaskar P and Mahapatra B., Derivatives Simplified, Respose Books, Sage Publications, New Delhi

SUBJECT CODE: LSC-01

SUBJECT: PRODUCTION PLANNING AND CONTROL

BLOCK I: PPC AND PRODUCTION SYSTEMS

- Unit 1: Definition, Functions, and Objectives
- Unit 2: Organization and Advantages of PPC
- Unit 3: Life Cycle of Product and Manufacturing Strategy
- Unit 4: Manufacturing Systems, Characteristics of Production Systems.

BLOCK II: PROCESS PLANNING AND PRODUCT PLANNING

- Unit 1: Manual Process Planning Methodology and Techniques,
Computer Aided Process Planning Methods.
- Unit 2: Master Production Schedule (MPS) – Bill of Materials (BOM),
- Unit 3: Material Requirement Planning (MRP) - Advantages and
Problems of MRP
- Unit 4: Material Selection Techniques and Value Analysis.

BLOCK III: MATERIAL MANAGEMENT

- Unit 1: Programmed Material Planning – Meaning and , Types,
- Unit 2: Cost and Management of Inventory Policy
- Unit 3: ABC analysis, Inventory models, Economic Order Quantity
(EOQ) & Reorder point,
- Unit 4: Lead time, Problems in EOQ, Simulation Application in
Inventory Management.

BLOCK IV: PURCHASING & STORES MANAGEMENT

- Unit 1: Functions and organization of Purchase Department
- Unit 2: Make or buy Decisions, Purchasing Management & Stores Management
- Unit 3: Inspection and Identifying Bad Storage
- Unit 4: Classification and Coding of Purchased Items.

BLOCK V: LOADING, SCHEDULING, DISPATCHING & CONTROL

- Unit 1: Developing Loading and Scheduling System
- Unit 2: Dispatching, Procedure & Progress Reporting
- Unit 3: Corrective Action
- Unit 4: Recording and Reporting.

TEXT BOOKS

1. Dallas -Manor Ali S., Industrial Engineering and Management System, Standard publishers, Naysaran, Delhi.
2. Buff E.S., Modern Production Management, and Eastern private limited.

REFERENCES

1. Barnes R.M., Work Design and Measurement, Wiley & sons, 1997.
2. Bagel T.R. & Sharma S.C., Production Planning and Control, Hanna Publishers.
3. James L. Riggs, Engineering Economics, Mc Grew Hill Book Company, 1982.
4. James L. Pappas and Brigham F., Managerial Economics, Holt . Richard bad Winston Limited, 1983.

SUBJECT CODE: LSC-02

SUBJECT: LOGISTICS AND PORT MANAGEMENT

BLOCK I: INTRODUCTION OF LOGISTICS

- Unit 1: Business of Logistics
- Unit 2: Creation and Proposition
- Unit 3: Work of Logistics
- Unit 4: Logistical Operating Arrangements

BLOCK II: SUPPLY CHAIN MANAGEMENT

- Unit 1: Concept & Significance Supply Chain Management
- Unit 2: Components & Order Processing
- Unit 3: Material Handling, Transportation & Warehousing
- Unit 4: Inventory Management & Reverse Logistics

BLOCK III: CHANNEL MANAGEMENT

- Unit 1: Channel Selection Process & Criteria.
- Unit 2: Performance Appraisal of Channel Members
- Unit 3: Channel Conflicts
- Unit 4: Techniques to Resolve Channel Conflicts

BLOCK IV: PORT MANAGEMENT – AN OVERVIEW

- Unit 1: Rationale of Port business
- Unit 2: Interface & Typical Port Organizational Structure
- Unit 3: Responsibility & Marine Operation
- Unit 4: Safety Management & Importance
- Unit 5: Trade Union Role & Port Requirements

BLOCK V: LOGISTICAL INFORMATION SYSTEM

- Unit 1: Integrated of Solution for Logistics and Supply Chain Management
- Unit 2: Components of a Logistic System
- Unit 3: Ocean Transport, Ships, Types & Measurement of Capacity of Ship
- Unit 4: Shipping Information

REFERENCE BOOKS:-

1. David Taylor and David Brunt, Manufacturing Operations and supply Chain Management, Vikas
2. Logistics Engineering and Management-Benjamin S. Blanchard. Operation Management-Lee J Kraiewski & P. Ritzman.
3. Logistics Management, Ailawadi C Sathish & Rakesh Singh, , Prentice Hall India, 2005
4. Textbook of Logistics & Supply Chain Management, Agrawal D K, , Macmillan India Limited, 2003
5. The Management of Business Logistics, Coyle et al., , Thomson Learning, 7th edition, 2004
6. Logistical Management- The Integrated Supply Chain Process, Bowersox Donald J, Tata McGraw Hill, 2000

SUBJECT CODE: LSC-03

SUBJECT: LOGISTICS AND TRANSPORTATION MANAGEMENT

BLOCK I: INTRODUCTION OF LOGISTICS TRANSPORTATION

- Unit 1: Concept and Significance
- Unit 2: Distribution Strategies
- Unit 3: Customer Service Policies
- Unit 4: Integrated Logistics Management

BLOCK II: TRANSPORTATION ALTERNATIVES

- Unit 1: Railway, Road, Air, Waterways, Pipe Lines, Animals And
Animal Driven Vehicles
- Unit 2: Economics of Transportation
- Unit 3: Applications of Quantitative Techniques
- Unit 4: Transportation Models

BLOCK III: FREIGHT AND INSURANCE & SUPPLY CHAIN MANAGEMENT

- Unit 1: An Overview of Freight and Insurance in Logistics
- Unit 2: Role of Freight and Insurance in Logistics
- Unit 3: Supply Chain - Introduction
- Unit 4: Intra and Inter Organization Supply Chain

BLOCK IV: TRANSPORTATION ACTIVITY & STRUCTURE OF SHIPPING

- Unit 1: Internal Transportation
- Unit 2: Inter-State Goods Movement & Concept Of Customer Service.
- Unit 3: Characteristics, Liner and Tramp Operations
- Unit 4: UN Convention on Shipping.

BLOCK V: AIR TRANSPORT & OCEAN TRANSPORTATION

- Unit 1: Air Transportation & Total Cost Concept
- Unit 2: Advantages, Freight Structure and Operations & Carrier
Consignee Liabilities.
- Unit 3: Containerization: CFS and Inland Container Depots
- Unit 4: Dry Ports: Multi-Modal Transportation and Concor

REFERENCE BOOKS:-

1. Logistics Management, Ailawadi C Sathish & Rakesh Singh, , Prentice Hall India, 2005
2. Textbook of Logistics & Supply Chain Management, Agrawal D K, , Macmillan India Limited, 2003
3. The Management of Business Logistics, Coyle et al., , Thomson Learning, 7th edition, 2004
4. Logistical Management- The Integrated Supply Chain Process, Bowersox Donald J, Tata McGraw Hill, 2000

SUBJECT CODE: LSC-04

SUBJECT: PURCHASING AND PROCUREMENT MANAGEMENT

BLOCK I: INTRODUCTION OF PURCHASE MANAGEMENT

- Unit 1: The role of Purchase in business
- Unit 2: Relationship with Other Departments
- Unit 3: Purchasing Controls Budgeting
- Unit 4: Purchasing Ethics/ Public Relations.

BLOCK II: SOURCES AND QUALITY OF PURCHASE MANAGEMENT

- Unit 1: Sourcing, and quality
- Unit 2: Quality Control
- Unit 3: Quantity Determination
- Unit 4: Right Time, Price & Surplus Materials.

BLOCK III: PURCHASING CAPITAL EQUIPMENT

- Unit 1: Contract Buying, Retail Buying,
- Unit 2: Engineering and Construction Contracting
- Unit 3: State and Institutional Purchasing, International Buying
- Unit 4: Make or Buy, Negotiations, Purchasing Research/Value Analysis

BLOCK IV: PURCHASING ENVIRONMENT

- Unit 1: Changes in Environmental Conditions
- Unit 2: Impact on South African Business Firms
- Unit 3: Concept of Supply Chain Management
- Unit 4: Strategic Purchasing Management

**BLOCK V: DEVELOPMENT OF PURCHASE & PROCUREMENT
MANAGEMENT**

- Unit 1: Partnership Sourcing, Network Sourcing
- Unit 2: Benchmarking, Buying Decision Models
- Unit 3: Purchasing Market Research
- Unit 4: Role of Information Technology in Purchasing and the Portfolio
of Purchasing Skills

REFERENCE BOOKS:-

- LOGISTICS MANAGEMENT – VINOD V.SOPLE – PEARSON EDUCATION P. LTD. – NEW DELHI
- LOGISTICAL MANAGEMENT- DONALD J.BOWERSOX, DAVID J.CLOSES—TATA McGRAW HILL—NEW DELHI.

SUBJECT CODE: LSC-05

SUBJECT: RETAIL MANAGEMENT

BLOCK I: INTRODUCTION TO RETAILING

Unit 1: Introduction, Meaning, Characteristics, and Retail industry India,

Unit 2: Role of Retailing Trends in Retailing.

Unit 3: Emergence of Organizations of Retailing

Unit4: Retail Location and Layout plan, Careers in Retailing.

BLOCK II: RETAIL MARKET SEGMENTATION

Unit 1: Introduction to Market Segment

Unit 2: Criteria for effective Segmentation

Unit 3: Dimensions of Segmentation

Unit 4: Customer Profiles and Analysis

BLOCK III: RETAILING CHANNELS

Unit 1: Products and Merchandise Management

Unit 2: Structure, Nature & Channel

Unit 3: Criteria for Selection of Suppliers.

Unit 4: Channel Choice & Product Movement

BLOCK IV: RETAIL PRICING

Unit 1: Factors and Pricing of Retail Products

Unit 2: Strategies of Retail Pricing

Unit 3: Retail promotion Strategies & Retail Sales Promotion

Unit 4: Publicity of Retail Management

BLOCK V: RELATIONSHIP MARKETING IN RETAILING

Unit 1: Management of Relationship

Unit 2: Evaluation of Relationship of retail marketing

Unit 3: Marketing Strategies

Unit 4: Retail Research and Retail Audits

REFERENCE BOOKS

- ❖ Retailing Management by Michael Levy and Barton Weitz (Hardcover - April 13, 2006)
- ❖ Winning At Retail: Developing a Sustained Model for Retail Success by Willard N. Ander and Neil Z. Stern (Hardcover - Jun 10, 2004)
- ❖ Retail Management: A Strategic Approach 10th Edition by Barry Berman and Joel R. Evans (Paperback - Mar 22, 2006)
- ❖ Retail Success! by George Whalin (Hardcover - April 2001)
- ❖ 1001 Ideas to Create Retail Excitement, Revised Edition (2003) by Edgar A. Falk (Paperback - Sep 30, 2003)

SUBJECT CODE: LSC-06

SUBJECT: INTERNATIONAL TRADE DOCUMENTATION AND PROCEDURES

BLOCK -I : POLICY ASPECTS OF INTERNATIONAL TRADE

- Unit 1: Policy Framework for India's Foreign Trade in Pre- and Post-Liberalization Era; Export-Import Policy, Infrastructural Support for India's Foreign Trade:
- Unit 2: Policy Formulating, Consultative and Deliberative Bodies
Export Promotion Councils, Commodity Boards and Product Development Authorities;
- Unit 3: Support Organizations and Services – IIFT, ITPO, Export Inspection Agencies;
- Unit 4: Indian Council of Arbitration; FIEO, Commercial Representatives Abroad; State Governments and their Role in Trade Promotion;

BLOCK –II: INTERNATIONAL TRADE CONTRACTS

- Unit 1: Canalization Policy and Role of Public Sector Organizations.
- Unit 2: Setting up Export Company, IEC Number / RCMC from Export Promotion Council,
- Unit 3: Benefits and Costs.
- Unit 4: Export Sales Contracts - Terms / Conditions, Terms of Shipment, Processing of Export Order

BLOCK -III INTERNATIONAL TRADE DOCUMENTATION

- Unit 1: Documentation: Proforma Invoice, Commercial Invoices and Its Attestation,
- Unit 2: Packing List, Inspection Certificate, Certificate of Origin,
- Unit 3: Shipping Bills, AR4 Form, Mate's Receipt, GR Form, Marine Insurance Policy, ECGC Policy, Bill of exchange, Bank Realization Certificate
- Unit 4: Bill of lading, Airway Bill, BSP Certificate / Spl Consular Invoice and other related documents.

BLOCK -IV INTERNATIONAL TRADE PROCEDURE

- Unit 1: Procedure for Filing Claims; Quality control and Pre-shipment Inspection; Excise and Custom Clearance; Export Incentives:
- Unit 2: Major Incentives and Procedures for Claims
- Unit 3: Procurement for Exports – Planning and Methods of Procurement for Exports; Custom Clearance of Imports – Regulations and Procedures; Managing Risks Involved in Importing

Unit 4: Duty Exemption Schemes: Objectives, Benefits, Procedures and Documentation; Schemes for Import of Capital Goods: Procedures for New/second Hand Capital Goods.

BLOCK -V

Unit 1: Foreign Trade Financing and Insurance Schemes: Pre-and Post-shipment Export Credit Schemes, Import Financing Schemes;

Unit 2: Role of EXIM Bank and Commercial Banks; Export Credit and Foreign Exchange Covers, Export Credit and Guarantee Corporation (ECGC)

Unit 3: Financial Guarantees; Export / Trading/ Star trading/ Superstar Trading Houses: Objective Criteria and Benefits; Procedures and Documentation;

Unit 4: Policy for EOU/FTZ/EPZ units: Objectives, Criteria and Benefits; Procedures and Documentation.

TEXT BOOKS:

1. Foreign Trade Policy (2002-2004).
2. Ram Paras (2004). Export: What, Where and How? Anuran Publications.

REFERENCE BOOKS:

1. IMPEX Times, various issues.
2. Export Manual
3. Indian Trade Journal

SUBJECT CODE: LSC-07

SUBJECT: TRAVEL AND TOURISM MANAGEMENT

BLOCK I: INTRODUCTION TO TRAVEL AND TOURISM MANAGEMENT

- Unit – 1: Tourism Management
- Unit – 2: Components of Tourism, Geographic Components of Tourism
- Unit – 3: Motivation for Travel and Elements of Tourism
- Unit – 4: Principles of Tourism, Investigating leisure & Tourism.

BLOCK II: TOURISM INDUSTRY ISSUES

- Unit – 1: Customer Services, and Career Opportunities In Travel Trade
- Unit – 2: Travel Insurance
- Unit – 3: Travel Information Manual
- Unit – 4: Travel Formalities (The passport and Visas, Health Certificates, Taxes, Custom and Currencies.)

BLOCK III: TOURISM PLANNING

- Unit – 1: Definition of Management Concept
- Unit – 2: Managerial Skills of Tourism-Management of Tourism
- Unit – 3: Components of Tourism-Accommodation
- Unit – 4: Attractions-Accessibility-Management of Environment.

BLOCK IV: MANAGEMENT OF TOURISM MARKETING

- Unit – 1: Segmentation of Tourism
- Unit – 2: Marketing Mix of Tourism
- Unit – 3: Tour Pricing
- Unit – 4: Types of Demand and Supply & Marketing Research

BLOCK V: TOURISM PLANNING

- Unit – 1: Role of Govt. & Non-Govt for Tourism Planning
- Unit – 2 Organizations & Approaches to Tourism Planning-
- Unit – 3: Tourism Policies and Issues.
- Unit – 4: Tourism and Regional Development

REFERENCE BOOKS:-

- ❖ Acharya, Ram: Tourism and Cultural Heritage of India
- ❖ Basham A.L.: The wonder that was India
- ❖ Bharatiya Vidya Bhawan: Imperial Unity
- ❖ Douglas Foster: Travel and Tourism Management
- ❖ Eck Dianna, Varanasi, The City of Light
- ❖ Harle, J.C.: The Art and Architecture of Indian sub-continent
- ❖ Hussain, A.A.: The National Culture of India
- ❖ Kotler, Philip: Marketing and Management, Universal Publications, New Delhi.
- ❖ Maclean, Hunter: Marketing Management (Tourism in your business)
- ❖ Mukerjee, R.K.: The culture and Art of India

SUBJECT CODE: LSC-08

SUBJECT: MATERIALS AND STORES MANAGEMENT

BLOCK I : MATERIAL MANAGEMENT TECHNIQUES -I

- Unit 1 : Determination of Stockholding Policy. Customer expectations – Internal/External; Supply Market Conditions; Categories of Risks and their Evaluation;
- Unit 2 : Requirements of the business and the need for stock;
- Unit 3 : Economics constraints; methods of avoiding carrying stock;
- Unit 4 : General control methods e.g. ABC analysis. Control of Stock Range Coding, classification and categorization methods;

BLOCK II : MATERIAL MANAGEMENT TECHNIQUES -II

- Unit 1 : Variety reduction and standardization; Application and approval of new stock items; Control of slow moving; obsolete and redundant stock;
- Unit 2 : Role and functions in determining stock range, Control of Stock Levels Forecasting techniques in relation to demand and lead times;
- Unit 3 : Independent demand situations and the use of fixed order quantity and periodic review systems; Techniques for dealing with dependent demand.
- Unit 4 : Materials requirements planning (MRP) and Manufacturing resource planning (MRPII) and Distribution Requirements Planning (DRP); Pull systems.

BLOCK III : STORES MANAGEMENT -I

- Unit 1 : The Kanban approach and Just in Time philosophy; Coping with uncertainty in achieving required service levels; Suppliers contribution to controlling stock. Management of Storage Facilities.
- Unit 2 : Identifying types of commodities to be stored and their characteristics with regard to storage and handling needs;
- Unit 3 : Regulations pertaining to control of substances hazardous to health;
- Unit 4 : Analysis of optimum locations for storage/warehouse facilities. Consideration of single level and multi-echelon structures.

BLOCK IV :STORE MANAGEMENT -II

- Unit 1 : Physical Management of Stock Selection and operation of appropriate Storage and materials handling equipment – general outline;
- Unit 2 : Methods of stores layout to optimize the use of space and minimize picking costs;
- Unit 3 : Outsourcing the activity and vendor managed inventory; Maintenance of security and prevention of theft;
- Unit 4 : Storage and disposal of redundant, obsolete and scrap items; Environmental issues.

BLOCK V : STORE MANAGEMENT : APPLICATION & MODEL

- Unit 1 : Management Aspects Health and Safety at work – operational issues: Health and Safety at work – management issues interdependence and teamwork;
- Unit 2 : Relationships with other functions.
- Unit 3 : Relevant Techniques Use of operational research techniques of queuing theory, network analysis, simple simulation techniques and decision trees;
- Unit 4 : Identifying methods to distinguish between stores efficiency and effectiveness; Benchmarking and measurement of performance.

RECOMMENDED TEXTBOOKS

1. Storage and Supply of Materials, by Jessop & Morrison.
2. Purchasing and Stores Management, by Duru C. Innocent, Ken Printing Press, Lagos.

3. Stores Management and Related Operations, by Carter.
4. Effective Warehousing by Burton.
5. Storehouse and Stockyard Management, by Compton.
6. Quantitative Techniques, by Terry Lucey, Letts Educational, 5th Edition.
7. Purchasing & Supply Management, by Dobler & Burt.
8. Purchasing Handbook, Edited by Fearon, Dobler and Killen.
1. Storage and Control of Stock, by A. Morrison