MBA- Material Management

The course intends to equip students with updated knowledge of modern materials management concepts and aims to develop their functional expertise in the store and purchase management discipline. To increase the profitability of industry, the Course intends to prepare the fleet of students equipped with latest tools and techniques of materials management so that they can face the challenges arising out of present scenario of competitiveness due to globalization of economy.

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<td>MBA-10</td>
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<td><strong>Grand Total</strong></td>
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</table>
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:
5. C B Gupta, Management Principles And Practice, 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
10. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
11. Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas 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
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 Provision 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

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
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

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

**RECOMMENDED 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
4. Vinod K Singhania, Kapil Singhania, Direct Tax Laws, Tax Mann Publications,
6. Cost Accounting - Khan & Jain
7. Management Accounting 3rd Ed. - Khan & Jain
8. Theory & Problems in Management & Cost Accounting - Khan & Jain
9. Cost Accounting - Jawahar Lal
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 quantitave 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 thoery
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,
5. Statistics and Quantitative Techniques - M.G.Dhaygude
7. Operations Research - J.K.Sharma
8. Quantitative Techniques - N.D.Vohra
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:

2. Peter F Drucker, “Innovation and Entrepreneurship”
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

3. C B Mamaria and Mamaria, Personnel Management,
8. Verma M.M., Materials Management, New Delhi, S. Chand & Sons
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:
3. S N Maheshwari, Management Accounting and Financial Control, Sultant Chand & Sons, New Delhi
7. Assigned Articles (provided in class and on blackboard)
8. The Wall Street Journal
9. Financial Calculator (TI BA II Plus Recommended)
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.
3. Ramasamy & Namakumari, Marketing Management Planning, Control And Implementation, Macmillan India
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
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 teleworking. 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
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia
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 DYNAMICS
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:
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.
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 4: Introduction to Benchmarking
Unit 2: Quality function Deployment
Unit 3: Quality Circle
Unit 4: Quality Awards

REFERENCE BOOKS:

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:

2. Export Import Policy, Government of India,
SUBJECT CODE: MTM-01

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:
1. Stores management-Second edition - Mr. K S Menon Published by Macmillan India Ltd
2. An Introduction to Documentary Credits - Mr. Rupnarayan Bose Published by Macmillan India Ltd
3. Supply Chain Management –Mr. B S Sahay - Published by Macmillan India Ltd
4. Materials Management – Gopalakrishnan & Sunderasan
5. Industrial Engineering – O.P.Khanna
8. Purchasing and Supply Management - Dobler and Burt,
SUBJECT CODE: MTM-02
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,
   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.
REFERENCE BOOKS:

2. Buff E.S., Modern Production Management, and Eastern private limited.
SUBJECT CODE MTM-03

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 BOOKS:**

4. Effective Warehousing by Burton.
5. Storehouse and Stockyard Management, by Compton.
9. Storage and Control of Stock, by A. Morrison
SUBJECT CODE: MTM-04

SUBJECT: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

BLOCK I: INTRODUCTION OF LOGISTICS
Unit 1: Logistics Definitions, Business Activities Coverage & Logistics Renaissance
Unit 2: Logistic Decision Areas & Transportation, Selecting Transportation logistic Multi model Solutions, Ware Housing, Logistic Information System.
Unit 3: Logistic Strategy: Owning versus outsourcing, measuring logistic Performance & Landed Cost
Unit 4: Logistic Decision Models, Weighted centre of gravity method, Optimization models & Assignment model.

BLOCK II: LOGISTICS NETWORK
Unit 1: Logistic Network Configuration: Introduction, Data collection, Data aggregation & Future demand
Unit 2: Model and Data Validation, Solutions Technique, Heuristic model Simulation model & Network configuration.
Unit 3: Supply Chain Management: Operations Management and supply Chain Management, Concept – Upstream & Down stream
Unit 4: Elements of Business, Strategies, Contoured Value, Four Performance dimension, Trade off among performance Dimensions & Core competence in Supply Chain.

BLOCK III: DISTRIBUTION STRATEGIES
Unit 2: Reducing cycle time, Bench marking, Strategies for business Process improvement.
Unit 3: Measuring Quality Supply Chain Integration: Push, Pull, Push-Pull systems, Demand driven strategies & Internet on Supply Chain Strategies.
Unit 4: Distribution strategies, Centralized vs Decentralized, Control & Central versus local facilities.

BLOCK IV: CUSTOMER VALUE AND SUPPLY CHAIN
Unit 1: Framework, Third party Logistics, Relative supplier relations ships, Distributor Integration, Types of Integration & Issues in Distributor Integration.
Unit 2: Customer Value and Supply Chain: Distribution of customer Value.
Unit 3: Conformance to Requirement, Product Selection, Price and brand & Value added service.
Unit 4: Relationship and experience, Strategic pricing & Revenue Management.

**BLOCK V : DECISION SUPPORT SYSTEMS**
Unit 2: Risk and advantage of International Supply Chain & Regarding Difference in logistics.
Unit 4: Interpretation of data, Analytical tools, Presentation Tools & Selecting a Supply Chain DSS.

**REFERENCE BOOKS:**
1. Purchasing and Supply Management - Dobler and Burt
2. Materials Management – Dutta
3. Purchasing and Materials Management - K S Menon
6. Introduction to Materials Management – Arnold
7. Logistics & Supply Chain Management – Martin Christoph
SUBJECT CODE: MTM-05
SUBJECT: PACKAGING AND DISTRIBUTION MANAGEMENT

BLOCK 1: INTRODUCTION OF PACKAGING –I
   Unit 1: Meaning, Definition & Functions of Packaging
   Unit 2: Packaging Design & Materials and Cost of Packing
   Unit 3: Packaging Material & Kinds of Packaging
   Unit 4: Packaging as Unitization

BLOCK 1: INTRODUCTION OF PACKAGING - II
   Unit 1: Principles Governing Packaging & Packing of Goods
   Unit 2: Need for Packing: Risks in the Chain of Transportation
   Unit 3: Benefits of Packing & Dimensions of the Packing Boxes
   Unit 4: Consumer and Industrial Packaging

BLOCK 3: DISTRIBUTION DECISIONS
   Unit 1: Meaning, Purpose, Channel alternatives available to the marketing manager
   Unit 2: Factors affecting channel choice
   Unit 3: Channel design and Channel Management decision
   Unit 4: Channel conflict, Distribution system

BLOCK 4: EMERGENCE OF PHYSICAL DISTRIBUTION
   Unit 1: Meaning, Scope & Importance of Physical Distribution
   Unit 2: Marketing Channels & Emergence of Channels of Distribution
   Unit 3: Kinds of Channel Members
   Unit 4: Need for Selecting Channel Members

BLOCK 5: DISTRIBUTION POLICIES AND STRATEGIES
   Unit 1: Distribution Policies and Strategies
   Unit 2: Special Distribution Methods
   Unit 3: Retailing and Wholesaling: Retailer & Wholesaler
   Unit 4: Major Channels Prevailing in India

REFERENCE BOOKS:
1. Marketing by Lamb, Hair, Mc Danniel – Thomson, 7/e, 2004
2. Marketing by Evans & Berman, 2/e, Biztantra, 2005
5. Sales & Distribution Management – Dr. Martin Khan
6. Physical Distribution Management – Dr. S. V. Bhave
7. Supply Chain Management – Sunil Chopra & Peter Meinden
BLOCK I : TQM-AN OVERVIEW
Unit 1: Introduction to Total Quality Management
Unit 2: Leadership
Unit 3: Information and Analysis
Unit 4: Strategic Quality Planning.

BLOCK II : BENCH MARKING
Unit 1: Human Resource Development and Management
Unit 2: Management of process quality
Unit 3: Customer focus and satisfaction
Unit 4: Bench marking.

BLOCK III : ORGANISING TQM
Unit 1: Meaning & Definition of Total Quality Management
Unit 2: Organising for Total Quality Management
Unit 3: Productivity and Quality
Unit 4: The Cost of Quality.

BLOCK IV : TQM- IMPROVEMENT TOOLS
Unit 1: Processes and Quality Tools
Unit 2: The Concept of A Process
Unit 3: Total Quality Management and Data
Unit 4: Quality Improvement Tools

BLOCK V: UNIVERSAL STANDARDS OF QUALITY
Unit 1: Understanding process variation.
Unit 2: Criteria for Quality programs – ISO 9000:
Unit 3: Universal Standards of Quality
Unit 4: Reengineering.

REFERENCE BOOKS:
7. Total Quality Control - Armond V. Feigerbaum
8. TQM - John Bark
BLOCK I : POLICY ASPECT 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 DOCUMENTATIONS
   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 PROCEDURES
   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

**BLOCK V : INTERNATIONAL FINANCING PROCEDURES**

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.

**REFERENCE BOOKS:**

3. IMPEX Times, various issues.
4. Export Manual
5. Indian Trade Journal
SUBJECT CODE: MTM-08
SUBJECT: PROJECT MANAGEMENT

BLOCK -I PROJECT MANAGEMENT
Unit 1: Project Planning: Project Management Scenario,
Unit 2: Project Asset – Issues & Problems,
Unit 3: Gantt Chart & LOB, Network Analysis, PERT / CPM,
Unit 4: Resource Monitoring & Control.

BLOCK -II LEGAL ASPECTS OF PROJECT MANAGEMENT
Unit 1: Contract Management: Principles of Project Contracts,
Unit 2: Compilation of Project Contracts,
Unit 3: Practical aspects of Contract, Legal aspects of Project Management,
Unit 4: Global Tender, Negotiations for Projects, Insurance for Projects.

BLOCK -III PROJECTS PROCUREMENT PROCESS
Unit 1: Project Buying: Projects Procurement Process,
Unit 2: Life – Cycle Costing,
Unit 3: Project Cost Reduction methods, Project Stores, organization & HRD issues,
Unit 4: Computerization.

BLOCK –IV PROJECT FEASIBILITY STUDIES
Unit 1: Investment Feasibility Studies: managing Project Resources Flow,
Unit 2: Project Feasibility studies, Project Cost – Capital & Operating, Forecasting Income,
Unit 3: Estimation of Investment & ROI, Project Evaluation,
Unit 4: Financial Sources, Appraisal Process.

BLOCK -V ISSUES IN PROJECT MANAGEMENT
Unit 1: Issues in Project Management: Project Audit,
Unit 2: Project Monitoring & MIS, Cost Control,
Unit 3: Real Time Planning,
Unit 4: Intangibles in Project Management
RECOMMENDED TEXT BOOKS

2. Jyotsna Bapat, Development Projects and critical theory of Environment, sage Publication, New Delhi, 2005