

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.

| 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 | MTM-01 | Purchase and Procurement Management | 5 |
| MBA-05 | Quantitative Techniques for Managerial Decisions | 5 | MTM-02 | Production Planning and Control | 5 |
| MBA-06 | Business Development and Entrepreneurship | 5 | MTM-03 | Materials and Stores Management | 5 |
| SEMESTER II | | | SEMESTER IV | | |
| MBA-07 | Human Asset Management | 5 | MTM-04 | Logistics and Supply Chain Management | 5 |
| MBA-08 | Corporate Finance and Services | 5 | MTM-05 | Packaging and Distribution Management | 5 |
| MBA-09 | Marketing Planning and Management | 5 | MTM-06 | Advanced Total Quality Management | 5 |
| MBA-10 | Production Technology and Industrial Engineering | 5 | MTM-07 | International Trade Documentation and Procedures | 5 |
| MBA-11 | Information Science for Managers | 5 | MTM-08 | Project Management | 5 |
| MBA-12 | Strategic Management and Corporate Governance | 5 | MBA-16 | Project Work Viva-Voice | 6 3 |
| | | | | Grand Total | 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 INTRODUCTION 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 & 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
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
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

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 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:

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 4: 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: 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
6. Business Marketing, Frank G. Bingham Jr., et al; TMH, 3/e, 2005
7. Business Marketing, Robert Dwyer, John F. Tanner Jr. – TMH, 3/e,2006
8. Purchasing and Supply Management - Dobler and Burt,
9. Purchasing and Materials Management - K S Menon
10. Handbook of Materials Management - Gopalkrishnan

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,
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.

REFERENCE BOOKS:

1. Dallas -Manor Ali S., Industrial Engineering and Management System, Standard publishers, Nay saran, Delhi.
2. Buff E.S., Modern Production Management, and Eastern private limited.
3. Barnes R.M., Work Design and Measurement, Wiley & sons, 1997.
4. Bagel T.R. & Sharma S.C., Production Planning and Control, Hanna Publishers.
5. Publishers.
6. James L. Riggs, Engineering Economics, Mc Grew Hill Book
7. Company, 1982.
8. James L. Pappas and Brigham F., Managerial Economics, Holt
9. Richard bad Winston Limited, 1983.

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:

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.
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 Transportations 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 1: Business Process: Mapping Business process & Measuring Process Performance.
- 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, 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 1: International Issues: Global Market Force, Technological Forces, Global Cost Forces & Political and Economic Forces.

Unit 2: Risk and advantage of International Supply Chain & Regarding Difference in logistics.

Unit 3: Decision Support Systems : Introduction, Global Supply Chain Information Technology Decision Support System.

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
4. Handbook of Materials Management – Gopalkrishnan
5. Materials & Logistics Management - L.C.Jhamb
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
3. Marketing Management, Arun Kumar & Meenakshi, Vikas, 2007
4. Principles of Marketing, Philip Kotler, Armstrong, Pearson Education, 12th Edition.
5. Sales & Distribution Management – Dr. Martin Khan

6. Physical Distribution Management – Dr. S. V. Bhave
7. Supply Chain Management – Sunil Chopra & Peter Meinden

SUBJECT CODE MTM-06

SUBJECT: ADVANCED TOTAL QUALITY MANAGEMENT

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:

1. Dale H.Besterfield, et al., Total Quality Management, Pearson Education, Inc. 2003. (Indian reprint 2004). ISBN 81-297-0260-6.
2. James R.Evans & William M.Lindsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
3. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.
4. Oakland.J.S. "Total Quality Management Butterworth – Heinemann Ltd., Oxford. 1989.
5. Narayana V. and Sreenivasan, N.S. Quality Management – Concepts and Tasks, New Age International 1996.

6. Principles of Total Quality - Vincent K. Omachonu & Joel E. Ross
7. total Quality Control - Armond V. Feigerbaum
8. TQM - John Bark
9. Global Management of Quality Assurance Systems- Willborn & Cheng

SUBJECT CODE: MTM-07

SUBJECT: INTERNATIONAL TRADE DOCUMENTATION AND PROCEDURES

BLOCK I :POLCY 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

Documentation; Schemes for Import of Capital Goods:
Procedures for New/Second Hand Capital Goods.

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/EPZunits: Objectives, Criteria and Benefits; Procedures and Documentation.

REFERENCE BOOKS:

1. Foreign Trade Policy (2002-2004).
2. Ram Paras (2004). Export: What, Where and How? Anupam Publications.
3. IMPEX Times, various issues.
4. Export Manual
5. Indian Trade Journal
6. The International Business Environment by Anant K. Sundaram / J. Stewart Black-Prentice Hall
7. International Management Managing Across Borders and Cultures Fourth Edition by Helen Deresky – PHI
8. The International Environment of Business by Gerald M. Meier – Oxford press, 2006

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

RECOMMENDEND TEXT BOOKS

1. Britha Mikkelsen, Methods for Development work and research, sage Publications Ltd., New Delhi, 2005.
2. Jyotsna Bapat, Development Projects and critical theory of Environment, sage Publication, New Delhi, 2005
3. John M. Nicholas, Project Management for Business and technology: Principles and Practice, Pearson Prentice Hall, New Delhi, 2005.
4. David I. Cleland, Project Management: Strategic Design and implementation, McGraw Hill Inc.1995.
5. Prasanna Chandra, Projects: Preparation, appraisal, budgeting and implementation Tate McGraw Hill Publishing company Ltd., New Delhi, 1987.
6. Gopalakrishnan. P. And V.E.Ramamurthy, Text Book of Project Management, Macmillan India Ltd., 1993.