

MBA (W.e.f June 2010-11)

I Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
MBA-1	M-209	(A) Principles of management	√	√	√	√				8	100
	M-210	(B) Human Resources Management									
MBA-2	M-207	(A) Principles of Economic	√	√	√					8	100
	M-212	(B) Financial Management									
MBA-3	M-213	(A) Accounting and Financial Analysis	√	√	√					8	100
	M-214	(B) Business Law									
MBA-4	M-215	Organizational Behavior	√	√		√				4	100
MBA-5	M-216	(A) Operations Research	√	√	√	√	√			8	100
	M-217	(B) Research Methodology									
MBA-6	M-218	Marketing Management	√	√		√				4	100
MBA-7	M-203	(A) Business Communication	√	√	√	√	√		√	8	100
	C-115	(B) Computer Fundamental									
MBA-8	M-219	(A) Production & Operation Management	√	√	√	√				8	100
	M-206	(B) Business Statistics									
Total										56	800

MBA

II Year			Instructional System								
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL	Credits	Marks
MBA-9	M-234	(A) Supply Chain Management	√	√	√	√				8	100
	C-118	(B) Management Information System									
MBA-10	M-235	(A) Strategic Management	√	√	√	√	√			4	100
	M-246	(B) Entrepreneurship Development									
MBA-11	M-236	Project Management	√	√	√					6	100
MBA-12	M-230	(A) Consumer Behaviour & Advertising Management	√	√	√	√				8	100
	M-247	(B) Corporate Governance, Values & Ethics									
MBA-13	-	Specialization 1 Subject 1	√	√	√					6	100
MBA-14	-	Specialization 1 Subject 2	√	√	√					6	100
MBA-15	-	Specialization 2 subject 1	√	√	√					6	100
MBA-16	-	Specialization 2 Subject 2	√	√	√					6	100
Total										56	800

MBA-III

III Year			Instructional System								
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL	Credits	Marks
MBA-17	-	Research Project report & viva voce			√	√		√	√	15	300
MBA-18	-	Written cases analysis Studies	√		√	√				5	100
Total										20	400

Specialization Subjects (MBA dual Specialization)

Specialization	SLM Code	Name of Subject
HRM	M-238	Personal Growth and Training & Development
	M-239	Industrial Relations & Labour Enactment
Marketing Management	M-240	Sales & Distribution management
	M-241	Retail Management
Financial Management	M-242	Management of working capital
	M-243	Security Analysis and Investment Management
IT	C-111	System Analysis & Design
	C-117	Internet & E-Commerce
Production & Operation Management	M-244	Material Management
	M-245	Maintenance Management

MBA (Fashion Technology Management)

II Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
MBA-13		Apparel Manufacturing Technology	√	√	√					6	100
MBA-14		Apparel Marketing Merchandising	√	√	√					6	100
MBA-15		Fabric Production and Processing	√	√	√	√				6	100
MBA-16		Fashion General Theory	√	√	√					6	100
Total										24	400

MBA Hospital Administration

II Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
MBA-13	M-256	Hospital Operation-I	√	√	√		√			6	100
MBA-14	M-257	Health Laws and Policies	√	√	√					6	100
MBA-15	M-258	Hospital Information System	√	√	√		√			6	100
MBA-16	M-259	Materials Management	√	√	√					6	100
Total										24	400

MBA (Hotel & Tourism Management)

II Year			Instructional System							Credit s	Mar ks
Course Code	SLM Code	Name of Subject	PCP	A W	V G D	PD P	PE C	P R O	I I L		
MBA-13	M-260	Eco Tourism	√	√	√					6	100
MBA-14	M-261	Advance Front Office	√	√	√					6	100
MBA-15	M-262	Food & Beverage Service	√	√	√					6	100
MBA-16	M-263	Travel & Tourism Management	√	√	√					6	100
Total										24	400

MBA (Pharmaceutical Marketing)

II Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
MBA-13	M-253	Advances in Pharmaceutical Marketing	√	√	√	√				6	100
MBA-14	M-254	Pharmaceutical Formulation Design and Development	√	√	√					6	100
MBA-15	M-255	Standardization and Stabilization Methods	√	√	√					6	100
MBA-16	M-248	Pharmaceutical Marketing	√	√	√		√			6	100
Total										24	400

MBA Telecom Management

II Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of Subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
MBA-13	M-249	Marketing of telecom products	√	√	√		√			6	100
MBA-14	M-250	Telecom Technologies and Networking Techniques	√	√	√					6	100
MBA-15	M-251	Management of	√	√	√					6	100

		Telecommunication Systems									
MBA-16	C-117	Internet & E-commerce	√	√	√		√			6	100
Total										24	400

I YEAR

PRINCIPLES OF MANAGEMENT

M-209

SECTION- A

- **Management Concept:** Principles, History, Principles of Scientific, Function of Management, Scientific Theories, Function of manager.
- **Management Thought:** Administration and Levels of Management, Development of Management Thought.
- **Planning :** Definition , Importance ,Types of Plans, Strategies, Policies and Planning premises ,Principles and Limitation of Planning.
- **Objectives:** Defining Objectives, Characteristics of Organizational, Importance, Areas Needing and Criteria of Good Objectives, Managements by Objectives (MBO).
- **Forecasting :** Elements of the Forecasting Process , Features, Planning , Advantages, Limitations of Forecasting , Types of Forecast, Forecasting Techniques.
- **Decision Making:** Definition, Importance, Types of Decision, Factors involved and Common Difficulties in Decision- making, Guideline for effective Decision Making.

SECTION-B

- **Organization :** Definitions, Formal and Informal Organization, Classical principles of Good Management.
- **Departmentation :** Need, Importance, Advantages, Principle of Departmentation.
- **The Concept of Theory :** Meaning, Characteristics, Distinction Between Authority and Power, Source of Authority.
- **Delegation of Authority:** Meaning, Types of Delegation – Principles, Advantages, Importance, Effective, Limits
- **Centralization and Decentralization :** Types, Advantages, Disadvantages, Distinction between Delegation and Decentralization.
- **Line and Staff :** Concept and Differentiation, Line and Staff Relationship, Conflicts and Types of Staff.
- **Nature and Purpose of Staffing :** Staffing, responsibility for staffing ,Manpower Planning (MPP), Human Resource Planning (HRP), Aims and Objectives of HRP.
- **Staffing :** Selection Process & Techniques of Tests, Limitations of Selections Tests, Interview, Principles of Interviewing.

SECTION-C

- **Human Resource Management :** Scope and Objectives of Personnel Management, Training-Need, Objectives Importance, Responsibility.

- **Directing/Directions** : Definition, Features, Importance, Principles and Elements, Managing and Human Factor, Creativity and Innovation.
- **Leadership** : Meaning, Nature, Need, Importance, Functions and Qualities, Leadership Theories.
- **Motivation** : Definitions, Importance, Process, Elements, Nature or characteristics, and Theories of Motivation.
- **Communication** : Definitions, Process, Principles and Methods, Barriers, Ten Commandments.

SECTION-D

- **Control Process** : Definitions, Importance, Limitations, Characteristics, Elements and Types Control.
- **Control Techniques** : Traditional and Modern Techniques of Controlling.
- **Information Technology in Controlling** : IT, uses and Challenges of IT.
- **Productivity and Operations Management** : An overview of production management techniques employed in planning and controlling operations management.
- **Overall and Preventive Control** : Overview and Assumption of Direct control system, Principle and Assumptions, Advantages of Preventive Control System.
- **Globalization and Liberalization** : Globalization, Essential Conditions, Globalization in Indian Business, Obstacles, Factors favoring Globalization.
- **International Management** : Introduction, Unified Global Management Theory.

HUMAN RESOURCE MANAGEMENT

M-210

- **Introduction** : Meaning, Definition, Scope Evolution, Objectives of HRM. Qualities of HR/Personnel Manager, Role of Human Resources Manager, Development of HRM in India, Distinction between HRM and PM.
- **Human Resources Planning**: Meaning, Objectives, Benefits of Human Resources Planning, Process and Problems in Human Resources Planning, Recent Implication in HRP, Staffing, Recruitment, Types of Tests.
- **Training and Development** : Meaning , Definition, Need , Advantages, Objectives, Importance of Training, Types of Training Differences between Training and Development, Education Classification of Training Methods, Executive Development, Knowledge Management.
- **Trade Unions** : Meaning, Characteristic, Functions and Role of Trade Unions, Union Structure, Wages and Salary Administration, Wage Boards and Pay

Commissions, Wage Incentives, Quality Circles, Industrial Democracy, Socio-technical Systems.

- **Performance Evaluation** : Performance Appraisal, Promotion, Transfer, Demotions, Separation, Grievance Procedure.

PRINCIPLE OF ECONOMICS

M-207

Section A

Introduction

Nature and significance of economics, meaning of science, engineering & technology and the relationship with economic development.

Section B

Basic Concepts

The concept of demand & supply, elasticity of demand and supply. In differences curve analysis, price effect, income effect and substitution effect.

Section C

Money & Banking

Function of Money, Value of Money, inflation and measure to control its brief data of function of Banking System.

FINANCIAL MANAGEMENT M-212

SECTION –A

Unit-1 : Introduction : Financial Objectives – Profits and Wealth Maximization, Finance Function, Role of Finance Manager.

Unit-2 : Capitalization : Basics of Capitalization, Estimation of Annual Net Earnings, Capitalization Rate, Overcapitalization, Undercapitalization.

SECTION –B

Unit-3 : Capital Structure : Principle of Capital Structure, Management, Factors Affecting Capital Structure.

Unit-4 : Capital Structure and cost of Capital : Concept of Cost of Capital- Importance Calculation, Composite, Leverage, Theories of Capital Structure.

SECTION –C

Unit-5 : Time Value of Money : Compounding and Discounting Techniques, Present Value of Cash Flows, Techniques of Evaluation of Capital Expenditure Proposals.

Unit-6: Sources of Working Capitals: Meaning and Concept of Working Capital, Management, Management Policies and Various Elements, Cash Management – Nature, Planning Aspect, Control Process, Models, Cash Budgets, Playing and Kinds of Floats.

ACCOUNTING AND FINANCIAL ANALYSIS M-213

1. Meaning and Scope of Accounting

Need Development and Definition of Accounting; Book- Keeping and Accounting; Persons interested in Accounting; Disclosures; Branches of Accounting; Objectives of Accounting.

2. Accounting Principles

International Accounting Standards (Only Outlines); Accounting Standards in India.

3. Accounting Transactions

Accounting Cycle; Journal; Rules of Debit and Credit; Compound Journal Entry; Opening Entry; Relationship Between Journal and Ledger , Rules Regarding Posting; Trial Balance ; Sub Division of Journal.

4. Capital and Revenue

Classification of Income; Classification of Expenditure; Classification Receipts.
Accounting Concept of Income ; Accounting Concepts and Income Measurement;
Expired Cost and Income Measurement.
Final Account; Profit and Loss Account; Balance Sheet; Adjustment Entries.
Rectification of Errors; Classification of Errors; Location Of Errors; Suspense
Account; Effect on Profit.

5. Depreciation Provision and Reserves

Concept of Depreciation; Causes of Depreciation; Depreciation, Depletion,
Amortization and Dilapidation; Depreciation Accounting; Methods of Recording
Depreciation; Methods for Providing Depreciation; Depreciation of Different
Assets; Depreciation of Replacement Cost; Depreciation Policy as per Accounting
Standard; Depreciation Accounting; Provisions and Reserves.

6. Accounts of Non- Trading Instructions

Not for Profit Organization, Financial Statements, Income and Expenditure
Account, Balance Sheet.

SYLLABUS

BUSSINESS LAW M-214

BLOCK 1: LAW

Unit 1 : The law of Contract

Agreement and contract; Void and Voidable Contract; Capacity of Parties; Free Consent;
Legality of Object and Consideration; Performance and Discharge of Contracts;
Indemnity and Guarantee; Bailment and Agency.

Unit 2 : The Law Related to Sale of Goods

Sale and Agreement to Sell, Conditions and Warranties, Transfer of Property Doctrine of
Caveat Emptor, Auction Sale, Unpaid Seller.

The Laws Relating to Carriage of Goods-
Introduction, Carriage by Land; Carriage by Sea; Carriage by Air.

The Laws Relating to Partnership-
The Partnership Act; Nature, Test and Types of Partnership; Partnership Deeds, Right and Liabilities of Partners; Registration; Dissolution.

Unit 3 : The Law Relating to Companies
The Companies.

BLOCK 2: LAWS RELATING TO INDUSTRY AND ECONOMIC OFFENCES

Unit 1 : The Laws Relating to Industries

Factories Act, Industrial Dispute Act , Minimum Wages Act, Workmen Compensation Act.

Unit 2: The Laws Relating to Economics Offences

Consumer Protection : Main Provisions of MRTP, FEMA and Consumer Protection Act, the Laws Relating to Industrial Sickness.

ORGANIZATIONAL BEHAVIOUR M-215

SECTION -A

Organizational Behavior: Definition, Meaning and its importance, Marvin Daunette's six plan.

Models of OB: Autocratic, Custodial, Supportive Collegial Model, Knowledge Management Processes.

New Challenges to OB: Open System, Contingency Approach.

SECTION -B

Personality : Meaning and Definition, Determinants of personality.
Traits Theory : Personality and Behavior.

Perception : Definition, Perceptual Process, Perception and Organizational Behavior and Applications , Performance Appraisals.

SECTION –C

Learning : Nature and Definition , Foundations of Individual behaviour , Myth or Science, O.B., Attitude and its Measurement.

Motivation :Definition, Role of Motivation in Organizations , Maslow need Hierarchy Theory Needs Theory.

Leadership: Meaning and Definition, Theories, Behaviour of Leader, Managerial Grid, Qualities of Effective Leader.

SECTION -D

Group : Nature and Concept, Effects of Cohesiveness of Group Productivity, Group Decision- making , Team Building.

Conflict : Nature of Conflict, Frustration ,Role Conflict and Ambiguity, Conflict Resolution.

Determinants of Organization Design : Implications for managers, Significances of power and politics, power Imbalances, Managing Organization Conflicts, Three Modes of Resolving Inter- group Conflict.

OPERATIONS RESEARCH M-216

SECTION -A

1. Linear Programming

Mathematical formulation of the problem, Graphical solution, The simplex method, Concept of duality, Dual simplex method.

2. Transportation Problems

Basic Feasible solution by different methods, Finding optimal solution, Degeneracy in transportation problems, Unbalanced transportation problems.

SECTION -B

3. Assignment Problems

Balanced and Unbalanced assignment, Assignment to given schedules.

4. Queueing Theory

Queueing system and their characteristics, the M/M/1/FIFO/queueing systems.

SECTION-C

5. Inventory Control

Notations, Models I-IV, Probabilistic Models.

6. Simulation

Basics Concept, Methods and Software's of Simulation and its applications.

SECTION –D

7. Network Scheduling by CPM/PERT

CPM/PERT, Time calculations and elements of crashing a network.

8. Game Theory

Definitions, Two person Zero-sum Game with pure and mixed strategies, Graphical and Linear Programming method for Games, and Dominance Rules.

RESEARCH METHODOLOGY

M-217

UNIT I

Introduction : Concept of research and its application. Scientific Method; Identification and Formulation of Research Problem. Survey of Literature. Process of research: Steps involved in Research process, Research design- meaning, purpose and principles.

UNIT II

Data Collection and Hypothesis : Observation, Questionnaire, Interview and Case Study . Hypothesis and Testing of Hypothesis , Exploratory, descriptive and Casual research Designs; Basic Principles and Types of Sampling, Precision and accuracy of sample based research; Sampling and non – Sampling errors, sampling distribution.

UNIT III

Presentation and Analysis of Data: Classification, Tabulation and Graphical Representation of Data. Statistical Techniques: Measures of Central Tendency and Variability. Statistical estimation, interval and point estimation; Chi-square test t-test. Linear programming Analysis of variance: One way and two way, factor analysis; Regression analysis, Data analysis using software packages.

UNIT IV

Report Writing: Components and Characteristics; Types of reports; Precautions and Principles of Report and References writing.

MARKETING MANAGEMENT M-218

SECTION A : Introducing to Marketing

Unit I :

Marketing : Definition, Key Concepts and Trends; Marketing Environment; Marketing Strategy : Market Segmentation, Target Marketing Selection and Marketing Mix.

SECTION B : Consumer Behaviour

Unit II :

Consumer Behaviour : Customer Decision Making Framework, Buying Process; Customer Satisfaction Relationship Marketing .The Product : Meaning, Levels, Product Mix Decisions, Product Life Cycle, New Product Development ; Pricing: Objective and Strategies.

SECTION C : Promotion and Distribution

Unit III : Marketing Information Systems and Marketing Research; Promotion : Meaning, Types and Strategies; Channel Management, Supply Chain Management; Sales- force Management and process of Personal Selling.

SECTION D : Global Marketing

Unit IV : Contemporary Issues in Marketing : Green Marketing; Global Marketing; Retailing in India; Brand Management; Competitive Strategies; Customer Loyalty.

BUSSINESS COMMUNICATION

M-203

SECTION –A: BUSINESS COMMUNICATION AND SELF DEVELOPMENT

Unit-1 : Introducing Business Communication

Basics Forms of Communication, Communication models and processes, Effective Communication, Theories of communication, Audience analysis.

Unit-2: Self Development and Communication

Development of positive personal attitudes, SWOT analysis, Vote's Model of interdependence, Whole Communication.

Unit-3: Corporate Communication

Formal and Informal Communication Networks, Grieving, Miscommunication (Berries), Improving Communication.

SECTION –B: PRINCIPLES OF EFFECTIVE COMMUNICATION

Unit-1: English Grammar

The Noun, The Pronoun, Articles, The Adjectives, The Verb.

Unit-2: Practices in Business Communication

Group Discussions, Mock Interview, Seminars, Effective Listening Exercises, Individual and Group Presentation and Reports Writing.

Unit-3 : Writing Skills

Planning Business Messages , Rewriting and Editing, The First Draft, Reconstructing the Final Draft, Business Letters, Sales Letters, collection Letters, Collection Letters, Office Memorandum.

SECTION –C : REPORT WRITING AND PRESENTATION SKILLS

Unit-1: Report Writing

Introduction to Proposal, Short Report and Format Report, Report Preparation.

Unit-2 : Oral Presentation

Principal of Oral Presentation, Factors Affecting Presentation, Sales Presentation, Training Presentation, Conducting Surveys, Speeches to Motivate, Effectives Presentation Skills, Interviewing Skills: Appearing in Interviews, Conducting Interviews, Writing Resumes and Letter of Application.

COMPUTER FUNDAMENTAL

C-115

Section A

Information Concepts & Processing

Definition of information, data vs information, introduction to information system, information representation digital media, images, graphics, animation, audio, video, etc. Need a value & quality of information the concept of information entropy & numerical.

Section B

Computer Appreciation

Definition of electronic computer, history, generation, characteristics and application of computers, classification of computer RAM, ROM, computer hardware, CPU, various I/O devices, peripherals, storage media, software definition and concepts.

Section C

Data Communication & Networks

Computer networks, networking of computers, introduction to LAN, WAN, MAN, network topologies, basic concepts in computers, computers networks, introduction to GPRS, CDMA, GSM & FM technologies.

Section D

Introduction to Internet Technologies

HTML, DHTML, WWW, FTP, TELINET, web browser, net surfing, search engines, E-mail, ISP, e-commerce, public key, private key, safety of business transaction on web.

Concepts in Operation System

Elementary concepts in operations system, GUI, introduction to DOS, MS windows, Classification of computers, RAM, ROM, computer hardware, CPU, various I/O devices, peripherals storage media, software definition and concepts.

PRODUCTION AND OPERATION MANAGEMENT M-219

SECTION-A

1. Work Study

- Methods Study – Process chart, Flow Process chart , Flow Diagram, Man and Machine chart and two handed chart.
- Work measurement – Time Study, Tools and in time study, Performance rating, Allowances and use of same time standards, time and motion study.
- Principles of human motion economy (introduction to ergonomics).

2. Plant Layout and Material Handling

- Concept of plant layout
- Types of layout (Process, Product and Combination type) ; their characteristics; Merits and Demerits
- Factors affecting plant layout.
- Work Station design; Factors considered in designing a work station.
- Introduction and functions of material handling.
- Selection of material handling equipment for different equipment.

SECTION-B

3. Production Planning and Control

- Types of production: Job, batch and mass production.
- Material planning and allocation.
- Process planning and sheet.
- Inventory control: Need and advantages of inventory control.

4. Inspection and Quality Control

- Inspection.
- Need and Planning of Inspection.
- Types of Inspection.
- Role of operator and inspector in Inspection.
- Quality control and quality assurance.
- Meaning and need for Quality Control.
- Statistical quality control.
- Acceptance Sampling (Single sampling and sequential sampling plans).
- Control charts for variables and attributes, Interpretation of patterns in control charts, O.C. curves.
- Concept of TOM.
- Machine Capability studies.

SECTION -C

5. Standards and Codes

- National and International Codes.
- ISO-9000, concept and its evolution and implications

6. Repair and Maintenance

- Objectives and importance of maintenances.
- Different types of maintenance.
- Nature and Maintenance problem.
- Range of maintenance activities.
- Schedules of preventive maintenances.
- Advantages of preventive maintenance.

SECTION-D

7. Cost Estimation

- Introduction and functions of cost estimation.
- Estimation procedure.
- Estimation of costs and ladder of costs.
- Overhead expenses and Distribution of overhead expenses.
- Calculation of cost of machining and metal.

8. Value Engineering

- Concept of value engineering and techniques.

NOTE:

- An expert from industry may be invited to deliver the lecture.
- Industrial visit may be planned.

BUSSINESS STATISTICS

M-206

SECTION-A

- 1. Introduction to Statistics:** Frequency Distribution, Graphical Representations.
- 2. Measures of Location:** Definition of Central Tendency, Arithmetic Means (A.M.) Geometric Mean(G.M.) Harmonic Mean(H.M.) Median, Mode, Quartiles, Deciles and Percentiles.
- 3. Measures of Dispersion:** Definition, standard Deviation (S.D.), Mean Deviation (M.D) Quartile Deviation (Q.D.) Range(R).
- 4. Measures of Skewness and Kurtosis:** Moments, Skewness, Kurtosis.

SECTION-B

- 5. Correlation and regression:** Bivariate Distribution, Correlation-Coefficient, Rank, Multiple and Curvilinear Regressions.
- 6. Probability:** Sample Space and Events- Probability- The Axioms of Probability-Some Elementary Theorems-Conditional Probability- Baye's Theorem.
- 7. Probability Distribution:** Random Variables-Discrete and Continuous- Distribution-Distribution Function.
- 8. Some Probability Distribution:** Distribution –Binomial- Poisson and Normal Distribution – Related Properties.

SECTION-C

- 9. Sampling Theory:** Population and Samples-Sampling Distribution of Mean (Known and Unknown) Properties, Sums and Differences.
- 10. Estimate:** Point Estimation- Interval Estimation Bayesian Estimation.

SECTION-D

- 11. Test of Hypothesis:** Means and Properties- Hypothesis Concerning one and two means- Type-I and Type- II Error, One-Tail, Two-Tail, Test of Significance- Student's T-Test, X^2 – Estimation of Properties.
- 12. Analysis of Variances:** ANOVA Table Randomized Block Design.
- 13. Stochastic Process:** Definition, Morkov Process, and Morkov Chain, Chapman-Kolmogorov Equation, Steady-State and First Entrance Probabilities.

II YEAR

SUPPLY CHAIN MANAGEMENT (M-234)

UNIT-I

Introduction: Basic Concept and Philosophy of Supply Chain Management; Essential features, various flows (cash, value and information), Key issues in SCM, benefits and case examples.

UNIT-II

Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management.

Purchasing & Vendor Management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies, Use of mathematical model for vendor rating/evaluation, single vendor concept, management of stores, accounting for materials.

UNIT-III

Inventory Management: Concept, various costs associated with inventory, various EOQ models, buffer stock (trade off between stock out/working capital cost), lead time reduction, re-order level fixation, exercises-numerical problem solving, ABC, SDE/VED Analysis, Just-in-Time and Kanban System of Inventory management.

UNIT-IV

Recent Issues in SCM: Role of Computer/IT in Supply Chain Management, CRM Vs SCM, Benchmarking-concept, Features and Implementation, Outsourcing-basic concept, Value Addition in SCM-concept of demand chain management.

MANAGEMENT INFORMATION SYSTEM (C-118)

Unit 1:

Foundation of Information Systems: Introduction to information system in business, fundamentals of information systems, Solving business problems with information systems, Type of information system, effectiveness and efficiency criteria in information system.

Unit 2:

An overview of Management Information Systems: Definition of a management information system, MIS versus Data processing, MIS & Decision Support Systems, MIS & Information Resources Management, End user computing, Concept of an MIS, Structure of Management information system.

Unit 3:

Concepts of planning & control: Concept of organization planning, the planning process, Computational support for planning, Characteristics of control process, the nature of control in an organization.

Unit 4:

Business applications of information technology: Internet & electronic commerce, internet, extranet & Enterprise Solutions, Information System for Business Operations, Information System for managerial Decision support, Information System for Strategic Advantage.

Unit 5:

Managing Information Technology: Enterprise & Global Management, Security & Ethical challenges, Planning & Implementing changes.

Advanced Concepts in Information Systems: Enterprise Resource Planning Supply Chain Management, Customer Relationship Management, and Procurement Management.

STRATEGIC MANAGEMENT (M-235)

UNIT-I

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making, Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and global Competitiveness.

UNIT-II

Environment Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.

UNIT-III

SWOT Analysis, TOWS Matrix, Various Corporate Strategies: Growth/Expansion, Diversification, Stability, Retrenchment and Combination Strategy. Process of Strategic

Planning, Stages of corporate development, Corporate Restructuring, Mergers and Acquisition, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.

UNIT-IV

Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organisation Life Cycle, Management and Control, Activity based Costing, Strategic Information Systems, Case Study related to the Entire Syllabus.

ENTREPRENEURSHIP DEVELOPMENT (MBA –M-246)

UNIT I

Entrepreneurship: Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, Concept of Entrepreneurship, Development of entrepreneurship; Culture, stages in entrepreneurial process.

UNIT II

Creativity and Entrepreneurial Plan: Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning: Evaluation, Monitoring and Control segmentation. Creative Problem Solving: Heuristics, Brainstorming, Synectics, Value Analysis, Innovation.

UNIT III

International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm, International versus domestic's entrepreneurship, Stages of economic development.

Institutional support for new ventures: Supporting Organizations; Incentives and facilities; Financial Institutions and Small scale Industries, Govt. Policies for SSIs.

UNIT IV

Family and Non Family Entrepreneur: Role of Professionals, Professionalism vs family entrepreneurs, Role of Woman entrepreneur.

Venture Capital: Venture capital, Nature and Overview, Venture capital process, locating venture capitalists.

Project Management (M-236)

UNIT-I

Project formation and Appraisal

1. Project Management-An Overview
2. Feasibility & Technical Analysis
3. Market and Demand Analysis
4. Economic and Financial Analysis
5. Formulation of Detailed Project Reports

UNIT-II

Project Planning and Scheduling

6. Planning Time Scales-Network Analysis

7. Material and Equipment
8. Human Resource
9. Project Costing and Financing
10. Project Organisation

UNIT-III

Implementation and Control

11. Project Management Information System
12. Material and Equipment
13. Human Resource
14. Financial Aspects

UNIT-IV

Project Completion and Evaluation

15. Integrated Project Management Control System
16. Managing Transition from Project to Operations
17. Project Review

CONSUMER BEHAVIOR & ADVERTISING MANAGEMENT (MBA –M-230)

UNIT I

Introduction: Defining consumer Behaviour, Reasons for Studying Consumer Behaviour, Understanding Consumer and Market Segments, Environmental Influences on Consumer Behaviour: Culture, Subcultures, Social Class, Reference Group and Family Influences, Personal Influences and Diffusions of Innovations.

UNIT II

Individual determinants of Consumer Behaviour, Motivation, Personality and Self Concept, Consumer Perception, Consumer Learning, Consumer Attitude Formation and Change.

Consumer Decision Process: Problem Recognition, Search and Evaluation, Purchasing Processes, Post-Purchase Behaviour, Consumer Behaviour Models, Consumerism, Organization Buying Behaviour.

UNIT III

Communication, Process of Communication, Marketing Communication, Objectives of Marketing Communication, Integrated Marketing Communication (IMC), Factors contributing to IMC, Participants in IMC, IMC Promotion Mix, IMC Management & Planning Model, Challenges in IMC, Promotion Mix, Sponsorship: POP: Supportive Communication, Role of E-Commerce in Marketing Communication.

UNIT IV

Advertising Management, Overview: Meaning, Nature and Scope of Advertising, Advertising and Other Promotional Tools, Role of Advertising in Promotion Mix, Process of Advertising, Customer and Competitor Analysis, STP Strategies for Advertising.

Campaign Planning: Message Creation, Copywriting. Role of Creativity in Copywriting Media Planning, Testing of Advertising Effectiveness, Preparation and Choice of Methods of Advertising Budget, Ethical and Social Issues in Advertising, Management of Advertising Agencies, Role of Advertising in Natural Development.

CORPORATE GOVERNANCE, VALUES & ETHICS (MBA –M-247)

UNIT-I

Corporate Governance: Issues, need of corporate governance code, Code of Corporate Practices, Social Responsibility of Corporate, Corporate Social Reporting, Corporate Governance and the Role of Board (BOD), Corporate Governance System Worldwide, Corporate Disclosure and Investor Protection in India.

UNIT-II

Value impact in Business: Indian Value System and Values, Teaching from scriptures and tradition (Geeta, Ramayanna, Mahabharata, Upanishads, Vedas, Bible and Quran)

UNIT-III

Ethics impact in Business: Ethical Issues in Capitalism and market systems, Ethics and social responsibility, Ethics and marketing, Ethics in finance, Ethics and human resource, Ethics and Information Technology. Ethical theories and approaches, Intellectual property rights like designs, patents, trademarks, copy rights.

UNIT-IV

Corporate Strategy: Global industrial competition, Information Technology, Competitive Strategy, Benchmarking, Total Quality Management, Brand Building, Promotional Strategies, Corporate Restructuring, Mergers and Acquisitions, Supply Chain Management, Horizontal Organisation, Diversification, The Indian Scene.

SPECIALIZATION SUBJECTS

PERSONAL GROWTH AND TRAINING DEVELOPMENT M-238

UNIT- I

Personality: Meaning and concept, personality Patterns, Symbol of Self, Mouldings the Personality Pattern, Persistence and Change.

Personality and Persona Effectiveness: Psychometric Theories – Cattle and Big Five, Psychodynamic Theories – Carl Jung and MBTI, Transactional Analysis, Johari – Window, Personal Effectiveness.

UNIT- II

Personality Determinants: An Overview of Personality determinants.

Evaluation of Personality: Sick Personalities and Health Personalities.

UNIT- III

Training: Concept, Role, Need and Importance of Training, Types of Training, Understanding Process of Learning, Developing and Integrated Approach of Learning in Training Programme.

UNIT- IV

Training Need Assessment: Determination of Training Needs, Approaches to Training Needs Assessment, TNA Cycle of Events.

Designing Training Programmes, Methods of conducting Training, Evaluation of Training Programmes.

INDUSTRIAL RELATIONS AND LABOUR ENACTMENTS

M-239

UNIT 1

Overview of Industrial Relations: Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India; Role of State; Trade Union; Employers' Organisation; ILO in IR.

UNIT 2

Trade Unionism: Trade Union: Origin and Growth, unions after independence, unions in the era of liberalization concept, objectives, functions and role of trade unions in collective bargaining; problems of Trade Unions. Labour Problems: Discipline and misconduct; Grievance Handling Procedure; Labour turnover; Absenteeism; Workers' participation in management.

UNIT 3

Technological Change in IR-Employment issues , Management Strategy, Trade Union Response, Human Resource Management and IR-Management Approaches, Integrative Approaches to HRM; International Dimensions of IR.

UNIT 4

Labour Legislations: Industrial Dispute Act, Factories Act, Payment of Wages Act, Workmen's Compensation Act. Important Provisions of Employees' State Insurance Act, Payment of Gratuity Act, Employees Provident Fund Act.

SALES AND DISTRIBUTION MANAGEMENT

M-240

UNIT- I

Introduction: Selling as a Part of Marketing, Sales Management Process, Role of Sales Manager, Concept of personal selling, Sales Management and Salesmanship, The Ones of personal Selling, Process of Personal Selling, Qualities of a Successful Salesman.

Goals in Sales Management: Goal Setting Process in Sales Management, Analyzing Market Demand and Sales potential, Techniques of Sales Forecasting, Preparation of Sales Budget, Formulating Selling Strategies, Designing Sales Territories and Sales Quota.

UNIT- II

Sales Force Management: Organizing the Sales Force, Designing the Structure and Size of Sales Force, Recruitment and Selection of Sales Force, Leading and Motivating the Sales Force, Training and Compensating the Sales Force, Sales Contests, Evaluation and Analysis.

UNIT- III

Introduction to Distribution Management: Concept of Distribution Channel, Importance of a Channel, Types of Channels, Primary Distributors, Specialized Distributors and Participants, Distributors: Policies and Strategies.

UNIT- IV

Channel Management: Force of Distributing Systems, Distributors Selection and Appointment, Channel Conflicts and their Resolutions, Training the Distributors Sales Team.

UNIT- I

Overview of Retailing Environment and Management: Retailing, Definition and Concept, Functions of Retailing, Driving Forces for Retailing, Building and Sustaining Relationships, Strategic Planning, Structural Change, Type of Retail Outlets, Market Structure, Retail Planning, Development and Control.

The Customer and Retail Business: Knowing your Customers, Focusing on the Consumer, Mapping out Society, Learning, Attitude, Motivation and Perception.

UNIT- II

Situational Analysis: Retail Institutions by Ownership. Retail Institutions by Store-based Strategy-Mix, Web, Nonstore-based and other Form of Traditional Retailing. Targeting Customers and Gathering Information. Communicating with Customers. Promotional Strategies used in retailing.

Choosing a Store Location: Trading Area Analysis, Site Selection, Store Design and Layout, The store and its Image, the External Store, Internal Store, Display, Visual Merchandising and Atmospherics.

UNIT- III

Managing Retail Business: Retail Organization and HRM, Retail Organization and Operations Management, Financial Dimensions, Managing Retail Service. Service Characteristics, Branding, Perceptions of Service Quality.

UNIT- IV

Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing.

International Retailing: Internationalization and Globalization, Shopping at Word Stores, Going International, the Internationalization Process, Culture, Business and International Management.

UNIT- I

Introduction to Working Capital: Scope and Definition of Working Capital, Working Capital Cycle, Assessment and Computation of Working Capital Requirement, Probability-Liquidity trade-off, Working Capital Policy-Aggressive and Defensive. Overview of Working Capital Management.

UNIT-II

Management of Cash and Marketable Securities: Meaning of Cash, Motives for holding cash, objectives of cash management, factors determining cash needs, Management Models, Cash Budget, Cash Management: basic Strategies, techniques and processes, compensating balances: Marketable Securities: Concept, types, reasons for holding marketable securities, alternative strategies, choice of securities; Cash Management practices in India.

UNIT-III

Management of Receivable and Inventory: Nature and cost of maintaining receivables, objectives of receivables management, factors affecting size of receivables, policies for managing accounts receivables, determination of potential credit policy including credit analysis, credit standards, credit period, credit terms, etc. Collection Policies; Credit Management in India.

Inventory: Need for monitoring and control of inventories, objectives of inventory management, benefits of holding inventory, risks and costs associated with inventories, Inventory Management: Minimizing cost in inventory, Techniques of Inventory Management-Classification, order quantity, order point etc.

UNIT-IV

Working Capital Financing: Need and objectives of financing of working capital, short term credit, mechanism and cost-benefit analysis of alternative strategies for financing working capital: accrued wages and taxes, accounts Payable, trade credit, bank loans overdrafts, bill discounting, commercial papers, certificates of deposits, factoring, secured term loan etc; Pattern and sources of Working Capital Financing in India, with reference to Government policies.

UNIT-I

Overview of Capital Market: Market of Securities, Stock Exchange and New Issue Market-their nature, structure, functioning and limitations; Trading of Securities: equity and debentures/bonds, Regulatory Mechanism: SEBI and its guidelines, Investor Protection.

UNIT-II

Risk and Return: Concept of risk, Measures of risk and return, calculation, trade off, systematic and unsystematic risk components. Nature of Stock Markets: EMH (Efficient Market Hypothesis) and its implications for investment decision. Valuation of Equity: Nature of equity instruments, Equity Valuation Models. Approaches to Equity Valuation: Technical Approach- overview of concept and tools used and Fundamental Approach-economy, industry and company analysis. Valuation of Debentures/Bonds: Nature of bonds, Valuation, Bond theorem, Term structure of interest rates, Duration. Valuation of Derivatives (Options and futures): concept, trading, valuation.

UNIT-III

Portfolio Analysis and Selection: Portfolio concept, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Capital market theorem, CAPM (Capital Assets Pricing Model) and Arbitrage Pricing Theory.

UNIT-IV

Portfolio Management and Performance Evaluation: Performance evaluation of existing portfolio, Sharpe and Treynor measures; Finding alternatives and revision of Portfolio' Portfolio Management and Mutual Fund Industry.

SYSTEM ANALYSIS AND DESIGN

C-111

SECTION (A)

1.Introduction

Concepts of a systems, examples of systems, types of systems – open and closed, static and dynamic with examples.

2.Overview of system analysis and Design

System development life cycle, brief introduction to analysis, implementation and testing and maintenance.

SECTION (B)

3.Preliminary Investigation

Project selection, scope definition and preliminary investigation.

4.Feasibility study

Technical and economic and operational feasibility, cost and benefit analysis.

SECTION C

5.Requirement Specification and analysis

Fact finding techniques, data flow diagrams, data dictionaries, decision trees and tables.

6.Detailed Design

Module Specification, file design, database design.

SECTION D

7.Testing and Quality Assurance

Maintenance, unit and integration testing techniques, design objectives, quality factors such as reliability correctness etc.

8.User Education and Training

Issues in user education and training, method of educating and training the user.

INTERNET AND E-COMMERCE

C-117

SECTION-A

Architectural framework of E-commerce

Web architecture, web browser, HTTP, TCP/IP, Webserver, HTML, Scripts standards:- EDIFACT, edi.

SECTION-B

Security Issue

Introduction to viruse , worms, bombs and protective measure and security issue, firewalls, and proxy application gateways, secure, electronic transaction, public and private key encryption, digital signature, and digital certificate.

SECTION-C

Electronic Payments Systems

Digital cash, electronic signature, debit cards at point of scale, smart cards, online credit cards based system, electronic fund EFT, payment gateways.

SECTION-D

Electronic Commerce Application

E-commerce banking, online shopping, business, models, and revenue models, online publishing, e- commerce in retail industry, CBS, digital copyrights, electronic data interchanges, electronic fund transfer, electronic display board, electronic catalogue.

MATERIALS MANAGEMENT

M-244

UNIT-I

Material Management : An Overview Materials Flow Systems, Strategic Role of Materials Management, Linkage with other Functional Areas of Management.

UNIT-II

Sourcing of Materials : Issues and Overview, Domestic vs International Purchase, Vender Network, Buyer-Sellers Relationship.

UNIT-III

Materials Planning and Control : Materials Planning and Budgeting, Pull vs Push System.

UNIT-IV

Inventory Policies and Systems : Inventory System and Modeling, Process Inventory, Spare Parts Management, Stores Accounting.

UNIT-V

Warehousing : Codification and Standardization of the Materials, Location and Structure of Warehouse, Incoming Material Receipts, Retrieval and Transaction Processing System, Security and Loss Prevention.

UNIT-VI

Organizing and Appraisal of Materials Management : Materials Management and its Organization, Materials Information System, Control of Material Management and Performance Appraisal.

MAINTENANCE MANAGEMENT M-245

UNIT 1: Maintenance Overview and Management System

1. Maintenance Management and Terotechnology : An Overview
2. Maintenance Objectives and Strategies
3. Preparation of Maintenance Planning and Scheduling
4. Planned Maintenance Management System and Control

UNIT 2: Maintenance Resource Management and Costing

5. Maintenance Organization
6. Maintenance Costing and Budgeting
7. Spare Parts Inventory Management
8. IT enabled Maintenance Management

UNIT 3: Key Issues in Maintenance Management

9. Reliability, Availability and Maintainability Concepts
10. Safety and Environment Aspects in Maintenance Management
11. Human Resource Development in Maintenance Management
12. TQM and Maintenance Management

UNIT 4: Analytical Method in Maintenance Management

13. Failure Statistics, Data Analysis and Methods of Qualitative Analysis
14. Economic of Repair and Replacement of Equipment.
15. Planning and Scheduling of Plant and Overhauling Shutdown

UNIT 5: Trends in Maintenance Management

16. Condition Based Maintenance (CBM)
17. Reliability Centered Maintenance (RCM)
18. Total Productive Maintenance (TIPM)
19. Maintenance Audit

MBA FASHION DESIGNING

M-264

Apparel Manufacturing Technology

UNIT 1-INTRODUCTION

Nature of apparel Industry-Structure of the Apparel industry-Globalization of Apparel Manufacturing-Organization of Apparel Films-Marketing Responsibilities in Apparel Films-Strategic Marketing Progress-Retail and Wholesale Marketing Strategies-Labeling and Licensing-context of merchandising-concept of Apparel Product lines-Dimension of Product change-nature and Timing of Manufacturing Responsibilities

UNIT 2-PRODUCT DEVELOPMENT

Product Standard-Sources of Quality and Performance Standards-Company Standards for Quality Size and fit and performance-Developing and using specification-Writing Specifications-Professional Perspective-Role of Garment Analysis-Style Descript on-Position Strategy-Sizing and Fit-Materials Selection-Garment Components Assembly-Final /Assembly and Finishing-Style presentation-influences on design Processes-creative design-technical design-apparel design technology.

UNIT 3-DIMENSIONS OF APPAREL MANAGEMENT

System for quality management-methods of assuring quality-Student Activity-costs and benefits of quality-programs-costs and profits-stages of costing-cost volume relationships-pricing strategies-the role of sourcing decisions-Evaluating Fabric.

UNIT 4-SOURCING, DEVELOPMENT AND PRODUCTION

Sourcing issues-global sourcing-costing imported goods-productivity concepts-student activity-production strategies – work flow – Apparel production systems – production processes – Ergonomics-production planning-Human resource management – Inventory management.

M-265

Apparel Marketing and Merchandising

UNIT 1

Merchandising, Merchandising and Supply Chain, Optimizing the Supply Chain and Merchandising Practices, Types of Supplier, Student Activity, The Supplier Search, The Choice of Supplier, Supplier Development, Supplier Evaluation and Monitoring, Retailer-Supplier Relationship Development, The Interaction Approach, Stages of Development in Retailer-Supplier Relationships, Factors that will Improve Relationships Between Retailers and their Suppliers.

UNIT 2

Fashion Show, Skills for Fashion Merchandising, Seasonal Fashion Merchandising, Student Activity, Readymade Clothing, Risk Factors and Loss Prevention, Technology for Apparel Manufacturing, Fabric Friction.

UNIT 3

Competitive Position of India's Textile & Apparel Industry, Growth Opportunities, Student Activity, Outlook, Structure of the Textile and Apparel Industry, Marketing Infrastructure, Competitive Assessment.

UNIT 4

The Planning Process in Clothing Manufacture, Basic Capacity Calculations, Coping with Planning, Setting up the System, Management of the Critical Path, Student Activity, Textile and Apparel Sourcing, Trade Agreements.

UNIT 5

Garments Costing, Student Activity, Impact of Labor Cost on Apparel Retail Prices, The Personal Apparel Assessment, Ansell and its Cost Reduction Mandates, Revenue Model.

UNIT 6

What is Fashion ?, Student Activity, Retail Growth, The Indian Retail Scene, Industry Evolution, Political Climate, Conglomeration, Internationalization, Concentration, Mass Market Generalists, Warehouse Clubs, Suburban Malls, Retail Line of Business Shift, Limit to Growth.

UNIT 7

Student Activity, Spread of Organizational Innovation, Determinants of Organizational Innovation, Strategies for Competitiveness, Organizational Innovation in the Apparel Industry, Apparel Quality Management.

M-266

Fabric Production and Processing

UNIT-I-Fabric Production of Textile/Fabric

Producing textile for fibre yarns stretch yarns heat set thermo plastic yarns – elastomeric yarns - Bi component yarns – Bi constitute yarns – chemically treated natural fibre yarns-bulk yarns-lube bulk yarns.

UNIT-II-Selection of dyes

Types of dyes – synthetics – synthetic fibres – synthetic fibres for work clothes – selection of dyeing method – stock dyeing – top dyeing – yarn dyeing – piece dyeing – other dyeing methods – dyeing methods – identifying dyeing defects – tests to define color fastness – fastness washing – fastness to gas fading.

UNIT-III-Printing and Flocking

Printing, Dyes used for Printing, Dyes Used for Printing, Dyes Uses for Printing, Roller Printing, Cylinder Printing, or Machine Printing, Photo Printing, Cotton, History of Cotton, Cotton from Field to Mill, Cultivating & Harvesting of Cotton, Bailing of Cotton, Byproducts of Cotton, Blending and Mixing Cotton, Finishing Cotton Fabrics.

UNIT-IV-Comparative Characteristics

Comparative characteristics of Fabrics, Stability of Fabric, Reaction to Bleaches, Reaction to Alkalis and Acids, Problems in Finishing Processes and Their Solutions, Some other chemical based procedures of Textile Manufacturing.

UNIT-V-Insulation Fabrics

Insulation Fabrics, Quilted Fabrics, Characteristics of Imitation Fur, Raw Materials Used in Making Artificial/Imitation Furs, Metalized Fabrics, Knitwear, Care of Hosiery Underwear, Care of Hosiery Outwear.

M-267

Fashion General Theory

Section-A

UNIT-I-What is fashion

Fashion, Fashion Designing, Fashion Designer, Fashion Design Process, Classification of Fashion, Sources of Fashion, Factors Favoring and Retarding Fashion.

UNIT-II-Principal of fashion

Fashion Cycle, Theories of Fashion, Fashion Consumers, Fashion Terms.

UNIT-III-Elements of Design

Design, Element of Design, Line, Shape, Form, Texture, Color

UNIT-IV-Principles of Design

Principles of Design, Balance, Proportion, Emphasis, Harmony, Rhythm.

UNIT-V-Color theory

Color, Dimensions of Color, Color Theories, Color Wheel, Color System.

Section-B

UNIT-I-Fashion Apparel Industry Overview

Growth of Fashion Industry-Russia, Growth of the Fashion Industry-Brazil, Growth of the Fashion Industry-South Africa, Growth of the Fashion Industry-UAE, Growth of the Fashion Industry-Singapore, North American Free Trade Agreement (NAFTA), General Agreement on Tariffs and Trade (GATT).

UNIT-II-Fashion Accessories

Popular Fashion Accessories.

Unit-III-History of Apparel Industry

Couture Beginnings, Early Twentieth Century, Between the Wars, Mid-twentieth Century, Late Twentieth Century.

MBA HOSPITAL ADMINISTRATION

HOSPITAL OPERATION-I (M-256)

UNIT I

Meaning and scope of patient care services – significance of patient care – role of administration in patient care – classification of Hospital.

UNIT II

Front office services – outpatient services – inpatient services – Accident and Emergency Services – Billing services.

UNIT III

Lab services – Radiology and Imaging services – Rehabilitation services – Blood bank services – Telemedicine.

UNIT IV

Operation theatre – Intensive care units – Hospital acquired infections – Sterilization – Nursing services – Ward Management.

UNIT V

Concept of quality – Quality control – Quality assurance – ISO 900 standards – TQM Accreditation – NABL – JCAHO – Quality manual – Medical tourism.

HEALTH LAWS AND POLICIES (M-257)

UNIT I

Code of ethics – introduction – professional ethics – personal qualities of medical professional – laws related to medical practice: Medical council act – clinical trials – disability act – legal aspects of medical records – transplantation of human organ act – prevention of food and adulteration act – medical termination of pregnancy act, 1971 – birth and death registration act – sex determination act – Indian mental health act, 1987.

UNIT II

Laws related to hospital administration: Companies act – Law of contracts – consumer protection act – Laws related to support services: Biomedical waste (management and handling rules) – atomic energy act – Indian electricity Act, 1956 – Indian boiler act – pollution control act – Laws related to hospital finance: Securities and exchange board of India (SEBI) – securities contract regulation act – negotiable Instruments act – value added act (VAT) – patient bill – IRDA – service tax.

UNIT III

Overview of health care delivery system: Overview of health care delivery system – brief history of evolution – growth of health care services after independent salient features of various committees. Health care infrastructure – National level – state level – district level – block level, primary health center level – sub center level – village level – role of private sector & voluntary organization.

UNIT IV

Health care agencies – definition – function: National health care agencies – Indian red cross / society – Hind Kusht Nivaran Sangh – Indian council for child welfare – tuberculosis association of India – Bharat Sevak Samaj – central social welfare board – Kasthuba memorial fund – family planning association of India – an Indian blind relief society – All India women's conference. International health care agencies – UNICEF,

WHO, UNDP, World Bank, CARE – Rockefeller foundation – Ford foundation Colombo plan.

UNIT V

Health policies: National health policy – salient features – population policy 2000. Pharmaceutical legislation in India – historical development of pharmaceutical education in India and its present status. Pharmacy act – drugs and cosmetics act – narcotics and psychotropic substances act – drug and magic remedies act – poisons act and rules.

HOSPITAL INFORMATION SYSTEM (M-258) (Including Medical Records)

UNIT I

Introduction to Information Systems in Business: The need for information systems – the increasing value of information technology – the network of computing – IT as a tool for competitive advantage. IS controls – facility control and procedural control – Risks to online operations – Denial of service, spoofing – Ethics for IS professional – Societal challenges of Information technology.

UNIT II

Managerial Overview – Hardware/Software: Computer peripherals – input technology trends – voice recognition and response optical scanning – output technologies and trends – video output – storage trends application software for and users – word processing and desktop publishing – system software – operating systems – programming languages.

UNIT III

Data Base Management Systems: Foundation data concepts- the data base management approach – types of database – database structures – data mining – benefits and limitations of data base management.

UNIT IV

The Internet and Electronic Commerce: Business use of the Internet – Interactive marketing – E-Commerce application – Business to Business commerce.. Challenges of e-health-electronic medical records.

UNIT V

Hospital Information System And Medical Records: Management decision and related information requirement – Concept of networking hospital information system – Clinical information system – Administrative information system – Support service technical information system- picture archivel communication system-Role of medical records in health care delivery – general medical records standards and policies- legal aspects of medical records – medical audit computerization of medical records information needs in the hospital information- sources health information – uses of health and hospital data.

MATERIALS MANAGEMENT (M-259)

UNIT I

Importance of material management, need of integrated concept – definition and scope – advantages in integrated material management concept. Organization – based on commodities – based on function – interdepartmental relationship – material planning and budgeting – concept of logistics management.

UNIT II

Purchase management – negotiation – purchase system – Material requisition – Purchase order – limited tender – open tender – comparative statement – follow up purchase orders- purchase of capital items – payback period approach – return on investment approach – Internal Rate of return – Discounted case flow method.

UNIT III

Import purchase procedure – capital equipment letter of credit – Bill of lading import substitution – public buying rate and running contracts – service contracts Buyer seller relation and ethics.

UNIT IV

Stores management – store keeping – objectives – functions – locations and layout- store keeper – duties – responsibilities – stores system and procedures – goods received notes – goods receipt voucher – bin card – stores issue voucher – discrepancy report – stores accounting and stock verification – LIFO – FIFO average price method. Inventory control – replenishment of stock – tools – ABC, VED and FSH Analysis – EQO – Roeder point – safety stock – lead time analysis.

UNIT V

Computers in materials management application – inventory control system Material Resource planning system – list MIS reports in material management.

MBA HOTEL & TOURISM MANAGEMENT

ECO-TOURISM (M-260)

UNIT-1

- ECO-Tourism
- ECO System and Tourism Development

UNIT-2

- Pollution and its types
- Measurements to Reduce the Impact of Pollution

UNIT-3

- Effect of Tourism on the ECO System
- ECO-Tourism in India

UNIT-4

- National Policy on Ecology and Environment
- ECO Tourism around the world

Advance Front Office (M-261)

UNIT-1

The Hospitality Industry

- Introduction to the Hospitality Industry
- Introduction to the Hotel Industry
- Growth of Hotel Industry
- Hotel Features

UNIT-2

Classification of Hotels

- Classification based on types
- Classification based on size
- Classification based on Levels of service
- Classification based on Ownership & Affiliation
- Classification based on Star Ratings

UNIT-3

The Hotel Organization

- Hotel Organization
- Typical Hotel Organization Chart

UNIT-4

Front Office Organization

- Functional areas
- Front Office Layout & Equipment
- Front Office Organization Chart
- Front Office Job Descriptions/Duties & Responsibilities

UNIT-5

Types of Rooms

- Different Types of Rooms

UNIT-6

Rate Categories

- Food Plans
- Special rates
- Basis of Charging Room rates
- Tariff card

UNIT-7

The Guest Cycle

- Pre-arrival
- Arrival
- Occupancy
- Departure

UNIT-8

Front Office Systems

- Non-Automated systems
- Semi-automated systems
- Fully-automated systems

UNIT-9

Property Management System

- Reservation management Software
- Room Management Software
- Guest Account Management Software
- General Management Software
- Opera Management Software

UNIT-10

Reservation Activities

- Importance of Reservations
- Functions of Reservations
- Modes / mediums of Reservations
- Sources o Reservations
- Types of Reservations
- Activities associated with the Reservation process
- Reservation tools (ALC/DCC/Rm St Bd)
- Reservation systems (BD/WS/CRS/TRS)
- Group Reservations
- Over Bookings
- Cancellations & Amendments

UNIT-11

Pre-Registration

- Importance & Purpose of Pre-Registration

UNIT-12

Procedures On-Arrival

- Greeting
- Assessing the Quests Requirements
- Importance of Product Knowledge
- Selling Techniques

UNIT-13

Registration

- 'Registration Legal Requirements, the purpose it serves
- Registration of all guests
- Objectives of Registration system
- Concepts of a Registration system
- Flow of the Registration process
- Documents Generated in Registration Process
- Analysis of Registration
- Various Types of Registration Records
- Registration System Problems
- Reports Generated

UNIT-14

Handling Situations

- D.N.S
- D.N.A
- R.N.A
- P.I.A
- N.I
- Situations When Guests cannot be accommodated

UNIT-15

Room Change Procedure

- Reasons for room change
- Types of room change
- Procedure for room change

UNIT-16

Bell Desk Activities

- Luggage handling procedures
- Left luggage handling procedures
- Other Functions

UNIT-17

Front Office Communication

- Log Book
- Information Directory
- Mail Handling
- telephone Services
- Voice Mail
- Facsimiles
- Wake up Services
- Guest Services
- Interdepartmental Communications

UNIT-18

Guest Services

- Handling Guest Requests
- Handling Guest Complaints
- Mail Handling Procedures
- Message Handling Procedures

UNIT-19

Checkout and Settlement Process

- Functions of Checkout and Settlement
- Departure Procedure.
- Method of Settlement
- Late Checkout
- Express Checkout
- Self-Checkout
- Unpaid Account Balances
- Collection of Accounts

UNIT-20

Front Office Accounting System

- Accounts
- Folios
- Vouchers
- Points of Sale (POS)
- Ledgers
- Creation and Maintenance of Accounts
- Accounting Systems
- Credit Monitoring
- Front Office Accounting Formula
- Internal Control in the Front Office
- Settlement of Accounts

UNIT-21

Night Audit

- Functions of Night Audit
- Role of the Night Auditor
- Establishing an End of the Day
- Cross Referencing
- Accounts integrity
- Guest Credit Monitoring
- Daily and Supplement Transcript
- Operating Modes
- The Night Audit Process

UNIT-22

Front Office Security Functions

- The role of the Front Office
- Key Control
- Electronic Locking System
- Surveillance and Access Control
- Protection of Funds
- Safe Deposit Boxes

Food & Beverage Service (M-262)

UNIT-1

Chapter-1 Introduction to Catering Industry

Structure:

- Different Types of Food and Beverage Outlets

Chapter-2 Organization of Food and Beverage service

Structure:

- Organizational Structure of Food and Beverage service department
- Duties and Responsibilities of Food and Beverage service Staff
- Attributes of a good Food and Beverage service Personal

Chapter-3 Types of Menu

- Types of Meals
- Types of Menus
- Classical Menu Sequence
 - Hors D'oeuvres / Appetizers
 - Potage / Soup
 - Oeufs / Egg Dishes
 - Farineaux / Farinaceous / (Pasta & Rice Dishes)
 - Poisson / Fish
 - Entrée / Entry of First Meat Dish
 - Sorbet / Rest Course
 - Releve / Grills & Roasts
 - Roti / Roast
 - Legumes / Vegetables
 - Salades / Salad

- Buffet Froid / Cold Buffet
- Entremets De Sucre / Sweets
- Savoureux / Savoury;
- Fromage / Cheese
- Desserts / Fresh Fruits & Nuts
- Café / Beverages

Chapter-4 Restaurant Service Procedures

- Types of Service
 - Table Service
 - Assisted Service
 - Self Service
 - Single Point Service
 - Gueridon / Trolley Service
- Terms Used In Food & Beverage Service
 - Mise-En-Place
 - Mise-En-Scene
- Points to be kept in mind While Laying a Table
- Sequence of Service of a Meal
- Types of Breakfast
 - Continental Breakfast
 - English Break Fast
 - American Break Fast
- Room Service
 - Sequence of Service in the Room Service
- Types of Plans

UNIT-2

Chapter-5 Non Alcoholic Beverage

- Water
- Other Types of Non-Alcoholic Beverages
- Coffee
 - Method of Making Coffee
 - Types of Coffee
- Tea
 - Main Tea Producing Countries

Chapter-6 Alcoholic Beverages

- Types of Alcoholic Beverages
- Beer
 - Ingredients Used for Making Beer
 - Steps in Making Beer
 - Types of Beer
- Spirits
 - Distillation
 - the pot Still
 - the Patent Still
- Whisky
 - Scotch Whisky
 - Production of Scotch whisky
 - Grain Whisky
 - Blended Scotch Whiskies
 - Irish Whiskey
 - Manufacture of Irish Whiskey
 - American Whiskeys
 - Making of American Whiskey
 - Types of American Whiskey
- Gin
 - Gin Production
 - Types of Gin
- Vodka
 - Vodka Production
- Rum
 - Types of Rum
- Tequila
 - Tequila Production
 - Serving and Storing Tequila
- Cognac
 - Grades

UNIT-3

Chapter-7 Wines

- Factors Affecting Wine Quality
- Fermentation
- The Making of Wine

- Red Wine-Making
- White Wine-Making
- Rose Wine-Making
- Sparkling Wine-Making
 - Methods of Making Sparkling Wine
- Champagne
- Fortified Wine-Making
 - Marsala
 - Sherry
 - Port
- Food and Wine Harmony
 - Wines and Courses
 - Service and Courses
 - Reading a Wine Label

Chapter-8 Wine Producing Regions of the World

- Division of Wine Region of France
 - Bordeaux
 - Burgundy
 - Alsace
 - Cotes Du Rhone
 - Jura and Savoie
 - Midi-Languedoc and Roussillon
 - Provence
- Wines of Germany
 - Wine Growing Regions
- Wines of Italy
- Wine of Spain
 - Division of Spanish Region
 - Label Languages
- Wines of Portugal
- Wines of Australia
- Wines of India
 - Grape Varieties in India
 - Good Wines Produced in India

UNIT-4

Chapter-9 Banquets

- Banquet Classifications
 - Formal Banquets
 - Informal Banquets
- Hierarchy of Banquet Department
- Job Descriptions

- Points to be kept in Mind While Handling Banquets
- Banquets of Organisations
 - Points to be kept in mind at the time of organizing
- Sequence of service in formal Banquets
- Buffets
 - Types of Buffets
 - Points to Be Kept in Mind While Planning Buffets
- Conference
 - Types of Meeting
 - Negotiations and Arrangements
 - List of Equipment Used in a Meeting Room

Chapter-10 Gueridon Service

- Marketing Advantages
- Types of Gueridon Trolleys
- Flambe Trolley
 - Equipments Used
- Carving
 - Carving at the Table
- Sequence of Service

Chapter-11 Menu Planning

- Menu Planning Procedures
- Constraints in Menu Planning
- Menu Merchandising
 - Components of Menu Designing

Travel & Tourism Management (M-263)

UNIT-1

Concept of Travel and Tourism Management

- Travel Management and Corporate
- Tour Management
- Traveler
- The Tour Organizer
- Itinerary

UNIT-2

Tourism Organisations

Travel and Tourism Organizations

- IATA
- TAAI
- WTO
- ASIA
- PATA

UNIT-3

Transport System

- The Airline Industry
- The Rail Industry
- The Bus Industry
- Rental Cars
- The Cruise Industry

UNIT-4

Travel & Tourism Formalities and Regulations

- The Passport
- VISA
- Immigration, passport and Customs control
- The gate area
- Clues to Answers

UNIT-5

Travel Agents Functions and Departments of the Travel Agency

- Travel Agents
- The Dimension of the Travel Agency Business
- Sources of Information
- Running a Travel Agency
- Car rental reservation
- Airline reservation
- Railway Reservation

UNIT-6

Tour Operators

- Types of Tours and Tour Components
- A brief history of the package tour
- The Role of the tour operator
- Types of tours
- Tours Defined by Destination
- Tours Defined by Purpose
- Food Plan
- Advantages of selling tours

UNIT-7

Marketing of Travel and Tourism Products

- The Ingredients of a Tour
- The Tour as Product
- Attitudes and Traits of a Travel Professional
- Client's budget
- Types of Travel Arrangements Made
- Communications

MBA PHARMACEUTICAL MARKETING

ADVANCES IN PHARMACEUTICAL SCIENCES

M-253

UNIT-I

Pharmainformatics: Introduction to information resources available on Internet for the various subjects in Pharmacy (Pharmaceutical Technology, Pharmaceutical Chemistry, Quality Assurance, Pharmacology and Pharmacognosy).

UNIT-II

Experimental Designs: Introduction to Full and Fractional Factorial Designs, central composite designs, Evolution of full and reduced mathematical models in experimental design, Applications of the experimental designs for the subjects mentioned under Pharminformatics, Introduction to contour plots.

UNIT-III

Patents: Definition, Need for patenting, Types of Patents, Conditions to be satisfied by an invention to be patentable, Introduction to patent search.

The essential elements of patent; Guidelines for preparation of laboratory note book, Non-obviousness in Patent, Drafting of Patent claims, Important Patent related web-sites. Brief introduction to Trademark protection and WO Patents.

Introduction to “The Patents Act 1970” and “The Patents Rules 2003” with special emphasis on the forms to be submitted along with a patent application.

UNIT-IV

Biotechnology in Drug Discovery: Cloning of DNA, Expression of cloned DNA, Manipulation of DNA sequence information, New Biological Targets for Drug Development. Novel Drug Screening Strategies, Novel Biological Agents, Antibodies, Antisense oligonucleotide Therapy, Gene Therapy.

UNIT-V

Quality Assurance and Regulatory Affairs: 1. Basic Concept of quality assurance & requirement of CGMP (WHO, USFDA, MHRA). 2. ISO & ICH requirements of quality. 3. GLP Guidelines.

Registration of new drugs for importing and manufacturing in India.

Introduction to IND, NDA, ANDA for registration in USA.

PHARMACEUTICAL FORMULATION DESIGN AND DEVELOPMENT

M-254

UNIT-I

Preformulation studies-Perspective and concepts: Detailed study of parameters like solubility, partition coefficient, dissolution,

Crystal morphology, crystal optics, polymorphism and purity studies : drug excipient compatibility study.

UNIT-II

Dissolution Study:

- Importance, objectives, equipments
- Biological classification system (BCS); its significance on dissolution study and application in dosage form development.
- Selection of dissolution medium and conditions.
- Comparison of dissolution profile by model independent (similarity and dissimilarity factor) and dependent method.

UNIT-III

Stability Studies:

- Basic concept and objectives of stability study.
- Order of reaction and their applications in predicting shelf life and half-life of Pharmaceutical formulations.
- Importance of accelerated stability study.
- Effect of various environmental/processing on stability of the formulation and techniques for stabilization of products against the same.
- Regulatory requirements related to stability testing with emphasis on matrixing/bracketing techniques, climatic zone, impurities in stability study photo stability testing etc.
- Application of microcolorimetry in stability study.

UNIT-IV

Polymers-Classification. General methods of synthesis, properties, characterization and evaluation: Biodegradable polymers-Classification-Mechanism
Of biodegradation in the body: Polymer processing with respect to novel formulation design: Applications of polymers in novel drug delivery systems,
Medical prosthetics and packaging.

UNIT-V

In-vitro In-vivo Correlation (IVIVC)
Methods of establishing IVIVC
Factors effecting IVIVC

UNIT-VI

A Brief study on formulation and evaluation of specialized pharmaceutical dosage form
Dry syrup, topical gel, Microemulsion, dry powder, Parenteral
Emulsion and suspension, occuserts, Clear shampoo, hair cream, Face wash, Sunscreen
Lotion, Antiwrinkle cream, Face wash.

STANDARDIZATION AND STABILIZATION METHODS (QA) THEORY

M-255

1. General Methods

- i. WHO guide lines of the standardization of Herbal raw materials and finished products.

- ii. Morphological, microscopical, cytomorphological and chemical examinations of raw materials and finished products.
- iii. Determination of physical and chemical constants such as extractive values, moisture content, alcohol content, volatile oil content, ash values, bitterness values, foreign matters, and physical constants applicable to the lipid containing drugs.
- iv. Microbial counts, bioburden and pharmacopoeial microbial assays.

2. Standardization

- i. Standardization of food products. Concepts of nutritional requirements at different age, sex, and in different conditions like normal, pregnancy and diseases like diabetes, hypertension and atherosclerosis, jaundice etc. Different types of additives used and analysis of these ingredients in ethical and non ethical foods.
- ii. Standardization of cosmetics. Information of ingredients used in various cosmetics such as creams, powders, lotions, hair products nail polishes, lipstick depilatories, toiletries etc and their analysis.
- iii. Standardization of herbal products. Physicochemical characterization in whole form, separation and identification of active principles, excipients and their estimation by different techniques.

3. Stability

- i. Factors affecting stability of a formulation, ICH guidelines. Methods of stabilization and methods of stability testing. Concept of development of stability indicating analytical method.

PHARMACEUTICAL MARKETING

M-248

Part 1: The Pharmaceutical Market:

1. Health Care environment: Health Care, Overview of Health Care System, health Care Reform, Health Care regulation, Major international regulatory bodies, need for harmonization.
2. The Pharmaceutical industry environment : Pharmaceutical industry overview, associated industries, environmental forces, major stake holders.
3. the Pharmaceutical marketing environment: the concept of marketing product satisfy needs, marketing management, pharmaceutical vs consumer market, ethical

consideration of pharmaceutical marketing, the marketing mix, pharmaceutical marketing environment, product management.

Part 2: Marketing Strategy:

4. Definition of marketing strategy , case studies, from worldwide vision to local tactics, definition of marketing strategy, strategic planning, strategy vs tactics.
5. marketing Research : risks of research, information needs, marketing information system, pharmaceutical marketing research subjects, process & methodology, primary & secondary data sources, qualitative & quantitative methods of research.
6. Market segmentation: market definition, the concept of market segmentation methods.
7. Situational analysis: types of situational analysis, situational analysis techniques, resource analysis, SWOT Analysis, performance analysis, deriving the key success factors, competitor analysis, industry attractiveness analysis, definition of industry's KSFs, Competitive intelligence.
8. Position, targeting, profiling: the essence of pharmaceutical product Strategy, targeting, positioning, branding, profiling.
9. New product development: Definition of new product, pharmaceutical R&D statistics, drug discovery methods the role of innovation the new drug development process, R&D strategies, R&D Bench marking, importance of time to market.
10. Product Life Cycle and Portfolio management: Patent Protection, Conception & Product development introduction phase, Growth Phase, Maturity Phase, Decline phase, Product withdrawal, the diffusion & adoption process, strategies of modifying existing products , the regulatory life cycle, portfolio management.
11. Competitive Strategies: Definition competitive strategies, competitive market structures, competitive forces, Generic competitive strategies according to weapon used, Generic competitive strategies according to industry position, Generic competitive strategies according to industries life cycle stage, Marker erosion of generics, drivers of Generic Growth, Generic Strategies, Anti-generic Strategies.

Part 3: Distribution Strategy:

12. Overview of Pharmaceutical Distribution: Ethical distribution channel members and exchanges, ethical distribution channel functions, OTC Distribution, Web Distribution.
13. Distribution Strategy: Key Channel Decisions, Extent of Distribution, Selecting a distribution, logistics functions, Reverse distribution of expired quantities, distribution-associated costs, parallel exports.

Part 4: Pricing Strategy:

14. Pricing Concepts: Elements of Price, Multiple Pharmaceutical Product Price in a single market, Pharmaceutical drug financing, government price control, reimbursement, pharmaeconomics.
15. Pricing Strategy: Price-Quality Strategy, Setting a Price Objectives, Assessing Customer Demand, Price Elastic of Demand, Knowing your costs, setting the price range, Adjusting Product price within the pharmaceutical supply chain.

Part 5: Communication Strategy:

16. Integrated Communication: The Process of communication, the Prescribing decision, the pyramid influence, communication strategy, promotional mix, promotional planning.
17. Personal Selling tasks and activities, selling activities, the structured sales interview, sales force Management, Key Account Management, marketing to sales interaction, future Management trends.
18. Advertising : Idiosyncrasies of pharmaceutical advertising, Pharmaceutical Promotion is regulated Pharmaceutical advertising channel and activities, advertising planning & development.
19. Public Relations (PR) and sales promotion: Public Relation, Pharmaceutical PR initiatives , the PR Process, Crisis Management, Measuring the effectiveness of PR agencies, sales promotion.

MBA TELECOM

MARKETING OF TELECOM PRODUCTS (M-249)

Unit-I

Chapter-I-Marketing Management And Marketing Functions

- Functions of Exchange
- Functions of Physical Supply
- Facilitating Functions
- Channels of Distribution
- Meaning of Marketing
- Definition of Marketing
- Modern Concept of Marketing
- Functions of Marketing
- Importance of Marketing
- Objectives of Marketing
- Marketing Management
- Objectives of Marketing Management

Chapter-II-Theories And Techniques Of Marketing

- Buyer-Marketing-Dyads
- Degree of Difficulty in Marketing
- Theoretical Aspects of Marketing
- AIDAS Theory of Marketing
- 'Buying-Formula' Theory of Marketing
- 'Behavioral-Equation' Theory

Chapter-III-Job Analysis, Recruitment And Selection

- Nature of the Marketing Job
- Marketing Job Analysis
- Recruitment
- Recruitment Sources
- Selection
- Selection Tools

Chapter-IV-Training The Marketing Force

- Logic of Training
- Training Process
- Areas of Marketing Training
- Process of Identifying Training Needs
- Job Description/Task/Knowledge Skills/Attitudes Analysis
- Methods of Identifying Training Needs
- Learning Styles
- Designing And Conducting the Programme
- Trainer's Abilities

Unit-II

Chapter-V-Online Marketing : E-Commerce

- Content of E-Commerce
- Content of E-Marketing
- Common Characteristics and Intrinsic Relationship of E-Commerce, E-Marketing
- Combination of E-Commerce and E-Marketing
- Developing Model of E-Commerce E-Marketing

Chapter-VI-Direct Marketing And Distribution

- Direct Marketing
- Assessing the Criteria

- Channel Marketing
- The Value of Channel Members
- Channel Resources
- Enhancing the Customer/Client Experience

Chapter-VII-Ethics In Marketing And Consumer Protection

- Common Unethical Practices
- Factors Behind Ethical Practices
- Marketing Ethics-Important Issues

Chapter-VIII-Social Aspects Of Marketing

- Marketing and Individual Welfare
- Marketing and Societal Welfare

Chapter-IX-Ethics And Legal Aspects Of Marketing

- Contemporary Marketing Promotions are Unethical
- Harm Caused by Marketing Promotions
- Ecological Impacts of Commercial Promotions
- Impacts of Commercial Promotions on Consumer Value
- Impacts of Commercial Promotions on Commercial News
- Social Impacts of Commercial Promotions
- Consumer Protection
- Consumer Rights
- Legislation for Consumer Protection

Unit-III

Chapter-X-The Marketing Research Process

- The Preliminary Stages of the Marketing Research Process

Chapter-XI-Marketing Research In Practice

- Information Systems, Decision Support Systems, & Marketing Research
- Marketing Decision Support Systems
- Suppliers of Information

Chapter-XII-Customer Analysis

- Introduction to Market Segmentation
- Methods of Segmenting Markets

Chapter-XIII-Financial Analysis For Marketing Decisions

- Financial Assessment
- Revenue Analysis
- Cost Analysis
- Financial Analysis Process

Unit-IV

Chapter-XIV-Integrated Customer Marketing

- Why Integration is crucial today ?
- Why is Integration so difficult to accomplish ?
- What is Integrated Customer Marketing ?
- Building ICM Currencies

Chapter-XV-Overview Of IMC

- What is IMC ?
- Original Definitions of IMC
- More Recent Definition of IMC
- Managing IMC
- The Role of Advertising & Promotions in IMC
- Barriers to Effective IMC

Chapter-XVI-Finalizing & Implementing The IMC Plan

- Finalizing the Plan
- Identifying Communication Tasks and Media Options
- IMC Planning Worksheet
- Implementing the Plan

Chapter-XVII-Introduction To Quantitative Research

- Matching Quantitative Research to the Objective
- The Major Quantitative Research Techniques
- Direct Measurement
- Self-Completion Surveys
- Interviewing
- The Role of the Interviewer in Quantitative Research
- Principles of Research Design
- Research Design and Internal and External Validity
- Experimental Research
- Field Research
- Observational Research

Unit-V

Chapter-XVIII-Implementing Marketing Plans

- Internal Marketing Implementation Issues
- Implementation Skills
- Integrating a Societal Marketing Orientation Throughout the Organization
- Total Quality Management
- Organizing for Implementation

Chapter-XIX-Sales Forecasting

- Planning
- Levels of Forecasting
- Qualitative Techniques
- Quantitative Techniques
- Budgeting-Purposes

TELECOM TECHNOLOGIES AND NETWORKING TECHNIQUES (M-250)

Unit-I-Electronic Exchanges, Telephone Traffic Engineering and Digital Switching

- Evolution of Telecommunication, Advantages of Electronic exchange over Electromechanical Exchanges.
- Measurement of Telephone Traffic, Quantitative Indicators for Quality of Service.
- Basic Principles of Electronic Exchanges, Stored Programme Control Exchange, Block Schematic of SPC Exchange.
- Digital Switching, Digital Space Switching, Digital Time Switch.

Unit-II-ISDN, Satellite System and Optical Fibre Communication

- Introduction to ISDN, ISDN Services, User Network Interface.
- Broadcast Channels, Applications, Base Band Spectrum.
- Satellite System and Communication, Modes of Communications, Advantages of Satellite Communication, Satellite Communications Network.
- Optical Fibre Communication, Fibre Optics and Theory and Principles of Fibre Optics and its Advantages, Application of Fibre Optics Communication, Propagation of Light through Fibre.

Unit-III-Data Communication, OSI Reference Model, Digital Data Interface

- Introduction to Data Communication and its component, Transmission Codes, Data Transmission.
- OSI Reference Model, Data Encapsulation, Characteristics of OSI Layers, Protocols.
- Digital Data Interfaces, LAN, Topology, MAC, CSMA/CD.

- Data Link Control, Data Link Layer, Data Link Protocols, Framing, Flow Control, Data Link Error Control, Data Link Management.

Unit-IV-TCP/IP, Connectivity and Internetworking, ATM, SDH and Access

Techniques

- TCP/IP Addressing, Concept of IP Address, Classes of Networks, Dotted Decimal Notation.
- Connectivity and Internetworking, Land Dimensions.
- ATM, ATM Protocol, ATM Interfaces, ATM Connections, ATM Network Architecture, VIP/VCI, ATM Cell Format, ATM Reference Model.
- SDH Concepts and Principle, Merits of SDH, SDH, Evolution, SDH Standards, Principles of SDH.
- Different Access Techniques, Importance of Access Network, WILL, Frequency Band, Fibre in Local Loop, HDSL.

Unit-V-Telcom Network, Next Generations Networks, Broad Band Access, 4G

Features

- Network, Vertical Network, Types of Networks.
- Next Generation Network, Features and Characteristics of NGN, Typical Elements of NGN.
- Broadband, Broadband Access, Wired Line Access, ADSL, ADSL Modulation, CAP Transmitter and Receiver, DMT, VDSL, RADSL, HDSL.
- 4G Features, Mobile Communication Technologies, IP based mobile communication systems.

MANAGEMENT OF TELECOMMUNICATION SYSTEM (M-251)

Course Contents

Role of Telecommunications; Effects of technology and scale on cost of service, Organization, management and financing in Telecommunications; Global and domestic competition in Telecommunication; telephone access and use; characteristics of telephone subscribers, use of business and residential telephones, use of public call office telephones, Telecommunication tariff policy, Mobilizing resources for expansion, Impact of Telecommunications on rural development, organizational studies of BEL, C-DOT, and Telecom Commission.

INTERNET AND E-COMMERCE
C-117

SECTION-A

Architectural framework of E-commerce

Web architecture, web browser, HTTP, TCP/IP, Webserver, HTML, Scripts standards:- EDIFACT, edi.

SECTION-B

Security Issue

Introduction to viruse, worms, bombs and protective measure and security issue, firewalls, and proxy application gateways, secure, electronic transaction, public and private key encryption, digital signature, and digital certificate.

SECTION-C

Electronic Payments Systems

Digital cash, electronic signature, debit cards at point of scale, smart cards, online credit cards based system, electronic fund EFT, payment gateways.

SECTION-D

Electronic Commerce Application

E-commerce banking, online shopping, business, models, and revenue models, online publishing, e-commerce in retail industry, CBS, digital copyrights, electronic data interchanges, electronic fund transfer, electronic display board, electronic catalogue

INTERNET AND E-COMMERCE
C-117

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