## SYLLABUS OF THE 1\textsuperscript{ST} YEAR

### TRIMESTER – I

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<td>Principles and Practices of Management</td>
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<td>Managerial Economics</td>
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### TRIMESTER – II

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<td>o Introduction to IT and Telecommunications (IT &amp; Tel)*</td>
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<td>o Introduction to Infrastructure (Infra. Mgt.)*</td>
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<td>o Data Communications &amp; Computer Networks (IT &amp; Tel.)*</td>
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<td>o Infrastructure Sector Part-I Success &amp; Failure (Infra. Mgt.)*</td>
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<td>o Quality Assurance (Pharma. Mgt.)*</td>
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# SYLLABUS OF THE 2nd YEAR

## TRIMESTER – IV

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<td>Infrastructure Contracts and Managing Negotiations (Infra. Mgt.)*</td>
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<td>Patents &amp; DRA (Pharma. Mgt.)*</td>
<td>Health Insurance (Hosp. Mgt.)*</td>
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Objectives: The objective of the paper is to acquaint student with the importance of management in our day to day life, help student to trace the evolution of Management Thought and appreciate the various functions of management.

SECTION - A
Definition, nature, purpose and scope of management;Functions of a manager;Ethics and social responsibility of management;Organizational Environment.

SECTION - B


SECTION - C
Planning: Types of plans, process of planning, Management by Objectives, Nature and purpose of strategies and policies.
Decision-Making: Importance and steps in Decision Making; Decision making under certainty-programmed decisions; decision-making under uncertainty, non-programmed decisions; decision tree; group aided decisions; Brain storming.

Organizing: Concept of organization, process of organizing, bases of departmentation, Authority & Power; Line & Staff relationships
Delegation-authority, responsibility, accountability; Steps to make delegation effective
Decentralization-purpose and types of decentralization, Span of Management.

SECTION - D
Coordination- need; factors which make coordination difficult; techniques to ensure effective coordination.
Control: planning-control relationship; process and techniques of control; Human response to control;
Types of Control- (a) Feed forward control (b) Concurrent Control (Real Time Information & Control), (c) Feedback Control.

Suggested Readings:
2. Stoner, Freeman, Gilbert Jr.: Management Prentice Hall India, New Delhi
5. RichyW.Griffin: Management, AITBS, New Delhi
6. Terry & Franklin: Fundamentals of Management, Pearson Education Asia
Objectives: The objective of this paper is to train the students to use various statistical methods in order to understand, analyze and interpret various business, managerial and economic problems.

SECTION - A
Classification of data and construction of Frequency Distribution: Graphic Presentation of Data.
Index Numbers: Definition and Methods of Construction of Index Numbers; Problems in Construction, Importance of Index Numbers in Managerial Decision Making.

SECTION - B
Theoretical Distributions: Binomial, Poisson and Normal Distribution.

SECTION - C
Statistical Inference: Concept of Sampling Distribution, Parameter & Statistics, Standard Error.
Theory of Estimation: Point and Interval Estimation, Construction of Confidence Limits for Mean.
Testing of Hypothesis: Large Sample Tests, Small Sample Test (t Test-single sample mean and difference of means tests; F test-Variance Ratio test; Z test-single proportion, difference of proportions, single sample mean and Difference of Means; $\chi^2$ (chi square) test- Independence of Attributes, Goodness of Fit and Test of Homogeneity.

SECTION - D
Correlation Analysis: Rank Method and Karl Pearson’s Coefficient of Correlation and Properties of Correlation.
Regression Analysis: Simple Linear Regression Model, Specification of the Model, Assumptions, Least Square Estimates of Parameters and their properties, Coefficient of Determination and Interpretation of Coefficients.

Suggested Readings:
3. Levin & Kapoor: Statistics For Management, Prentice Hall
Objectives: To provide students with an understanding of basic economic principles of production & exchange-essential tools in making business decisions in today’s global economy. The objective is to present the foundation to understanding how the economy works, covering microeconomic description of business applications, including pricing for profit maximization, price elasticity, market structures and modeling of business in varying economic climates.

SECTION - A
Introduction to Managerial Economics: Nature Scope and Importance of Managerial Economics.
Basic Concepts in decision making.
Distinction between micro and macroeconomics.

SECTION - B
Demand Concepts and Analysis: Individual Demand, Market Demand, Kinds of Demand, Determinants of Demand, Demand Functions, Functions, Demand Schedule and Law of Demand.
Theory of Consumer Behavior: Cardinal Utility Approach and Ordinal Utility (Indifference Curves) Approach;
Electricity of Demand: Concept, Types, Measurement and importance.
Demand Forecasting: Sources of Data-Expert Opinions, Surveys and Market Experiments; Time Series Analysis-Trend Projection; Barometric Forecasting-Leading Indicators, Composite and diffusion Indices.

SECTION - C
Production Function: Concept and types, Returns to Factor and Returns to Scale, Law of Variable Proportions.
Cost concepts and Analysis: Concept of Cost, Short run and Lung-run Cost Curves, Relationships among various costs, Break-even Analysis.
Revenue Curves: Concept and Type.

SECTION - D
Perfect Competition: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Long Run;
Monopoly: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Lung Run; Price Discrimination;
Imperfect Competition: Monopolistic Competition, oligopoly and Barriers to Entry.

Suggested Readings:
1. Craig Peterson, Lewis and Jain: Managerial Economics, Pearson Education
2. Mark Hirshy: Managerial Economics, Thomson
3. Dr. V. Panduranga Rao: Microeconomics-IBS Publication
7. K.K. Dewett: Modern Economic Theory, S. Chand & Sons, New Delhi
8. Mote, Paul Gupta: Managerial Economics, Vikas Publisher, New Delhi
9. A. Koutsoyiannis: Modern Microeconomics, McMillan, New Delhi
10. R.L. Varshney & K. L. Maheshwari: Managerial Economics, S.Chand & Sons, New Delhi
Objectives: The objective of the paper is to make student aware of the various functions and importance of the HR department in any organization. It is basically concerned with managing the human resources, whereby the underlying objective is to attract retain and motivate the human resources in any organization, which is the most challenging and daunting look for any organization today.

SECTION - A

Introduction: Meaning, scope, objectives and functions of HRM; Importance of Human Resource Management; HRM&HRD a comparative analysis;

Environment of HRM: Role of government, internal and external forces; Human Resource Management practices in India.

SECTION - B

Human Resource Planning: Definition, objectives, process and importance; Job analysis, description, specification & job evaluation; Recruitment, selection, placement and induction process;

Human Resource Development: Concept, Employee training & development; Career Planning & development; Promotions, demotions, transfers, separation, absenteeism & turnover;

Job Compensation: Wage & salary administration, incentive plans & fringe benefits.

SECTION - C

Performance Management: Concept & process, performance appraisal, Potential appraisal;

Quality of work life (QWL): Meaning, techniques for improving QWL.

Quality circles: concept, structure, role of management;

Job satisfaction and morale.

SECTION - D

Industrial Relations: Concept and theories, trade unions; Health, Safety & Employee welfare measures; Employee grievances and discipline, participation & empowerment; Introduction to collective bargaining.

Suggested Readings:

3. Dale Yoder: Personnel Management & Industrial Relation
Objectives: The objective of this course is to develop acquaintance with basic techniques of accountancy. The course attempts to build potential to use appropriate accounting tools and techniques of financial accounting and management accounting for preparing and analyzing financial statements.

SECTION - A
Accounting and its functions; Basic Accounting Concepts and Accounting Conventions; Accounting Principles; Generally Accepted Accounting Policies (GAAP); Accounting Standards; Branches of Accounting: Financial Accounting; Cost Accounting; Management Accounting; Accounting Equation; Accounting Structure; Types of Accounts.
Rules regarding Journal Entries; Recording of Journal Entries; Ledger Posting; Trial Balance; Preparation of Final Accounts; Trading Account; Profit & Loss Account; Balance Sheet; Treatment of Adjustments into trial balance.

SECTION -B
Meaning of Management Accounting; Nature; Scope; Objectives; Functions of Management Accounting; Relationship between Financial and Management Accounting; Tools and Techniques of Management Accounting; Limitations; Meaning of Financial Statement; Importance and Limitations of Financial Statement; Meaning and Objectives of Financial Statement Analysis; Limitation of Financial Analysis.
Ratio Analysis: Meaning of Ratio; Interpretation of Ratios; Significance of Ratio Analysis; Limitations of Ratio Analysis; Classification of Ratio; Analysis of Short-term financial position; Analysis of Long term financial position; Analysis of profitability.

SECTION - C
Fund Flow Analysis: Meaning and Concept of Funds; Meaning of Fund Flow; Meaning of Fund Flow Statement; Significance; Limitations; Procedure of Preparing Fund Flow Statement; Schedule Showing Change in working capital; Adjusted Profit & Loss Account; Statement of Sources and Applications of Funds. Treatment of Adjustment;
Cash Flow Analysis: Meaning; Classification of Cash Flow; Comparison between Fund Flow Statement and Cash Flow Statement; Difference between Cash Flow Statement and Cash Budget Limitations; Preparation of Cash Flow Statement (as per AS-3); Treatment of Adjustments.

SECTION - D
Price Level Accounting: Meaning; Methods or Techniques of Price Level Accounting; Advantages; Disadvantages;
Social Accounting: Concept of Social Cost Benefit Analysis; Meaning of Social Accounting; Need; Social Accounting Approaches;
Human Resource Accounting: Meaning; Need; Methods of Human Resource Accounting; Objections Against Human Resource Accounting; HRA in India.
Responsibility Accounting: Meaning; Steps involved in Responsibility Accounting; Responsibility Centre; Advantages of Responsibility Accounting.

Suggested Readings:
4. Hilton: Managerial Accounting, McGraw Hill
Objectives: The basic objective is to sharpen the communication skills of students for getting ready for efficient and effective management.

SECTION - A
Meaning and important of communication in business
Communication Process, types of communication: formal and informal and their characteristics, essentials of effective business communication
Channels of communication, their effectiveness, limitations,
Barriers of communication, approaches to effective Communication

SECTION - B
Group communication through committees, conference and other formal communication with public at large, interviews, seminar, symposia and conferences.

Structure of business correspondence: inquires and replies, orders and their executions, handling complaints; Process for drafting Effective Business Message; Letter Writing: Sales letters; Job applications-Covering Letter, Resume, Memorandum drafting.

SECTION - C
Report writing-Components of a report; Strategies to improve-reading skills, speaking skills, listening skills; Guidelines to effective public speaking; Interviewing: Negotiating the job offer.

SECTION - D
Meeting: types of meetings, agenda and minutes of the meeting; Ethics in Business Communication.
Technological Developments and Communication: E-mail writing.

Suggested Readings:
1. Lesikar, Petit &Lesikar’s Basic Business Tata McGraw
2. Flately: Communication Skills
3. Poe &Fruchling Basic Communication AITBS
4. Taylor English Conversion Practice Tata McGraw
5. Diwan&Aggarwal Business Communication Excel
6. Baugh, Frayer& Thomas How to write first class Business Correspondence Viva Books.
Objectives: This course offers a good understanding of basics of Information Technology.

SECTION – A

Introduction to Computers: Classification, Components of Computer System, Introduction to High level and low level languages. Software: Application Software and System Software, Applications

Basic concepts of operating systems, Artificial Intelligence
Flow charts and data flow diagrams

SECTION – B

Networking concepts, Internet and intranet, sending and reading e-mails.
Practical on Internet using emails, Use of search engines Fundamentals of website design

End User Computing using MS-Office 2000:
Word processing: MS-Word, word basics, formatting text and documents, working with header and footer, footnotes, endnotes, tables and sorting, graphics, mail merge and macros.

SECTION – C

Spreadsheets and their uses in business, Excel basics, Rearranging, Worksheets, Excel formatting

Digitals, techniques, using formulas and functions, chart features and working with graphics in Excel.

Power Point: Basics, working with texts and graphics in Power Point, Creating and delivering presentations

SECTION – D


Suggested Readings:

2. ITL Education Solutions Limited : Introduction to Information Technology
3. Leon & Leon : Internet for Everyone Leon Tech World
5. Ron Masfield : MS-Office Tech Publication
Objectives: (i) To equip the students with techniques of data analysis. (ii) To grasp the various optimization techniques.

SECTION - A
Decision making; Decision making environment; Decision making under certainty; Decision making under uncertainty; Decision making under risk; Decision Tree Analysis.
Operations Research; Introduction to OR: Definition, Characteristics; Scope and Necessity of OR OR Models: Principles and Types.

SECTION - B
Project Management; PERT; CPM; Phases of a Project; Network Arrow Diagrams; Slack; Critical Path; Float; Crashing the Network.

SECTION - C
Linear Programming; Problem Formulation; Graphical Method; Simplex Method; Duality

SECTION - D
Transportation Models; Transshipment Problem; Traveling Salesman Problem; Assignment Models; Replacement Models.

Suggested Readings:
3. V.K. Kapoor: Operations Research, 7th Sultan Chand
Objectives: The objective of the subject is to provide the insight to the students about the changes that are taking place in the economic sector, the effect of these changes on business and the demand placed on managers regarding national and global business environment. Another major aim of this subject is to help the management students identify economic trends and business currents that affect individual firms and the wider industry.

SECTION - A

SECTION - B
Economic Planning in India, Objectives, Strategies and Evaluation of current Five Year Plan; Public Sector in India; Privatization and Disinvestment; Joint Sector and Co-operative Sector in India.

SECTION - C
Monetary and Fiscal Policies in India; India’s Trade Policy; Industrial Policy and Industrial Licensing in India; EXIM Policy; FEMA (Foreign Exchange Management Act);

SECTION - D
International Economic Environment: Emergence of Globalization; Control of Foreign Direct Investment; Benefits and Problems from MNCs; WTO—its role and functions, implications for India; Devaluation of Rupee

Suggested Readings:
2. R.uddar Datt & K.P.M. Sundaram: Indian Economy, S.Chand & Co.
10. N.K.Sengupta: Government and Business in India
11. K.Ashwathappa: Economic Environment of Business in India
Objectives: (i) To understand a systems view of operations, (ii) To understand the conversion of inputs into outputs with various technology.

SECTION - A

Operations Management: Concepts; Functions
Process Selection: Project, Job, Batch, Mass & Process types of Production Systems; Product-Process Mix

SECTION - B

Facility Location: importance; Factors in Location Analysis; Location Analysis Techniques.
Facility Layout: Objectives; Advantages; Basic Types of Layouts.
Capacity Planning: Concepts; Factors Affective Capacity; Planning; Capacity Planning Decisions.
Production Planning & Control (PPC): Concepts; Objectives; Functions
Work Study: Productivity; Method Study; Work Measurement.

SECTION - C

Materials Management: Concepts; Objectives
Introduction to modern Productivity techniques: Just in time; Kanban System; Total quality management & six sigma.
Functions Purchasing Management: Objectives; Functions; Methods; Procedure

SECTION - D

Stores Management: Types of Stores; Functions; Coding Methods
Value Analysis: Concepts
Inventory Management: Concepts; Classification; Objectives; Factors Affecting Inventory Control Policy; Inventory Costs; Basic EOQ Model; Re-order Level; ABC Analysis.
Maintenance Management: Concepts; Objectives; Functions; Types of Maintenance.

Suggested Readings:
1. Nair: Production & Operation Management, Tata McGraw Hill
2. Adam & Ebert: Production & Operation Management, Prentice Hall India
5. SN Chary: Production & Operations Management, Tata McGraw Hill
Objectives: The course has been designed to develop understanding of different concepts and theories underlying financial management and implications of various financial techniques.

SECTION - A

Introduction to Financial Management: Meaning; Scope; Finance Function; Financial Goals; Agency Problem; Relationship of Finance with Accounts and Economics.

Sources of Finance: Features; Advantages and Limitations of Equity Shares; Preference Shares; Debentures; Term-Loans; Right Issue, Venture Capital, Private Equity GDR, ADR.

Cost of Capital: Meaning; Calculation of Cost of Debt Capital; Equity Capital; Preference Capital; Retained Earnings; Weighted Average Cost of Capital.

SECTION - B

Capital Structure: Meaning; Determinants; Assumptions; Net Income and Operating Income Approach; Traditional Position; M-M Position; EBIT and EPS Analysis; Capital Structure and Taxation.

Leverage Analysis: Meaning; Types; Estimation of Financial; Operating and Combined Leverage; Relation of Financial Leverage with Risk and Return.

Management of Working Capital: Meaning of WC; Need of WC Management; Determinants of WC; Operating Cycle; Estimation of WC.

SECTION - C

Cash Management: Meaning; Facets of Cash Management; Motives for Holding Cash; Optimal Cash Balance; Short-Term and Long-Term Cash Forecasting.

Receivable Management: Meaning; Credit Policy Variable; Credit Evaluation; Credit Decisions; Control of Account Receivable.

Inventory Management: Meaning; Need to hold Inventory; Objective of Inventory Management; Inventory Investment Analysis; Inventory Control System.

SECTION - D

Capital Budgeting: Meaning; Basic Principles of Costs and Benefits; Investment Criteria; Pay back Method; Accounting Rate of Return Method; Net Present Value Method; Benefit-Cost Ratio; Internal Rate of Return; Capital Rationing; Introduction to Basic Techniques of Risk Analysis in Capital Budgeting.

Dividend Decisions: Meaning and Types of Dividend; Issues in Dividend Policy; Traditional Model; Walter Model; Gordon Model; Miller and Modigliani Model; Bonus Shares and Stock Splits.

Suggested Readings:
6. John J. Hampton: Financial Decision Making, Printice Hall India
7. PV Kulkarni: Financial Management, Himalaya Publication
8. Lawrence J. Gitman: Principles of Management, Pearson Education
**Objectives:** The purpose of course to train the students for better negotiations to attain high results in managerial decisions.

**SECTION - A**
Process of Negotiation, Preparation for Negotiation, Procedures and Tactics.
Inter-group Relations and Bargaining Behaviour: Transactional Analysis, Ego states Poer and Politics in organizations.

**SECTION - B**
Negotiations with Trade Unions: Collective Bargaining, Team Building, Conflict Management, Developing Conductive Organizational Culture.

**SECTION - C**
Commercial Negotiations

**SECTION - D**
Emotional Intelligence- Concept and Practices, Managing Self and Others: Occupational Role Stress, Stress Management.
Ethics in Negotiations.

**Suggested Readings:**

4. Dennis A. Hawler: How to Improve your Negotiation Skills (Paperback)
5. Steren Cohen: Negotiation Skills for Mawgers (McGraw Hill)
**Objectives:** This course offers a good understanding of basics of Information Technology and how IT is helpful in Business.

**SECTION – A**


Structure of MIS: Based on Management Activity & Organisational Function, Conceptual & Physical Structure of MIS, Systems Concept: Definition of a System, Types of Systems, Sub-System

**SECTION – B**

Competing with IT: Fundamentals of Strategic Advantage, Using IT for Strategic Advantage, Data Resource Management, Telecommunications and Networks

Electronic Business Systems: Introduction, Applications of IT in various areas, CRM, ERP, Benefits and Challenges of ERP, SCM, Role of SCM, Benefits and Challenges of SCM, Trends in SCM,

**SECTION – C**


**SECTION – D**


**Suggested Readings:**

2. Laudon and Laudon: Management Information Systems, Tenth Edition
5. Murdick, Ross & Claggett: Information Systems for Modern Management 3rd Prentice Hall India
Objectives: This course offers a good understanding of basics of Information Technology, Computer Networks and recent trends in the area.

SECTION – A
Telecommunication Technology Fundamentals: - Transmission Lines, Types of Network Connections, Electromagnetic spectrum and Bandwidth, Analog and Digital Transmission, Multiplexing, Political and Regulatory Forces in telecommunications

SECTION – B
Traditional transmission media: - Twisted Pair, Coaxial Cable, Microwave, Satellite, Fiber optics

SECTION – C
IP Services: - Evolution, IPT, IPTV, VPNs
Next Generation Networks: - The Broadband Evolution, Multimedia Networking Requirements, Broadband Infrastructure, Next-Generation Networks and Convergence, Next-Generation Networks Infrastructure

SECTION – D
Optical Networking: - Optical Networking Today and Tomorrow, End-to-End Optical Networking, Optical Edge, Optical Core.
Broadband Access Alternatives:

Suggested Readings:
5. Peter Norton: An Introduction to Computers, Tata McGraw- Hill
**Objectives:** The course has been designed to develop understanding of basic concepts of banking insurance and career opportunities available after this course.

**SECTION - A**

**Indian Financial System:** Introduction; Role of financial institutions & markets; Functions of financial markets; Instruments of financial markets; Recent developments in Indian Financial System.

**Indian Banking System:** Evaluation of Banking Institutions; Banking System of India; Different Banking Institutions in India, their role and functions; Regulatory framework of Banking in India; Functions of Commercial Banks; Sound Commercial Banking principles.

**SECTION - B**

Bank balance-sheet; Basic operations of Banks; Bankers; Customer relationship; Payment and Collection of cheques and other negotiable instruments; opening of accounts of various types of customers.

**Loans and Advances:** Principles of sound bank lending; Different types of loans; Credit appraisal techniques; Credit management and credit monitoring;

**Liquidity Management:** Theories and instruments of liquidity management; Asset liability management; New Age Banking and special services rendered by banks to customers; Securitizations; Incentives and benefits of Asset securitization; **Bank Assurance:** Benefits for banks and insurance companies; Mutual funds, their types; Electronic Banking.

**SECTION - C**

**Risk Management:** What are Risk- Perils and Hazards-types of risk-source of risk-method of handling risk; **Career opportunity in Insurance Sector:** Insurance companies-insurance brokers-Third Party Administrator-Corporate Agency-Agent/Advisor/BPO-Software Company-Insurance Surveyors-Manufacturing Industry-Investigators.

**Introduction of Insurance:** Introduction of insurance-nature of insurance-Purpose and need of insurance-how insurance works-insurance as security tools-insurance and economic development.

**History of Insurance:** Segments of insurance –life/non life-history of life insurance-history of non life insurance-Recent trends in Insurance in India.

**SECTION - D**

**Essentials of Commercial Contracts:** Offer & Acceptance-features of offer & acceptance – consideration-Legal capacity to contract- Consensus ad idem (Same Mind)-Legality of object-features to be discussed in relations with insurance;

**Principles of Life Insurance:** Utmost good faith (Uberrima Fides)-features-Warranty-section 45 Insurance Act 1938-Representation-Insurable interest-meaning-features-insurable interest on own life-own children—insurable interest on the life of other relations.

**Principles of General Insurance:** Utmost good faith (Uberrima Fides)-features-what is material facts-facts which must be disclosed-facts which need not be disclosed-duration of duty disclosure-Breaches of utmost good faith-Insurable interest-meaning-features-how insurable interest is created-when insurance interest should exist-Indemnity-how indemnity is provided-measure of indemnity-corollaries of indemnity-subrogation-contribution-proximity cause-meaning of proximate-need to identify to proximate cause;

**Contracts of various kinds:** Insurance & service contract-Insurance & gambling-other features of an insurance contract.
Suggested Readings
2. Risk and Insurance, James L. Athearn, Prentice Hall Of India Pvt Ltd
3. Principles Of Banking, D. D. Sharma, Rajat Publication
4. Elements Of Banking And Insurance, Nishwan Bhatia, Prentice-hall Of India Pvt Ltd

Journals:
1. The Insurance Times
2. IRDA Journal
3. Insurance Post
Objectives: The subject provides the detailed status of the Power & Energy sectors, the reforms, including regulatory reforms. It gives an overview of the sector specific Acts, Policy and Law such as Electricity Act 2003, Energy Conservation Act, and Tariff Policy.

SECTION - A


SECTION - B

Power & Energy Sector: Size, Structure, Policy, major players present in value chain Potential, Generation & Capacity Addition Plant Load Factor (PLF), Various Electrification programmes and policies, Electricity Act (conservation, consumption), Nuclear Power, Captive Generation, Existing Law and Policies (land, air, water, wildlife, forests, etc.)

SECTION - C


SECTION - D

FDI Policy Framework & PPP: Investing in India, Public Private Partnership, Infrastructure Deficit, Challenges, Projected Eleventh Plan Sector Share (%), Policy Challenges and Stages of PPPs, Governance Structure for PPPs Instruments of Governance, FDI Policy overview, FIPB approval, Entry Options for Foreign Investors, Important Laws Governing Business, Investment Facilitation Agencies, Foreign Investment Implementation Authority (FIIA), Investment Commission, India Brand Equity Foundation (IBEF), Urban Infrastructure

Suggested Readings:
8. The Urban Land (Ceiling & Regulation) Act, 1976, The Urban Land (Ceiling & Regulation) Repeal Act, 1999.
11. Report of IBEF.
Objectives: The prime objective of this course is to provide an in-depth knowledge of the technical as well as managerial aspect of industrial pharmacy.

SECTION – A

SECTION – B
Dosage form designs (New drug product formulation development): Experimental design, parenteral form, liquid oral preparations, solid oral preparations.
Modified drug delivery systems: Oral, transdermal, parenteral, implants.

SECTION – C

SECTION – D
Pharmaceutical Industry Status at National and International level.
Industrial hazards, safety, pollution and effluent treatment, prevention measures in pharmaceutical industries.

Suggested Readings:
5. Ashish Chandra and Harpal Singh: Pharmaceutical Industrial Management, Shree Publishers
**Objectives:** The prime objective of the subject to give in-depth understanding of all aspects of retail business.

**SECTION - A**

**Retailing Environment:** An overview: Introduction, Evolution & Challenges of Retailing; Types of Retailers and Ethical & Security Issues in Retail.

**SECTION - B**

**Strategic Retail Planning:** Strategic Retail Planning Process; Understanding the Retail Customer; Managing customer loyalty through CRM in Retail; Role of Customer services in Retail and Retail location & Site decision.

**SECTION - C**

**Retail Mix:** Product Merchandise; Pricing decisions in retailing; Promotion & Communication Mix in Retail and Multi-channel retailing.

**SECTION - D**

**Retail Operations:** Supply chain management & vendor relation’s role in Retail; Management of Human Resources; Financial Management Issues in Retail; The strategic profit model, the profit path, net sales, gross margin, net profit; Store operations - size & place allocation, store maintenance, inventory management.

**Suggested Readings:**

1. Berman & Evans: Retail Management, Practice Hall
3. Dunne, Lusch & Gahle: Retailing S-Western.
Objectives: By the end of this trimester, the students should be able to understand all details of planning before the physical structure of a hospital comes up. They should be able to understand the details of the organization structure that needs to be in place before operational readiness of a hospital.

SECTION – A
Definition of a hospital (including difference of hospital from other business organizations; classification of hospitals; and a very brief overview of various types of specialty – clinical and supportive services required in a hospital depending on its size); Planning a new hospital: Principles guiding planning, Steps of planning (including feasibility report, detailed project report and market survey); Financial planning/ equipment planning, Operational/ functional/ master plans, Permanent hospital organization

SECTION - B
The Design team - constituents, how to choose it and functions of all members; Design development (drawings- small scale, working), (documents-specifications/ tender), (site plan/ bed distribution); Principles/ general features of planning; Preparing for operational readiness; Commissioning; inauguration; Various processes of architecture

SECTION - C
Organization: Definition, 4 aspects of an organizational design, Purpose of an organization, Constituent elements of an organizational structure, Various designs of organization structure/ Organizational charts, Dual line of authority, The Organization triad, Delegation of authority/ span of management; Role of various committees in a hospital; Roles and responsibilities of a hospital CEO.

SECTION - D
Disaster Management: Basics of Disaster Management and Mass Casualties; Phases of a Disaster; the concept of Triage in a Disaster; Disaster Preparedness- pre-hospital and hospital plan; disaster alertness in hospital; Disaster Management Planning, organization and implementation.

Suggested Readings:
1. BM Sakharkar: Principles of Hospital Administration & Planning, Jay Pee Publications
2. GD Kunders: Hospitals – Facilities Planning and Management, Tata McGraw Hill
4. Chandorkar Ag: Hospital Administration and Planning, Paras Medical Publishers
Objective: The course has been designed to enable the students to have knowledge regarding legal aspects of Business and developing potential to understand the implications of legal provisions.

SECTION - A

The Contract Act 1872

Introduction: Meaning of contract; Types of contract; Essential elements of a valid contract.

Offer: Meaning and Definition of offer; Types; Rules regarding offer; Revocation of offer; Lapse of offer.

Acceptance: Meaning and Definition of acceptance; Rules regarding acceptance; Revocation of acceptance.

Consideration: Definition; Types; Rules; Exceptions.

Capacity of Parties: Position of Minor, Person of unsound mind, Persons disqualified by law.

Free Consent: Meaning of free consent, coercion, Undue Influence, Misrepresentation, fraud, mistake, difference between coercion and undue influence, difference between misrepresentation and fraud, effects, silence as a fraud; Relevant case studies

SECTION - B

Contingent contract: Meaning and rules; Quasi contract: Meaning and kinds, quantum Meruit, wagering agreements.

Discharge of contract: Meaning, modes of discharge, meaning and ways for remedies for breach of contract; difference between liquidated damages and penalty.

Contract of indemnity: Meaning, essentials, rights and duties of indemnity holder, rights and duties of indemnifier.

Contract of guarantee: Meaning, essentials, kinds, revocation, nature and extent of surety’s liability, rights of surety, discharge of surety, difference between contract of indemnity and contract of guarantee.

Contract of bailment: Meaning, essentials, kinds, rights and duties of Bailor, rights and duties of Bailee, Finder of lost goods.

Pledge Contract: Meaning, essentials.


SECTION - C

Sales of Goods Act 1930: Meaning of Agreement to sale and contract for sales, difference between agreement and contract of sale, difference between contract of sale and hire purchase agreement, different between sale and bailment, essentials of contract for sales, meaning and clarification of goods, meaning of conditions and warranty, difference between condition and warranty, treatment of condition as warranty, remedies to buyer on breach of condition and warranty, meaning of express conditions and warranties, meaning and types of implied conditions and implied warranties, doctrine of caveat emptor and its exceptions, Meaning and rules regarding transfer of property, transfer of title by non-owners, sale by non-owners, Meaning of performance of contract of sale.

The Companies Act, 1956

Company: Definition; Meaning; Features; Types of companies; Incorporation of a company; Memorandum of Association; Articles of Association and Prospectus; Doctrine of Indoor Management; Lifting of Corporate Veil; Registration and Incorporation of a company; Doctrine of Ultravires Transactions; Winding up of company.

The Consumer Protection Act, 1986


Suggested Readings:
1. Aggarwal: Mercantile and Commercial Laws, Taxman Publication
6. N.D. Kapoor: An Introduction to Mercantile Laws, Sultan Chand & Sons
Objectives: (i) To understand the nature, tasks and the environment under which marketing operates. (ii) To study the theory, principles and practical aspects of various marketing functions. (iii) To learn to take marketing decisions.

SECTION - A
Introduction to Marketing: Definition; Scope and Importance of Marketing; Key Customer Markets; Concepts/Philosophies of Marketing; Holistic Marketing Concept; Marketing Tasks; Marketing Mix
Marketing Environment: Marketing Environment; New Marketing Realities; New Consumer Capabilities; Demographic Environment; Social-Cultural Environment; Natural Environment; Technological Environment and Political-Legal Environment; SWOT analysis.

SECTION - B
Analyzing Markets: Marketing Research Process; Sources of data collection; factors influencing consumer behavior; buying decision process; post-purchase behavior; Organizational Buying; Stages in the Buying Process.
Market Segmentation: Levels of market segmentation; segmenting consumer markets; Niche Marketing; segmenting business markets; Michael Porter’s five forces model; Analyzing competitors; strategies for market leaders; Targeting and Positioning.

SECTION - C
Product Decisions: Product characteristics; classifications; differentiation; packaging and labeling; Product Life Cycle.
Pricing Strategies: Understanding Pricing; Setting the Price; Initiating and Responding to Price Changes; Reactions to Competitor’s Price Changes.

SECTION - D
Marketing Channels: Marketing Channels; Role of Marketing Channels; Identifying Major Channel Alternatives; Types of Intermediaries; Channel-Management Decisions, Retailing, Wholesaling.
Marketing Communication: The Role of Marketing Communications; Communications Mix-Advertising, Sales Promotion, Public Relations and Publicity, Events and Experiences, Direct and Interactive Marketing, Personal Selling.

Suggested Readings:
2. Ramaswamy, V.S. & Namakumari, S: Marketing management, planning, implementation and control.
Objective: The objective of studying Organizational Behaviour (OB) is to understand what are the underlying assumptions and causation of behavior of the individuals in the organization and its impact on the achievement of the organizational goals.

SECTION - A


SECTION - B

Perception: Factors Influencing perception- perceptual selectivity Linkage between perception and Individual decision making in decision making.

Personality and Emotional Quotient (EQ): The meaning of personality, its determinants-personality Traits; The big five model, Emotional quotient.


Motivation & Morale: Concepts to Applications.

SECTION - C

The Group:


Power & Politics: Definitions of Power-Distinction between Power and Authority-Bases of Power-Power Structure and Block, Impression management-political behavior in organizations.

Conflict & Inter Group Behaviour& Collaboration: Sources of Conflict, Intra-individual Conflict, Interpersonal Conflict, Inter-group behavior and Conflict, Organizational Conflict, Negotiations-Approaches to Conflict Management-Collaboration.

SECTION - D


Work-Stress: Causes of Stress, Organizational and Extra Organizational Stressors, Group Stressors, Individual Stressors, Stress coping Strategies.


Suggested Readings:
2. Keith Davis: Human Behaviour at work.
SEMINAR ON BUSINESS RESEARCH METHODOLOGY

**Objectives:** The main objective of this subject is to help the students to understand the nature, scope, complexities and process of defining a business, research question. The learning focus is on developing business research skills to underpin the approach taken to a work integrated project.

**SECTION – A**

**Introduction:** Meaning, Features, Objectives/Motives & types of Research; Attributes of good Research, Research Methods and Research Methodology; Research Process, Significance of Research in Managerial decision making.

**Research Design:** Meaning, Characteristics and various concepts relating to research design and classification of research design, Importance.

**SECTION – B**

**Measurement and Scaling:** Data Types Nominal, Ordinal and Ratio scale; scaling techniques.

**Formulation of Hypothesis:** Meaning, Characteristics and concepts relating to testing of Hypothesis (Parameter and statistic, Standard error, Level of significance, type-I and Type-II errors, Critical region, one tail and two tail tests); Procedure of testing Hypothesis. Numerical problems based on chi-square test and F-test (variance ratio test only).

**SECTION – C**

**Data Collection:** Sources of Data-Primary/Secondary Methods of collecting data; direct personal interview, indirect oral interview, information through local agencies, mailed questionnaire method, schedule sent through enumerators; questionnaire and its designing and characteristics of a good questionnaire.

**Sampling Design:** Meaning and need of Sampling, Probability and non-probability sampling design, simple random sampling, systematic sampling, stratified sampling, cluster sampling and convenience, judgement and quota sampling (non-probability), determination of sample size.

**SECTION – D**

**Data Analysis & Interpretation:** Introduction to Multivariate analysis- Multiple and partial correlation, multiple regression analysis (with two independent variables), specification of regression models and estimation of parameters, interpretation of results. Analysis of Variance (ANOVA)-One way and Two way ANOVA. Introduction to discriminant analysis and Factor Analysis (Numerical not to be asked)

**Report writing:** Style/format, contents and essential steps for report writing.

**Suggested Readings:**
2. Ranjit Kumar:Research Methodology, Pearson Education 2009-02-20
3. Donald R. CooperPamela S. Schindler: Business Research Methods, Tata McGraw Hill
5. R. Pannerselvam: Research Methodology, Parentice Hall of India Limited.
7. William G.Zikmund: Business Research Methods, Thomson South Western Publication
Objectives: To understand the concept of Ethics and its role in business life for corporate growth.

SECTION - A
Definition of Business Ethics, Concepts and Rationale underlying Business Ethics; Ethical Theories in relation to Business; Ethical Dilemmas, Sources and their resolution.

SECTION - B
Ethical Decision making in business; Changing dimensions of Ethics in relation to liberalization and globalization; Creating and Sustaining an Ethical Organization.

SECTION - C
Corporate Governance; Role of top management in good corporate governance; Corporate Ethics and responsibility towards stakeholders.

SECTION - D
Corporate Social Responsibility; Environmental Protection; Ethics in Functional Areas of Management.

Suggested Readings:
1. Fernando. A.C.: Business Ethics, An Indian Perspective
Objectives: (i) To understand the basic concepts of rural banking system and impart skills on the services provided by rural sector banking; (ii) To provide knowledge about various agencies working for development of rural areas (RRBs, NABARD etc.); (iii) understanding the importance of micro-finance especially in satisfying the financial needs of the poor.

SECTION - A
Banks: Functioning for development of rural areas; Rural banking—an introduction, Rural Banking System in India; Reserve Bank of India and its policy and functions in Rural Banking; Commercial Banks and Rural Credit: Rural Lending by Commercial Banks; Problems of rural branches of Commercial Banks.

SECTION - B
Co Operative Banks: Concept and special features of co operative banking Structure of co operative credit system in India; Primary Level Credit Institutions their functioning and problems; District Central Cooperative Banks—Structure and functions; State Cooperative Banks—Structure and functions.

SECTION - C
Regional Rural Banks: objectives and functions; Problems of RRBs, Dantawala Committee Working Group of RRBs(KELKAR Committee Report); Recent policy changes relating to RRBs; Role of Financial institutions in Mitigating Rural Indebtedness; Role of Local area Banks and Development banks in Rural Development; Special Emphasis on National Bank for Agriculture and Rural Development (NABARD) and its role in Rural Development.

SECTION - D
Microfinance and Rural Lending—An Overview; Microfinance Institutions in India and their Regulatory Framework; Self-Help, Self-Help Groups and Self-Help Promotion: Concepts, Elements, stages and Role of NGOs, Structure of SHGs and Precautions to be taken while forming SHGs, Savings and Credit Operations of SHGs. Technology aspects of Microfinancing.

Suggested Readings:
1. G Savaraiah: Rural Banking In India, An Imperial Study, Daya Publishing House
2. M.l. Narasaiah: Rural Banking In India, Discovery Publishing House
3. N.S. Bhat: Aspects of Rural Banking, Commonwealth Publishers
6. I SatyaSundaram, B.R: Microfinance In India, Publishing Corporation
Objectives: (i) To develop an understanding of the decision processes in advertising from a marketers point of view (ii) To understand the concept, methods and strategies of sales management.

SECTION - A
Advertising: As an element in Marketing Mix, its role and importance; Difference between advertisement and publicity; Advertising as a means of communication, Setting advertising objectives, DAGMAR approach to setting objectives; Media, selection, measurement of effectiveness of Media.

SECTION - B
Preparing advertising plan, Developing message, writing copy, advertising appeals and per-testing and post-teaching copy Media decisions, media strategy and scheduling decisions; Planning and managing advertising campaigns; Different types of advertising, public relations; Industrial advertising; advertising budget and relevant decisions; Advertising agencies; their role and importance; management problems of agencies; client-agency relations; advertising in India, problems and prospects.

SECTION - C
Sales Management Environment Routing and Scheduling; Function and qualities of a Sales Executive, International Sales Management, Sales Functions and its relationship with other marketing functions; Sales organization, The external relationship of the Sales Department e.g. with distributors; Government and Public.

SECTION - D
Salesmanship: Theoretical aspects of Salesmanship, the process of selling, Sales forecasting methods, Sales budget, Sales territories and quotes; Sales force management; Recruitment, Selection, Training, Motivation and Compensation of the fields sales force and sales executive; The evaluation and control of sales force.

Suggested Readings:
2. Wright, Warmer, Winter and Zeigler: Advertising
4. Cundiff, Still and Govini: Sales Management, Decisions; policies and Cases
5. Benson P. Shapiro: Sales Programme Management.
Objectives: This course aimed at developing awareness among students regarding concept of location, layout and the infrastructure and staff requirements. They would be able to enumerate general procedures and policies and procedures followed in each of these.

SECTION – A

Hospital Management Of Clinical Services (Medical + Ancillary): Detailed Management, Layout, Design of: OPD Services, Emergency Services, Clinical Laboratories, Radiological Services, Operation Theatres.

SECTION – B

Overview of Management Layout & Design of: Radiation Therapy deptt., nuclear Medicine, Labour and Delivery Suite, Physical Therapy, Pulmonary Medicine, Cath Lab.

SECTION – C

Nursing Services: Detailed Layout, Design & Management of: General Nursing Unit including general wards and private rooms, Intensive Care Units,

SECTION – D

Overview of Management, Layout and Design of: Pediatric Nursing Unit, Obstetric Nursing Unit, Psychiatric Nursing Unit, Isolation Rooms, ICU/CCU, New born Nursery.

Suggested Readings:
1. BM Sakhankar: Principles of Hospital Administration & Planning, Jay Pee Publications
2. GD Kunders: Hospitals-Facilities Planning and Management, Tata McGraw Hill
4. Shakti Kumar Gupta, Sunil Kant, R Chandreshakhar: Modern Trends in Planning and Designing of Hospitals-Principles & Practice, Jay Pee Publications.
5. Dr. S.L. Goel, Dr. R. Kumar: Hospital Administration & Management Theory & Practice, Deep & Deep Publications.
6. A.V. RamasastriSrinivasan: Managing a Modern Hospital, Response Books.
Objectives: The students should be able to understand the importance, need and functions of these departments. The physical facilities with the staffing requirements need to be understood. Various policies & procedures in these shall be enumerated.

SECTION – A

Administrative Services: Executive Suite, Professional Service Unit, Financial Management Unit, Nursing Service Administration Unit, Human Resource Management, Public Relation Department, Marketing Department.

SECTION – B

Other Supportive Services: Admitting department, Medical Records Department (MRD), Central Sterilization & Supply Deptt. (CSSD), Pharmacy, Materials Management, Food Services Deptt., Laundry & Liner Services, Housekeeping, Volunteer Department.

SECTION – C

Public Areas/Staff Facilities: Entrance/lobby, Waiting area, Gift shop/Book Shop/Florist, Coffee Shop cum-snacks bar, Meditation/Quit room, Staff facilities.

SECTION – D

Utility Services: Engineering Dept., Maintenance Dept., Clinical (Biomedical Engineering), Electrical System, Air Conditioning System, Water supply and sanitary system, Centralized Medical gas system, Communication system, Environment Control, Solid Waste Management, Transportation.

Suggested Readings:
1. BM Sakhankar: Principles of Hospital Administration & Planning, Jay Pee Publications
2. GD Kunders: Hospitals-Facilities Planning and Management, Tata McGraw Hill
4. Shakti Kumar Gupta, Sunil Kant, R Chandreshakhar: Modern Trends in Planning and Designing of Hospitals-Principles & Practice, Jay Pee Publications.
5. Dr. S.L. Goel, Dr. R. Kumar: Hospital Administration& Management Theory & Practice, Deep & Deep Publications.
6. A.V. RamasastriSrinivasan: Managing a Modern Hospital, Response Books.
Objectives: This course aims to give students a theoretical foundation in data communications and computer networks.

SECTION – A

Introduction: Data Communication: Components, Data Flow; Network Categories: LAN, MAN, WAN (Wireless / Wired); Network Software: Concept of layers, protocols, interfaces and services; Reference Model: OSI, TCP/IP and their comparison.

Physical Layer: Concept of Analog & Digital Signal; Bit rate, Bit Length; Transmission Impairments: Attenuation, Distortion, Noise; Data rate limits: Nyquist formula, Shannon Formula; Multiplexing: Frequency Division, Time Division, Wavelength Division; Transmission media: Twisted pair, coaxial cable, fiber optics, wireless transmission (radio, microwave, infrared); Circuit Switching & Packet Switching.

SECTION – B

Data Link Layer: Error correction & Detection; Flow & Error Control; Sliding window protocols: Stop & Wait ARQ, Go back n ARQ, Selective repeat ARQ; Examples of DLL Protocols-HDLC, PPP; Medium Access Sub layer: Channel Allocation; Random Access: ALOHA, CSMA protocols; Controlled Access: Polling, Reservation, Token Passing; Examples of IEEE 802.3, 802.11 standards.

SECTION – C

Network Layer: Logical Addressing: IPv4 and IPv6; Packet Formats & their comparison: IPv4 and IPv6; Routing algorithms: Distance vector, Link State Routing, Hierarchical Routing, Broadcast & Multicast Routing; Congestion Control: Principles of Congestion Control, Congestion prevention policies, Leaky bucket & Token bucket algorithms.

SECTION – D

Transport Layer: Addressing, flow control & buffering, multiplexing & de-multiplexing, crash recovery; transport service, elements of transport protocols; Example transport protocols: TCP and UDP.

Application Layer: World wide Web; Domain Name System; Simple Network Management Protocol; Electronic Mail.

Suggested Readings:

1. Andrew S. Tanenbaum: Computer Networks, Pearson Education
Objectives: This course aims to give students a theoretical foundation in network security. Upon completion of this course, participants will have gained knowledge of basic components of network security, its applications and latest trends in network security literature.

SECTION – A


SECTION – B

Public-key cryptography principles; Number theory: prime numbers, Chinese remainder theorem, discrete logarithms; RSA, key management; Authentication requirements, message authentication functions and secure hash algorithm, Diffie Hellman.

SECTION – C

Digital signature requirements, direct and arbitrated signatures, authentication with symmetric and public key encryption, Kerberos, X.509 authentication service. Security issues in electronic mail, PGP, S/MIME.

SECTION – D

IP Security issues and architecture, Web security, transport layer security and Secure Socket Layer, secure electronic transaction. Intruders and intrusion detection, password management; Malicious software, viruses, worms and related threats; Firewalls and their design principles, trusted systems.

Suggested Readings:


Objectives: To provide a comprehensive understanding of brands, brand equity & strategic brand management.

SECTION - A
Importance of Product & Brand management in Retailing; Product and Marketing mix; Product Levels; Product Hierarchy; Product Classification-Consumer goods, Industrial goods; Product mix; Product Line Decisions- Product Line Analysis, Product Line Length, Line Modernization, Line Featuring and Line Pricing.

SECTION - B

SECTION - C
Consumer Adoption Process; Factors Affecting Adoption Process; Product Life Cycle-Concept, Marketing Strategies at each stage; Market Evolution- Stages, New Product Attributes.

SECTION - D
Brand definition; Brand equity; Branding Challenges; Brand name decision, Brand Strategy Decision; Brand Repositioning; Packaging and Labeling; Managing Brand and Product line portfolios-BCG Matrix, GE Model, Ansiff’s Matrix

Suggested Readings:
1. Kevin Keller: Strategic Brand Management, Pearson Education.
2. YLRMoorthi: Brand Management: The Indian Context, Vikas Publications.
Objectives: The course will provide an in-depth study of all aspects of life insurance business.

SECTION - A
Annuity Policy: Introduction; Basis of Annuity Income; Classification of Annuities; Uses of Annuity; Limitation of Annuity.

SECTION - B
Special Policy Combination & the Best Policy
Insurance in pension plans & Group Insurance: Introduction of Pension Plans; Type of Pension Plans; Group Insurance; Types of Group Insurance.
Social & Rural Insurance: Introduction; Social Insurance; Legal Provisions; Rural Insurance.

SECTION - C
Insurance Documents: Introduction; Documents; Prospectus; Proposal Form; First Premium Receipt; Policy Document; Endorsement; Renewal Notice; Bonus Notice.
Riders, Options and Guarantees: Introduction; Riders; Disability; accident; Living; Benefits; Conditions; Policy Options; Policy Guarantee.
Underwriting Procedure

SECTION - D
Computation of Premium: Introduction; Age Factor; Factors of Calculating the Premium; Extra Premium; Extra Premium; Mode of Premium Payable.
Computation of Benefits: Introduction; Bonus; Guaranteed Additions; Surrender Value; Guaranteed Surrender Value; Paid Up Value; Examples.
Claims: Introduction; Maturity Claim; Death Claim; Nomination & Assignment.

Suggested Readings:
2. Shashidharan K. Kutty: Managing Life Insurance, Prentice-hall Of India Pvt Ltd
3. James L Athearn: Risk and Insurance, Prentice Hall Of India Pvt Ltd

Journals:
1. The Insurance Times
2. IRDA Journal
3. Insurance Post
Objectives: The objective of the subject is to invoke critical thinking and analysis of an identified infrastructure sector for its success and failure.

SECTION – A


SECTION – B


SECTION – C


SECTION – D


Suggested Readings:
5. Author: RICS Environment Faculty: Environmental Impact Assessment,
Objectives: This course has been designed to give students an in-depth understanding through Law of the Land, Constitutional directives’ principles and the case studies in various Urban Bodies so that they are well versed with the planning, management and regulation of the infrastructure.

SECTION – A


SECTION – B

Investment Needs in Urban India and Financing: urban challenges in India, Urban opportunities in India and options for high investment needs Taxable municipal bonds, JNNURM: Jawaharlal Nehru National Urban Renewal Mission, Urban India, Opportunities for Support, Key constraints reforms under JNNURM, National Urban Renewal Mission to Improve Civic Amenities in Mega Cities & efforts to alleviate Water Stressed situation in India, Rural WSS.

SECTION – C


SECTION – D

Building the Capacity of the Urban WSS Sector: Capacity Building Programs, Assessment, at the ULB Level, Modern Capacity Building Programs, Alignment of Curricula of Training Institutions with Emerging Needs, Development of Special Programs for Consumer Associations and NGOs, Advocating Service to the Poor, Expansion of the Role and the Scope of Professional Associations, Increased Awareness and Support of Politicians and Decision Makers through Targeted Programs.

Suggested Readings:
4. The Institution of Civil Engineers(Paperbound): Sustainability and Acceptability in Infrastructure Development.
Objectives: This course has been designed to give students an in-depth understanding of various issues relating to quality control and management of various drugs in the Pharmaceutical sector.

SECTION – A

Quality Assurance Systems: Basic concept of quality control & quality assurance, functions, sources of variation, quality assurance for raw materials, APIs, packing materials & finished products (specifications, receipt, testing, sampling and certificate of analysis), production (change control, aseptic process control, temperature, pressure & humidity control tests, tests for air flow pattern, microbiological monitoring) buildings & facilities (design and construction features, construction materials, lighting, air handling systems, sanitation & maintenance) equipments (construction, cleaning and maintenance, calibration & handling).

SECTION – B

In-process quality control: Importance, inspection, IPQC tests for tablets (weight variation, hardness, thickness, friability, disintegration tests and content uniformity), suspensions and emulsions (appearance and feel, volume check, viscosity, particle size distribution, electrical conductivity and content uniformity) and parenterals (pH, volume check, clarity, content uniformity, integrity of seals and particulate matter). Problems encountered and trouble shooting.

SECTION – C

Thermal Methods of Analysis: Principles, instrumentation and applications of thermogravimetric analysis (TGA), differential thermal analysis (DTA), differential scanning calorimetry (DSC), and thermo mechanical analysis (TMA).

X-Ray Diffraction Methods: Origin of X-rays, basic aspects of crystals, X-ray crystallography, miller indices, rotating crystal technique, single crystal diffraction, powder diffraction, structural elucidation and applications.

SECTION – D


Statistical Quality Control: Control charts and its significance.

Suggested Readings:
1. P.D.Sethi: Quality assurance of Drugs in Pharmaceuticals, Vandana Publisher, New Delhi.
4. Latest edition of IP, BP, USP.
Objectives: This course has been designed to give students an in-depth understanding of production management and inventory control in Pharmaceutical sector.

SECTION – A


SECTION – B

CGMP: Philosophy of CGMP, Organization and personnel, Premises-location, design, plan layout; Manufacture and control on dosage forms-manufacturing documents, master formula, batch formula records, SOP; packaging and labeling control.

Maintenance Management: Concepts; Objectives; Functions; Types of Maintenance

SECTION – C

Drug Store, Management and Inventory Control: Meaning of Stores Management, Importance, Types of Stores; Functions; Coding Methods, Organization of drug store, types of materials stocked, storage condition, Inventory Management: Concepts; Classification; Objectives; Factors Affecting, Inventory Control Policy; Inventory Costs; Basic EOQ Model; Re-order Level; ABC Analysis


SECTION – D


Safety Considerations: (fire, explosion, toxic and hazardous material handling) and disaster management.

Suggested Readings:
4. Adam & Ebert: Production & Operation Management, Prentice Hall India
5. Krajewski&Ritzman: Operations Management, Pearson Education Asia
Objectives: Projects are non-recurring activities requiring a different set of skills for planning as compared to regular and operative activities. The course is aimed at developing the understanding of project activities and relevant skills.

SECTION-A

Project Identification Analysis: Socio-economic Consideration in Project Formulation; Social Infrastructure Projects for Sustainable Development; Investment Opportunities; Project Screening and Presentation of Projects of Decision Making; Expansion of Capacity; Diversification.

SECTION-B

Market and Technical Analysis: Market and Demand Analysis – Market Survey, Demand Forecasting, Uncertainties in Demand Forecasting; Technical Analysis-Product Mix, Plant Capacity, Materials and Inputs, Machinery and Equipment.

Project Costing and Finance: Cost of project; Cost of production; Break even Analysis; Means of Financing Project; Tax Aspects in Project Finance; Role of Financial Institution in Project Finance.

SECTION-C

Project Appraisal: Time Value of Money; Project Appraisal Techniques – Playback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Benefit Cost Ratio; Social Cost Benefit Analysis; Effective Rate of Protection.

Risk Analysis: Measures of Risk; Sensitivity Analysis; Stimulation Analysis; Decision Tree Analysis.

SECTION-D

Project Scheduling/Network Techniques in Project Management: CPM and PERT Analysis; Float times; Crashing of Activities; Contraction of Network for Cost Optimization, Updating; Cost Analysis of Resources Allocation. Basic knowledge of the leading softwares for Project Planning and Analysis.

Suggested Readings:

Objectives: This paper is designed to provide an in depth understanding of the labour and industrial laws: as designed and enacted in India. An insight about the adjudication system in case of employer-employee disputes is also given for the students’ understanding.

SECTION-A

INDUSTRIAL DISPUTES ACT, 1947
- Industry, workman, industrial dispute
- Methods and authorities for the settlement of industrial disputes
- Strike and lock-out
- Lay-off and retrenchment

SECTION-B

TRADE UNIONS ACT, 1926
- Trade Union, Registration of Trade Union
- Immunities to the registered trade unions

STANDING ORDERS ACT, 1948
- Standing orders, certification of draft standing orders.
- Duration and modification of certified standing orders.

SECTION-C

WORKMEN’S COMPENSATION ACT, 1923
- Workman, Employer’s liability to pay compensation.
- Disablement, amount of compensation

EMPLOYEES STATE INSURANCE ACT, 1948
- Contribution, Principle employer, immediate employer
- Different benefits.

SECTION-D

FACTORIES ACT, 1948
- Factory, Worker, Manufacturing process.
- Special provisions relating to women & children
- Provisions of health welfare
- Provisions of safety.

Suggested Readings:
1. B.S. Moshal: Business & Industrial Law, Anne Books
Objectives: The course is intended to help students planning to become marketing executives to develop their thinking about the nature of research in marketing to get acquainted with various research concepts, techniques and procedures and to develop their ability to conduct, evaluate, use and present research findings. The course will also help students to understand the various factors effecting consumer behavior and to understand the process of consumer buying.

SECTION-A

Introduction to consumer behavior: Introduction to consumer behavior, Applications of consumer behavior, Consumer behavior and marketing strategy, Consumer decision process, situational characteristics and consumption behavior, consumer decision making process, Post purchase behavior

SECTION-B

Factors influencing consumer behavior: Consumer specific factors influencing buying behavior, psychological processes (motivation, perception, learning and memory) affecting consumer behavior. The buying motive, high involvement and low involvement buying situations, Consumer behavior in adapting new products, participants in buying decisions

SECTION-C

Introduction to marketing research: Meaning, scope and importance of marketing research; defining the market research problem and developing an approach, research design formulation, preparing a written research report, organization of the report, ethical issues in marketing research.

SECTION-D

Applications of marketing research: Research design classification, product research: developing products, specifications and attributes. Concept of test marketing; advertising research, Market and sale analysis research, sales forecasting, demand measurement.

Suggested Readings:-
1. S.L. Gupta: Marketing Research, Excel Books
2. G.C. Beri: Marketing Research, McGraw Hill
4. Alan Bryman, Emma Bell: Business Research Methods, Oxford University Press
Objectives: Liberalized economy has generated many opportunities of combining businesses to create wealth. The fundamental aim of the course is to prepare students to take advantage of the current scenario and understand how mergers, acquisition and corporate restructuring is implemented.

SECTION - A
Motives for Merger, Types of Mergers, Legal Aspects of Mergers/Amalgamation and, Acquisition/Labour, Takeover Code: Scheme of Amalgamation, Approval from Court.

SECTION - B
Valuation of a Business; Methods of Valuation – Cashflow Basis, Earning Potential Basis, Growth Rate, Market Price etc; Financial Evaluation, Financing of Merger.

SECTION - C

SECTION - D

Suggested Readings:
Objectives: (i) To enable the students to understand the parameters of accountability, control and reporting system by the corporate board. (ii) To help the students to have an insight into the interactive relationship among various corporate and related constituents in determining directions and performance of business organisations.

SECTION- A

SECTION- B

SECTION- C

SECTION- D

Suggested Readings:
10. Subhash Chandra Das: Corporate Governance in India, PHI, 2008.
Objectives: (i) The objective of the subject is to make students familiar with main molecules (drugs) available in the market for various ailments and to introduce them to the brands of those drugs. (ii) A current scenario of the global brands in Pharmaceutical industry gives an insight to existing scenario.

SECTION-A
Introduction and General Pharmacology: Introduction to the basics, pharmaco-dynamics, pharmaco-kinetics.

SECTION-B
Analgesics: Anti-Inflammatory Drugs, Analgesics.
Respiratory and Gastro Intestinal System Drugs: Laxatives, Antacids & Acid controlling drugs, Bronchodilators, Expectorants & Mucolytics.
Cardiovascular System: Anti-hypertensives & Diuretics, anti-lipemic Drugs, angina & shock.
CNS: Drugs for Mental Depression, Drugs for Psychophrenia, Epilepsy etc.
Endocrines: Anti-diabetic agents, corticosteroid.

SECTION-C

SECTION-D
Best Selling Drugs-Globally & in India: An overview of current scenario, Market size, future growth.

Suggested Readings:-
4. Rick Ng: Drugs From Discovery to Approval, John Wiley & Sons.
Objectives: (i) To understand marketing concepts in relation to Pharma. Industry.(ii) To completely understand Pharma marketing and its versatile treatment.

SECTION-A
Introduction: The marketing concept, alternatives to marketing orientation, selling orientation. The specifications of pharmaceutical marketing, tasks of marketing.
Strategic Marketing in Pharmaceuticals: Overall company strategy, Marketing strategy at portfolio level, Boston consulting group approach, Composite portfolio approach, translating the portfolio strategy to the product level.

SECTION-B
Positioning in Pharmaceutical Industry: Differential advantage, Types of positioning, measuring product positioning, perceptual mapping, alternative positioning strategy.
Competitive Analysis: Competitive structure of the pharmaceutical industry, product market level, process of competitive analysis, market performance evaluation.

SECTION-C
The External Analysis: Establishing a customer focus, analysis of the industry/market, undertaking the analysis with guidelines, understanding PESTEL, interpretation.
Internal Analysis: Search for competitive advantage, product positioning analysis.
SWOT Analysis: What it is steps for SWOT analysis.

SECTION-D
Product Strategy: Definitions, objectives, tactics, generating the strategic options, product development strategy, market development strategy.
Communications & its role in strategy implementation: Promotional mix, decision making process, message structure, communication process, integrating the other elements in the marketing mix with promotion.
Marketing Research: Marketing research process, Types of research, data collection channels.

Suggested Readings:
Objectives: To understand wireless technologies, policies and their implementation in the industry.

SECTION- A
Introduction to VoIP: Transition to Digital, Codes and Bits, Speed and Capacity, Improving utilization, Interoperability, Types of Networks.

SECTION- B

SECTION- C
Advanced Technologies, Cable TV Networks, and the Internet: MSOs, Direct Broadcast Satellite TV, PON, Internet, Spam, Portals, Search Engines, and E-Commerce, Intranets and Extranets.

SECTION- D

Suggested Readings:
2. SavoGlisic, Beatriz Lorenzo: Advanced Wireless Networks(Cognitive, Cooperative and Opportunistic4G Technology) by WILEY.
Objectives: The objective of this subject is to understand various IT & Telecomm. Policies in India and globally. It also covers regulations followed by Governments all over.

SECTION – A

SECTION – B
IT & Telecom: in India: Evolution of telecommunications in India, History & Milestones, Present Scenario, Strategies and Targets for the future; IT &BPO Sector in India, Global and Indian IT Industry, Global and Indian BPO Sector.

SECTION – C
IT & Telecom: Policies: National Telecom Reforms, National Telecom Policies NTPs, their key objectives, Performance indicators w.r.t. NTPs; The need and role of IT Policies in a business organizations; Case Studies on IT Policies in:Business Organisations; Academic Institutions; Governmental Agencies.

SECTION – D
IT & Telecom: Regulations: Digital Divide and Digital Dividends; Development and rationale of regulation and deregulation; Role of Telecom Regulatory Agencies like: Telecom Regulatory Authority of India (TRAI) &ITU; Information Technology Act (2000); Internet and E-commerce issues: privacy, security, domain names, etc.; Wireless: frequency auctions, standards, competition.

Suggested Readings:
1. Journal: ELSEVIER - TELECOMMUNICATIONS POLICY
5. RafiqDossani (Editor): Telecommunications Reform in India; Publisher: Greenwood Publishing Group, Incorporated
6. Mitsuhiro Kagami (Editor), Masatsugu Tsuji (Editor), EmanueleGiovannetti (Editor), M. KagamiS. Y. Choi:Information Technology Policy and the Digital Divide, Publisher: Edward Elgar Publishing, Incorporated
7. The Role of Information and Communication Technologies in Global Development: Analyses and Policy Recommendations; Publisher United Nations; Publisher: United Nations Publications;
8. Adam Thierer, Clyde Wayne Crews (Editor), Clyde Wayne Crews: Who Rules the Net?: Internet Governance and Jurisdiction; Publisher: Cato Institute
Objectives: To familiarize the students with the various issues related to hospital and health management information system to meet the needs of the changing global scenario in the health service sector.

SECTION-A

SECTION-B

SECTION-C

SECTION-D

Suggested Readings:
1. James O’Brien: Management Information system, Tate McGraw Hill
2. Peter Norton: Introduction to Computer, Tate McGraw Hill
3. Harold E. Smalley: Hospital Management Engineering – A guide to the improvement of hospital management system, PHI.
Objectives: The course is designed to appraise the learner with the nuances of health administration.

SECTION-A
The health care delivery system in India at centre, state and district level; Centre- Organization and functions of ministry of Health and Family welfare, Directorate General of Health services and Central Council of health; State- State Ministry of Health and State Health Directorate; District Level- organization and functions; Panchayati Raj Institutions-GramaPanchayath, PanchayathSamiti or TalukPanchayath and Zillapanchayat; Concepts and steps of health planning, types of health planning.

SECTION-B
Planning of public health in India- including planning commission, various five year plans and expert committee reports (Bhore, Mudaliar, Kartar Singh and Srivastav)
Health management: - objectives; methods and techniques of Health management (behaviour science methods including management by objective; and various quantitative methods)
Data sources for Health care planning- it’s need , various sources of information including population census, registration, notification, records, health & morbidity surveys, national sample surveys, sample registration system, model registration system, national family health survey
Concept of health and disease- HEALTH: definition of health; dimensions of health; quality of life( physical quality of life index, human development index); determinants of health, responsibility of health; indicators of health; health service philosophies;

SECTION-C
Health problems in India -brief knowledge of various health problems and disease burden in India, resources needed for these health needs, and current status of health in India
Health expenditure of India; methods of economic evaluation
National Health policy of India
Important health programmes in India

SECTION-D
International Health Regulations & International Classification of diseases
International Health agencies & organizations - WHO, UNICEF, UNDP( United nations Development programme), WORLD BANK, United Nation’s Fund for Population Activities( UNFPA) , CARE, International Health Organization, International Committee Of Red Cross
Future Trends In Health- goals, reforms and challenges and role of health insurance

Suggested Readings:
1. J Kishore: National Health Programs Of India
2. Shakti Gupta, Sunil Kant: Hospital and Healthcare Administration, Jaypee Publications.
6. Information available on WHO website (various reports by WHO), and Govt. Of India Website
Objectives: This Module offers better and more practical understanding of Supply Chain Management.

SECTION-A
Definition of Supply Chain Management (SCM); Scope & Importance of Supply Chain Management; Key drivers Of the SCM; Features of Supply Chain Management; Supply Chain Network – 1st Tier, 2nd Tier Suppliers and Customers; Customer Service Dimension (Seven “R” Principles, Service after sale, Customer delight)

SECTION-B
Definition of Logistics Management; Scope of Transportation, Traffic & transportation; Relationship between transportation and other business functions, Transport Economics: Distance – volume-density, Freight Cost – Handling – Liability-market factors; Third party logistics (3 PL) & fourth party logistics service provider (4 PL), Logistics equipment; Reverse Logistics, Govt. rule & regulations related to Logistics; Purchase Cycle, Make or Buy, Price analysis, Negotiations.

SECTION-C
Inventory Control, Planning & Managing Inventories; Warehouse Management (Receipt, issue, storage and preservation, stock verification, In bound and out bound distribution operations); Order Management; Competitive advantage through logistics and supply chain management; Responsive Supply Chain.

SECTION-D
Planning & Sourcing in Supply Chain; Planning demand and supply: Demand forecasting – Type and Time horizon of forecast and category of forecasting, aggregate planning

Suggested Readings:
Objective: The objective of the course is to invoke critical thinking and analysis of the concept of customer relationship management and enabling them to develop and manage CRM strategy.

SECTION-A
Introduction to CRM: Definition and Concepts, CRM as an integral business strategy. The nature of the CRM strategy. The business environment of CRM: Legal, ethical, economic, competitive and social. Retail and business customer profiling; Relationship life cycles; Understanding and evaluating customer business plans.

SECTION-B
Managing Customer relationships: Customer identification; Expanding the size of the customer database; Customer profiling; Understanding and managing customer expectations, developing customer confidence; Building relationships by adding value to customers cost effectively; Planning and making persuasive presentations.

SECTION-C
Developing CRM strategy: The role of CRM in business strategy; Understanding service quality: Technical quality; product knowledge, functional quality, determinants of service quality, managing customer communications; Planning and managing CRM projects; Retention and cross-sell.

SECTION-D
Managing CRM: Managing customer contact strategies; dealing with difficult situations: Imparting Bad news, closing accounts, Exit strategies, Time management and CRM; priority setting, Target setting, setting standards, measuring performance of CRM: Customer satisfaction.

Suggested Readings:
Objective: The objective of the course is to invoke critical thinking and analysis of an identified infrastructure sector.

SECTION-A
Delivery mechanism: Fundamental on Delivery mechanism of Infrastructure services, constraints and challenges, regulatory and institutional bodies and their role. Sector specific issues.

SECTION-B
Oil & Gas Exploration: Size, structure, policy, sedimentary basins in India, opportunity, outlook, potential, Exploration New Exploration Licensing Policy (NELP), Refining, Demand and Supply, Transportation Natural Gas Pricing for Oil and Natural Gas Key developments in the recent past SagarSamriddhi project of ONGC, Gas Utilization Policy, Pricing & Commercial Utilization of Natural Gas under NELP, FDI, Bio diesel and ethanol blended petrol, India Hydro carbon Vision 2025, The Petroleum and Natural Gas Regulatory Board Act 2006, Financing of this Sector, FDI Policy and other promotions.

SECTION-C
Coal Sector: Choice for Indian Energy, Policy Framework Eligibility to do Coal Mining Coal Mining Lease under the Mines and Minerals (Regulation & Development) Act, 1957, Inventory of Coal Resources of India Categorization of Resource, Status of Coal Resources Sectoral Growth.

SECTION-D
Production Productivity Demand & Indigenous Supply Mismatch Key Challenges facing the Sector, Key Reforms Measures, Deregulation of the coal sector, Coal Legislation, Need for Independent Regulatory body operational efficiency of the coal companies Strengthening of logistics in coal distribution, Policy and Regulatory Framework Financing of this Sector, FDI Policy and other promotions, R & D. Focusing on technology for future Information Technology for the Mining Industry, Coal India (Regulation of Transfers and Validation) Act, 2000,Amendment to the Coal Mines (Nationalization) Act, 1973 to promote non-captive mining of coal.

Suggested Readings:
5. Web Based Resources on Various World Bank Reports/IMF Reports/ADB Report
6. Web Based Resource on Ministry of Coal/Ministry of Petroleum
Objective: The objective of the course is to invoke critical thinking and analysis of public private sector participation in infrastructure sector.

SECTION-A

Public-Private Partnerships: Definition, Scope, Requirement to contract with the Private Sector kinds of public-private partnerships record of public-private partnerships, Resources available in Developing Countries, Private Infrastructure Development Group (PIDG); Center for Global Development; World Bank Knowledge Services for Financial and Private Sector Development (Rapid Response Unit); Public-Private Partnership in Infrastructure (PPPI) Program.

SECTION-B

Study of special Instruments in support of private participation in infrastructure development in Asia & Pacific: Private Finance Initiative Promotion Law (PFIPA Law), Japan; Private Provision of Infrastructure Act (PPI Act), Republic of Korea; Land Transport Management Act, New Zealand; Build Operate Transfer Law, Philippines; Board of Investment Law, Sri Lanka; Build Operate Transfer Law, Turkey; Gujarat Infrastructure Development Act, Gujarat, India.

SECTION-C

Study of some of the special PPP units in governments and programme in various Countries: Private Infrastructure Investment Management Centre (PIMAC), Republic of Korea; BOT Center, Philippines; National Committee for the Acceleration of Infrastructure Provision Policy (KKPPI), Indonesia; Infrastructure Investment Facilitation Centre (IIFC), Bangladesh; Bureau of Infrastructure Investment (BII), Board of Investment, Sri Lanka; Partnership Victoria, Victoria, Australia; Gujarat Infrastructure Development Board (GIDB), Gujarat, Government support for Infrastructure Financing.

SECTION-D

Observations and lessons learned: Regulatory dilemmas in infrastructure financing; Regulatory Issues in Borrowing from Banks and Financial Institutions; Regulatory Issues in Tapping Retail Investors Regulatory Issues in Tapping Contractual Savings Regulatory Issues in Tapping Foreign Debt; Regulatory Issues in Tapping Foreign Equity; Regulatory Issues in Tapping the Consumer, Incentives for private sector participation in Road sector in India; Air Port; Housing & Urban Development; Transportation; Telecommunication; Water Supply and Sanitation.

Suggested Readings:
2. Pluralism and sustainable forestry and rural development. Proceedings of an international workshop. 1999, Rome
8. Building Bridges: China’s Growing Role as Infrastructure Financier for Sub-Saharan Africa
9. Kyungin inland container depot in the Republic of Korea: a project with private sector participation
10. Financing of a large programme: the Pradhan Mantri Gram Sadak Yojana Programme in India
Objectives: The course has been designed to develop understanding of different concepts relating to analysis of investment and portfolio management.

SECTION-A
Risk and Return: Concept of Risk, Components of Investment Risk, Measurement of Risk through Standard Deviation, Regression Equation, Covariance, Concept of Return, Expected Yield, Actual Yield, Holding Period Yield, Relationship between Risk and Return

SECTION-B

SECTION-C

SECTION-D

Suggested Readings:-
6. V. K. Bhall: Investment Management, S.Chand Publications
Objectives: The course will provide an in-depth study of all aspects of general insurance business.

SECTION-A
General Insurance products- Introduction – Classification of Products
Fire Insurance- Introduction – Features- Coverage’s- Underwriting procedure –Claim procedure –
Marine (Transit) Insurance -Introduction – Features- Coverage’s- Underwriting procedure –Claim procedure

SECTION-B
Health Insurance- Introduction – Features- Types of health Insurance-Coverage’s- Underwriting procedure –Claim procedure

SECTION-C
Vehicle Insurance- Introduction – Features- Coverage’s- Underwriting procedure –Claim procedure –
Personal Accidents Insurance- Introduction – Features- Types of Personal Accidents Insurance-Coverage’s- Underwriting procedure –Claim procedure

SECTION-D
Misc Insurance
Introduction – Features- of different Misc Insurances-Coverage’s- Underwriting procedure –Claim procedure –
Liabilities Insurance
Introduction – Features- Types of Liabilities Insurance-Coverage’s- Underwriting procedure –Claim procedure

Suggested Readings:
8. Various IC of Insurance Institute of India, Mumbai

Journals:
1) THE INSURANCE TIMES
2) IRDA JOURNAL
3) INSURANCE POST
Objectives: The objectives of the course are to acquaint the students with the entire range of concept fundamentals and practicalities of International Marketing with particular emphasis on export marketing.

SECTION – A
Over View of the World Business: Domestic V/s International Marketing; Benefits of Intl. Marketing
Trade Theories: Economic Development Barriers to International Marketing; Role of GATT WTO, OSP, etc.,

SECTION – B
Global Business Environment, World Marketing Environment, Political/ Legal/ Cultural/ Social/ Psychological dimensions.

SECTION – C
Decisions-Product Branding, Packaging, Pricing, Distribution, Sales, Sales & Promotion Decision & strategies

SECTION – D
Foreign Trade in India- Regulation, Promotion & Development, Foreign Trade Control, EXIM Policy, Organizational Setup, Export Documents and Procedures, Export Risk, Insurance. Major problems of Indian Export

Suggested Readings:
1. S.Onkvisit/ J.Shaw: International Marketing-Analysis & Strategy (3rd Ed.)
Objectives: The objectives of the course are to acquaint the students with the entire range of concept fundamentals and practicalities of Industrial Marketing and apprise the students of differences between consumer marketing and industrial marketing.

SECTION – A

Classification of Industrial Consumers: Commercial Enterprises, Govt., Institutions, Classification of Industrial: Products with Marketing Strategies Entering Goods, Foundation Goods & Facilitating Goods

SECTION – B
Key Characteristics of Organizational Buying Process, Purchasing Organization: Structure / Functions, Commercial Enterprises: Govt. / Institutional Markets


SECTION – C
Purchaser’s Evaluation of Potential Suppliers, Environmental Influences on Organizational Buying Process: Environmental Forces, Organizational Forces , Group Forces, Individual Forces


SECTION – D


Suggested Readings:
2. Francis Cherunilam: Industrial Marketing Text and Cases, HPH
Objectives: The objective of the course is to expose the students towards different aspects of rural marketing.

SECTION – A
Definition, concept, scope, nature, etc., Size and Nature of Indian Rural Markets Rural Demand. Buying Characteristics, Decision Process, Behavior and Evaluation, Segmenting the Rural Market, Targeting and Positioning

SECTION – B
Product Strategy: Significance, concepts and product mix decisions, Pricing Strategy: Objectives, Policies and Strategies,

SECTION – C
Promotion Strategies: Advertising, Sales Promotion, Communication in Rural Marketing – Language and Culture Distribution Strategies for rural Marketing and channels of distribution

SECTION – D
Role of Co-operative, Govt., financial institutions, public sector undertaking, regulated markets and public distribution systems, Intervention of IT in rural Markets

Suggested Readings:
Objectives: To develop the skills of marketing of services, to understand the importance and role of services in the total marketing concept and to have an understanding about the conceptual issues in service marketing.

SECTION – A
Introduction to Services: What are services, Growth of services, Characteristics of services, services Marketing Mix, Role of physical evidence, processes and people.

SECTION – B
High contact and low contact services, Differentiation in services, strategies for differentiation, Pricing of Services, Distribution of Services.

SECTION – C
Service consumer behavior, Decision making perspective, Element of risk in services buying, Service decision process, Service strategy.

SECTION – D
Understanding the service process, Managing Demand and capacity, Service branding, Service recovery and empowerment, Service Quality.

Suggested Readings:
1. Adrian Payre: The Essence of Services Marketing, PHI, New Delhi
**Objective:** The objective of the course is to acquaint the students with various theoretical and practical concepts relating to Management of Working capital.

**SECTION – A**

**SECTION – B**

**SECTION – C**

**SECTION – D**

**Suggested Readings:**
1. P Gopalakrishnan: Inventory and Working Capital Management, Macmillan Publishers India
Objective: This course aims at developing understanding and analytical skills among students regarding applications of Financial Engineering and Structured Finance.

SECTION – A

SECTION – B

SECTION – C
Meaning and Characteristics of structured finance operations, Cash Flow Model of assets, Triggers, Residuals, Class Architecture, Structured leasing transactions, Univariate Risk Assessment

SECTION – D
Leveraged acquisitions : technical and financial issues, Synthetic Structures, Synthetic Credit Indexes, CDO risk Management, CDO Methodology, Cash and Synthetic CDO, Meaning of Securitisation, Securitisation in Basel II

Suggested Readings:
5. Christopher L. Culp: Structured Finance and Insurance: The ART of Managing Capital and Risk, John Wiley & Sons Inc,
Objective: To enable the students to understand cost management system and develop an insight into application of cost analysis from strategic perspective.

SECTION – A

SECTION – B

SECTION – C

SECTION – D

Suggested Readings:
Objectives: The objective of this course is to equip students with the knowledge of Measures for Management of various types of Corporate Risks.

SECTION – A

Introduction of Corporate Risk Management: Risk and return to investor and for companies, Risk Management Approaches, “Plain Vanilla Products”, Use of Financial Products to hedge Risk, Exotic Options and Structured Deals;

Concept of Greeks in Corporate Risk Management: Delta, Gamma, Vega, Theta, Rho, Calculation of Greeks, Taylor Series Expansions, Hedging Exotics, Scenario Analysis;

Interest Rate Risk: Measuring Interest Rate, Zero Rates, Forward Rates, Treasury Rates, LIBOR and Swap Rates, Application to Portfolio, Interest Rate Deltas, Principal component Analysis Numerical Problems.

SECTION – B

Volatility: Meaning, Implied Volatility, Estimation of Volatility, Exponentially Weighted Moving Average Model, GARCH Model, Maximum Likelihood Model, Forecasting Future Volatility

Basel II: Basel II Norms, Credit Risk Capital, Operational Risk, Supervisory Review, Market Discipline


SECTION – C

Market Corporate Risk Management: Meaning, Historical Simulation Approach, Accuracy, Extension, Extreme Value Theory, Application, Model Building Approach, Linear Model, Application of Linear Model, Linear Model and Options, Quadratic Model, Monte Carlo Simulation, Comparison of Historical Simulation Approach with Model Building Approach

Credit Corporate Risk Management: Meaning, Default Probabilities(DP), Estimation of DP through Bond Prices and Equity Prices, Estimation of Credit Losses, Credit Risk Mitigation, Credit VaR Vasicek’s Model, Credit risk Plus, Credit Metrics, Interpretation of Credit Correlations, Credit Default Swaps and their Valuation(CDS), Basket CDS, Collateralized Debt Obligations (CDO), Valuation of Basket CDS and CDO

SECTION – D


Suggested Readings:
1. IIBF: Risk Management, Macmillan India Ltd.
2. John C.Hull: Risk Management and Financial Institutions, Pearson Education
3. Tony Merna, Dr. Faisal F. Al-Thani: Corporate Risk Management
**Objectives:** The course aims of providing the participants better understanding of maintaining discipline and handling disciplinary proceedings and the working of various procedures/mechanism available for the purpose.

**SECTION – A**
Managing Indiscipline: Basic concepts, Nature of proceedings – judicial, quasi-judicial and administrative; Principles of natural justice and reasonable opportunity.

**SECTION – B**
Misconduct and its types, complaints and decision to initiate enquiry; chargesheet and its drafting, service of chargesheet to workmen and reply to the chargesheet and its considerations; suspension during enquiry; criminal proceedings and departmental enquiry; holding of enquiry; consideration by punishing authority.

**SECTION – C**
Relevant Legislation relating to disciplinary proceedings; judicial control of labour court and industrial tribunals; Writ jurisdiction; Prevention of Disputes.

**SECTION – D**
Grievance handling, Mechanism and procedure; Handling industrial action; Relevant Legislation; Case studies.

**Suggested Readings:**
1. D.D. Basu: Administrative Law
2. B.R. Ghaiye: Law and Procedure of Departmental Enquiries
3. R.G. Chaturvedi: Departmental Enquiries and Disciplinary Actions

**Journals Recommended:**
1. Indian Journal of Industrial Relations.
2. British Journal of Industrial Relations.
3. Labour Law Journal
**Objectives:** The objective of the course is to acquaint the students with International HRM policies and practices which is very important in the content of globalized world.

**SECTION – A**
Introduction to IHRM, Concept of IHRM, Issues in IHRM, Barriers to effective global HRM; Cultural & behavioural differences and its relevance and importance in IHRM, Cross cultural studies, theories; IHRM trends, issues and challenges & theory development.

**SECTION – B**
IHR Planning and staffing: Recruitment & selection, practices and problems; Performance management & appraisal – approaches to performance management, problems and practices, knowledge management and IHRM.

**SECTION – C**
Training & Development practices approaches and shortcoming in international context; Compensation policies and practices for Expats and International compensation structures, New strategy to attract, retain & motivate executives in the new millennium.

**SECTION – D**
Expatriation and Repatriation of executives, issues and challenges, international corporate social responsibility and employment relations; Managing people in International context, the international models of IHRM vis. Swedish, Spanish, French, American, British European and Indian, the future of IHRM.

**Suggested Readings:**
1. P.C. Rao: IHRM Management text & cases, Excel Books
Objectives: The objective of the course is to acquaint the students with HRD approaches, challenges and strategies and enrich them with concept of quality of worklife.

SECTION – A

SECTION – B
HRD strategies; Individual development; team development; designing training programmes, on the job, off-the job; Training methodology; role of trainer; MDPs; Out bound training; Training evaluation.

SECTION – C
Competency mapping; Job redesigning; Job enlargement; Job enrichment; Job rotation; Suggestion schemes; Career Planning; Career strategy, Career Development, Employee Counselling, Employee Powerment.

SECTION – D
Quality of Worklife; Quality Circles; Kaizen; Strategic Human Resource Development; Problems and Prospects of HRD in Indian Organization; HRD experiments and cases – In India and other countries.

Suggested Readings:
3. Rao, T.V.: Reading in HRD, Oxford & IBH.
Objectives: With the companies getting cost conscious, leaner and flatter, the need for Manpower plan is much more than it was felt earlier. The performance appraisal system needs to act as a motivator for employees to help increase their productivity. Hence this course aims to provide students the required knowledge for both.

SECTION – A
Manpower planning: Introduction, features, objectives, need, importance; Process of manpower planning; Responsibility for manpower planning; Forecasting need for HR; Forecasting HR supply, Identification of HR gap; Time dimension of manpower planning; Barriers to manpower planning; Effective manpower planning; Attrition, transfer, promotion, reward policy, training and re-training.

SECTION – B
Emerging trends & issue in manpower planning: Balanced scorecard, HR & six sigma practices, knowledge management; Measurement in manpower planning, HRIS, HR Audit, HR Accounting; Role analysis; Job analysis – Job specification & job description, job evaluation- concept, scope and limitation, methods of job evaluation.

SECTION – C
Performance appraisal: Introduction, purpose, features; Criteria of performance appraisal, process of performance appraisal; Traditional & modern methods of performance appraisal, 360 degree feedback system.

SECTION – D
Types of appraisal interview; Problems with performance appraisal; Essential characteristics of an effective performance appraisal; Making performance appraisal more effective, Overcoming barriers to performance appraisal; Performance appraisal practices in India; Performance appraisal for managers, Limitations of appraisal methods; Evaluation of performance appraisal system.

Suggested Readings:
Objectives: To understand the scientific methods of inventory control and material planning, purchasing, storing and materials management information system used in any organization.

SECTION – A
Inventory management – Introduction, Definition, need, scope, objective, functions, relevant costs; Inventory Management and Logistics – Control of holding stocks, approaches to inventory control – ABC, HML, VED, FSM, GOLF, SOS, XYZ, three dimensional approach for selective control of inventory.

SECTION – B
Inventory management systems – methods for independent demand – Economic order quantity model, methods for known demand, methods for uncertain demand; methods for dependent demand – material requirement planning, Just in Time; Inventory management models, deterministic and probabilistic inventory models.

SECTION – C
Materials management – Objective, functions and importance; materials management at Micro and Macro level; System approach and materials management; Forecasting and materials planning – purchasing including international purchasing, materials statistical quality control; warehousing and store management; Value analysis and value engineering.

SECTION – D
Cost Reduction through Material Management; OR techniques in materials management, role of PERT in material management, materials management information system and computers, cost effectiveness and performance measurement.

Suggested Readings -
2. A.K. Dutta: Materials Management, Prentice Hall of India
5. Anthony Dear: Inventory Management Demystified, Chapman and Hall

Journals:
1. Journal of Supply Chain Management – QTY.
Objectives: This Module offers better and more practical understanding of Supply Chain Management.

SECTION – A
Definition of SCM; Features of Supply Chain Management, Scope & Importance of Supply Chain Management; Supply Chain Network – 1st Tier, 2nd Tier Suppliers and Customers; Customer Service Dimension (Seven “R” Principles, Service after sale, Customer delight); Purchase functions, Price analysis, Purchase Cycle.

SECTION – B
Key drivers Of the SCM; Make or Buy, Negotiations; Planning demand and supply : Demand forecasting – Type and Time horizon of forecast and category of forecasting, aggregate planning; Strategic sourcing; Sourcing decision in Supply Chain- selection of source, technical up-gradation of vendor, vendor performance evaluation, vendor rationalization; Competitive advantage through logistics and supply chain management.

SECTION – C
Process view of SCM; Pull/ Push view of SCM; Collaborative supply chain; Responsive Supply Chain; Reporting tools for finance in SCM; Financial & supply chain management; Fundamental tools; Audit and control of distribution.

SECTION – D
Co ordination in the Supply Chain; E business & the supply chain; Information Technology & the Supply chain; Supplier Relationship Management (SRM); Bullwhip effect in SCM.

Suggested Readings:
2. RP Mohanty: Supply Chain Management – Theories and Practice, Biztantra Innovation in Management.
Objective: To understand the Total Quality Management concept and principles and the various tools available to achieve Total Quality Management. To understand the statistical approach for quality control. To create an awareness about the ISO and QS certification process and its need for the hospital services.

SECTION – A
Basics of TQM: Quality - Definition, Evolution; TQM - Definition, Basic concepts, Benefits of TQM, Obstacles of TQM, Principles of TQM, TQM Framework, Quality Gurus

SECTION – B

SECTION – C
Tools & Techniques: Continuous Improvement, Benchmarking, Quality management Systems, DMAIC, Pareto Analysis, Process Flow diagram, Cause & Effect Diagram, Check sheets, Why Why, Fish bone, Tree diagram, Matrix.

SECTION – D
Management of Quality: Medical Audits, Accreditation, nursing care standards, Quality of clinical services, critical Pathways, medical Audits; Quality Management of Diagnostic Facilities.

Suggested Readings:
6. Aswathappa: Total Quality Management, Himalaya Books House
Objectives: To understand the concept and principles and the various tools available to manage logistic, understand logistic customer services, E-logistics etc.

SECTION – A
Logistics Management: Definition of logistics and the concepts of logistics. Logistics Activities: Functions of the logistics system – transportation, warehousing, order processing, information handling and procurement. Materials Management: Materials management functions and control, inventory management in logistics system, inventory decision-making, MRP, MRP II systems, multi-echelons.

SECTION – B
Distribution Management, Outbound logistics, Facility location, Classical location problems, Strategic planning models for location analysis, location models, multi objective analysis of location models, An Overview Of Traditional Vehicle Routing Problems, Integrated Models Of Location And Routing, Role of transportation in a supply chain - direct shipment, warehousing, cross-docking; push vs. pull systems; transportation decisions (mode selection, fleet size), market channel structure.

SECTION – C

SECTION – D
Sector Specific Applications of Logistics.

Suggested Readings:
3. Massimiliano Caramia, Paolo Dell'Olmo: Multi-objective management in freight logistics: increasing capacity, Springer
Objectives: The objective of this subject is to give insight out information about IT Project Management and Change Management in industry. The subject would help students to enhance their technical as well as managerial skills to handle the difficulties in handling software projects in industry.

SECTION-A
Introduction: Project Management, SDLC, Project management and the development life cycle, Elements of Project management, Development process models, project plan.

SECTION-B
Planning & Execution: Approaches to planning, Product flow diagram, activity planning, resource allocation, using software tools for planning, project control life cycle, monitoring progress, applying control, purpose and types of reporting meetings.

SECTION-C
Change control, configuration and Quality management: change management roles and responsibilities, change management process, configuration management, quality criteria, quality characteristics, quality assurance, quality plan, detecting defects, dynamic testing.

SECTION-D
Cost evaluation, Risk management and Project Organization: Estimation, expert judgement, approaches to estimation, parametric approach, estimating by analogy, programmes and projects, identifying stakeholders and their concerns, organizational framework, characteristics of a project manager, project support office, project team, matrix management, team building and dynamics.

Suggested Readings:
4. Eric Verzuh: The fast forward MBA in Project Management, (Wiley)
**Objectives:** The objective of this subject is to give insight out information about data management and data warehousing in industry. The subject would help students to enhance their technical as well as managerial skills to handle the difficulties in industry.

**SECTION - A**

**Introduction:** Introduction to Data Management and Data Warehousing, Data Warehouse Philosophy, Enterprise data, Data Integration, Time variant, **Source System Analysis & RDBMS:** Introduction to source system, Entry data, Source Analysis Methods, Relational Set Theory, Residual Casts.

**SECTION - B**

**Database Design & Data Acquisition:** Data Modeling Methodology, Conceptual Data Model, Logical Data Model, Physical Data Model, Data Architecture, Target System Analysis, Architecture, ETL Design Principles, ETL Staging Principles, ETL Functions.

**SECTION - C**

Business Intelligence (BI) Reporting & Metadata, BI Reporting Success Factors, BI Customer Success Factors, BI Reporting Applications, BI Reporting Methods, Data Mining Tools & Activities, Types of Metadata, Metadata Reporting.

**SECTION - D**

Data Warehouse Customers & its future, Strategic Decision Makers, Tactical Decision Makers, Knowledge Workers, Operational Applications, EDI partners, Data Warehouse Plan, Real-Time Data Warehousing, Increased Corporate Presence.

**Suggested Readings:-**

1. Fon Silver: Building & Maintaining a Data Warehouse, (CRC Press) Taylor & Francis Group
Objectives: This Module offers better and more practical understanding of Supply Chain Management.

SECTION – A
Material Handling & Wastage Control; Packing & Packaging; Vendor Managed Inventories, Just in Time (JIT); Sourcing decision in Supply Chain- selection of source, technical up-gradation of vendor, vendor performance evaluation, vendor rationalization; Strategic sourcing; Supplier Relationship Management (SRM); Contract for product availability.

SECTION – B
Network design in ACM; Competitive advantage through logistics and supply chain management; Responsive Supply Chain & Bullwhip effect in SCM; Process view of SCM; Pull/ Push view of SCM; Collaborative supply chain.

SECTION – C
Reporting tools for finance in SCM; Financial & supply chain management fundamental tools; Audit and control of distribution; Import Procedures; Export Procedures.

SECTION – D
Co-ordination in the Supply Chain; Information Technology & the Supply chain; E-business & the supply chain.

Suggested Readings:
2. RP Mohanty: Supply Chain Management – Theories and Practice, Biztantra Innovation in Management.
Objectives: The course has been designed to enable the students to have knowledge regarding visual merchandising, core designing in strategies mannequins and fashion apparel.

SECTION – A
What is Visual Merchandising, need, significance and importance, use of design elements in creating various moods and impressions in visual merchandising.

SECTION – B
Core Design Strategies, Principles of design Identify the balance of a display, Identify the point of emphasis in a display, rhythm in a display, harmony in a display. Color principles : Identify the basic colors and their properties. Explain the psychological effects of color, Identify basic color schemes.

SECTION – C
Mannequins and Mannequin Alternatives, How to dress a mannequin window display, Display materials, types of ready-made materials used to construct displays, use of paper and fabric in display.

SECTION – D
Layout and Fixture for Fashion Apparel, Fashion Apparel Wall Set Ups, Lighting and atmospherics

Suggested Readings:
Objectives: The course has been designed to enable the students to have knowledge regarding legal aspects of health care management and to understand the implications of legal provisions.

SECTION – A
Introduction to Legal aspects in health care, health as a fundamental right; Hospital services and law: Medical ethics including Hippocratic oath, declaration of Geneva and international code of medical ethics and violation of these ethics; informed consent; rights and responsibilities of patients; confidentiality issues with respect to contractual obligations towards the patients, electronic medical records and Health Insurance Portability and Accountability Act (HIPPA); Liability and accountability towards patients and third parties and employees (vicarious liability)

SECTION – B
Medical negligence – definition, The Bolam test, Civil and criminal negligence, relevant sections of Indian Penal code, defence against medical negligence; The Consumer Protection Act – it’s scope, various levels of consumer courts (District forum, State Commission, National Consumer Dispute Redressal Forum) and procedure followed in each; Professional Indemnity; Legal Implications in Medical Emergencies; Euthanasia- its types and the international & national Perspective; the concept of Living Will.

SECTION – C
A brief account of various laws related to healthcare - Human Organs Transplantation Act, Inquest and its proceedings, The Drugs and Magic Remedies Act, Registration of Birth and Death Act, PNDT act (1994) and MTP Act (1971)

SECTION – D
Regulatory framework of hospitals – The Indian Medical Council act; Regulatory requirements to set up a Blood Bank; Legal aspects of Assisted Reproductive techniques

Suggested Readings:
2. George D Pozgar: Legal Aspects of Health Care Administration, Aspen publications.
Objective: To familiarize with concept of health insurance, its scope and applicability.

SECTION – A

SECTION – B
Coverage’s, Exclusions, limitations, terms & conditions, Role of Third Party Administrator for settlement of claim.

SECTION – C
Insurances for Hospital/ Medical establishments: Health Insurance: Uni-Heart care insurance, Trauma care group insurance, Coverage’s, Exclusions, limitations, terms & conditions.

SECTION – D
Liability Insurance-Meaning of Liability, special features of liability insurance, Professional Indemnity insurance for Doctors, Medical establishments and Liability insurance for hospitals, Coverage’s, Exclusions, limitations, terms & conditions,

Suggested Reading
1. William S. Stenens: Health Insurance – Current Issues and Background, Nova Science Publishers
3. T. Mahundran: Health Insurance Sector in India, Abhijit Publications
4. Tom Sorell (ed.): Health Care, Ethics and Insurance, Routledge publications.
Objective: To familiarize students with the importance and techniques used for effective Management of and international banking.

SECTION – A
International and multinational banking; Global trends and developments in International Banking; Operations of foreign branches of Indian banks.

SECTION – B
International inter-bank business; Profitability of International Banking Operations; Investment Banking.

SECTION – C
Euro Currency Market; Offshore financial centres; International Financial Institutions; IMF, IBRD, BIS, IFC, ADB, WTO.

SECTION – D
Investment and Merchant Banking; Correspondent Banking – NOSTRO, VOSTRO, Mirror Accounts Etc.; International private banking; Wholesale banking & retail banking.

Suggested Readings:
Objective: To familiarize students with the various issues relating to reinsurance, pricing and marketing of insurance product, credit, HULL, aviation insurance and computer application in insurance sector.

SECTION – A

SECTION – B

SECTION – C
Credit Insurance – Introduction - Types of Credit Insurance - Coverage’s Exclusions.

SECTION – D
Aviation Insurance – Introduction – Coverage’s Exclusions

Suggested Readings:
1. IC on Reinsurance, Aviation, Hull Insurance and Mathematics Concept of Life Insurance of Insurance Institute of India, Mumbai.
2. Emmett J. Vaughan & Theresa Vaughan: Fundamentals of Risk and Insurance, Wiley India Ltd.

Journals:
1. The Insurance Times
2. IRDA Journal
3. Insurance Post
Objective: The purpose of the subject is to support the goals of environmental protection, sustainable development, and economic decisions at the earliest stages, assess plans to mitigate any adverse impacts, involvement of the public, department of the Government and Government agencies in the review of the proposed activities.

SECTION – A

SECTION – B

SECTION – C

SECTION – D
Legal and institutional changes: National Legislative and Institutional regimes, Current status of EIA legislation in developing countries, Biodiversity Impact Assessment (BIA) - environment clearances for construction of Hydro, Thermal and Nuclear Power Plants, Tools and Techniques for monitoring and prediction, Managerial Input and assessment in Infrastructure Projects for risk, Overview and scope of Social Impact Assessment (SIA) - SIA and community, marginalized/vulnerable groups, indigenous people, resettlement & rehabilitation and development, Role and relevance of GIS Techniques in IIA.

Suggested readings:
4. RICS: Environmental Impact Assessment, Environment Faculty
12. www.hiagateway.org.uk provides access to HIA related resources, networks and information to Assist people participating in the HIA process. The site is designed for beginners and seasoned HIA practitioners.
Objective: The objective of the course is to apprise learner of the special features of the Infrastructure Contracts their various stages of acceptance and operation and the successful closure.

SECTION – A

SECTION – B
Phases in an infrastructure contract: Negotiation, letter of intent, definitive agreement, construction period, operation, transfer etc in an infrastructure contract, Rights and obligations of the parties during construction period, Financing and financial closure, indemnity and guarantee etc.

SECTION – C
Closure of Infrastructure: Contracts Termination and consequences of infrastructure, contract including special damages, Governing law and arbitration.

SECTION – D
The Negotiation Problem, Third Party Intervener, Win-Win Negotiation Badly Executed, The Panama Canal Negotiations, The Fixed Pie Syndrome in Union Negotiation

Suggested readings:
1. Jose A. Gomez-ibanez: Regulating Infrastructure: Monopoly, Contracts, And Discretion (Paperback - Sep 2006)
2. A. Merna; Cyrus Njiru: Financing Infrastructure Projects
3. Case Studies as above at http://www.negotiationtraining.co.uk.
4. Dr. Avtar Singh: Law of Contract and Specific Relief, Eastern Book Company
5. Dr. V Kesava Rao: Contracts I : Cases And Materials lexisnexis India
6. Halsbury’s Laws Of India - Vol 4 – Bills Of Exchange And Other Negotiable Instruments, Business Associations (2 copies) lexisnexis India
8. Contracts And Their Management-2ND ED, Ramaswamy B.S. 2005, Lexis Nexis India
9. Pollock & Mulla's Indian Contract & Specific Relief Acts(Two Volumes) - 12th Ed
10. Model Concession Agreement for PPP in National Highways, State Highways, Operation and Maintenance of Highways and Ports (Overview of the Framework)
Objectives: The objective of this course is to enrich the students about various essentials of brand management including brand identity, brand image, brand awareness, brand equity and brand extension and to ignite the interest in the area of Brand Management.

SECTION – A
Introduction to Brands: Introduction, Defining Brand, Development of Branding, From Products to Brands, Developing New Ides to Products and Brands.

SECTION – B
Brand Personality: Carrier of Brand Identity: Introduction, Defining Brand Personality, Scales of Brand Personality, Use of Brand Personality.

SECTION – C
Brand Equity: Introduction, Defining Brand Equity, Measuring Brand Equity, Building Brand Equity.

SECTION – D
Pharmaceutical Branding Strategies; Building Pharmaceutical Brands; Communicating Pharmaceutical Brands; Future Pharmaceutical Branding Models

Suggested Readings:
Objective: The course is specifically designed so that students can understand various issues in global intellectual property regime. Also specifically with WTO TRIPS agreement there is compliance of member countries Patent and IPR laws and accordingly the industry need to make their strategy. Proper understanding of the subject will give student an insight to prepare the product development strategy.

SECTION – A

SECTION – B

SECTION – C

SECTION – D

Suggested Readings:
4. Patel, A.H.: Industrial Microbiology, Macmillian India Ltd., Delhi
Objective: The objective of this course is to create in-depth understanding of various corporate strategies, their formulation, implementation and process of change in strategies. Further the course will enable students to appraise various strategies issues.

SECTION – A
Introduction: Conceptual framework of strategic management, Strategic formation process, Approaches to strategies decision making, Pitfalls, Techniques for improvement, Mission, Objectives and Goals: Significance, Characteristics and formation of Missions, Objectives and Goals, Porter’s five force model and strategies groups, Competitive advantage, Distinctive Competencies, Organizational Analysis through Internal Scanning: Value chain analysis, Organization structure and culture, Various strategies issues.

SECTION – B

SECTION – C

SECTION – D
Techniques of strategic evaluation and control, Strategic issues in technology management, Entrepreneurial ventures, Issues in non-profit organization issues, Issues in evaluation and control, Popular strategies of non-profit organizations.

Suggested Readings:
1. Hill and Jones: Strategic Management, Houghton Mifflin Publication
6. Francis Strategic Management, Himalaya Publishing House
Objective: To enlighten the students on International Business Environment, which includes international Financial Management, International Marketing and International currency and to study the impact of globalization on Indian Industry.

SECTION – A


SECTION – B


SECTION – C


SECTION – D


Suggested Readings:
**Objective:** The objective of the course is to impart knowledge on the various dimensions of strategic marketing as applicable to the market leader, defender and new entrants.

**SECTION - A**
Expanding total market, dealing with competition: Identifying and analyzing competitors, Defending and expanding market share. STP Strategy and its inputs; Assessing marketing capabilities of competitors. Understanding requirements of consumers. Developing brand loyalty and measuring brand equity.

**SECTION - B**
Central role of strategic planning, Corporate and Division strategic planning. Trends in marketing practices, internal marketing, socially responsible marketing. Scanning the marketing environment. Identifying market structure and trends.

**SECTION - C**
Role of Integrated Marketing Communications (IMC), Designing, Objectives Setting and Budgeting for IMC programs, developing effective communications, Managing Mass Communications: Events, experiences and public relations, measuring media effectiveness.

**SECTION - D**
Formulating marketing strategies for sustainable competitive advantage. Three ‘C’ framework, Strategic alliances for market expansion and penetration; Competing on a global basis. Market Challenger strategy, market follower strategy, and niche strategy. Marketing Strategies for domestic and global companies.

**Suggested Readings:**
5. 
Objectives: (i) To develop an understanding of Internet Marketing (ii) To get overview of ethical and legal aspects related to the digital age marketing.

SECTION – A
Introduction to Internet age and marketing, marketing in an information-intensive environment, Customer behavior in the future, the internet and international marketing

SECTION – B
Implications of the Internet age for marketing, implications of the Internet for Consumer Marketing, Data mining in marketing

SECTION – C
Improving marketing productivity in the Internet Age, product innovation in the Internet age, developing products on Internet time, Reintermediation and disintermediation in the internet age, pricing in the internet age, advertising in the internet age, sales and customer and customer service in the internet age, building meaningful relationships through dialogue

SECTION – D
Ethical, Legal, and Social impact, issues and challenges facing public managers, privacy in the information age: stakeholders, interests, and values, a framework for Patents and copyrights in the Digital Age.

Suggested Readings: -
4. Tom Vassos: Strategic Internet marketing, - Que Publishers, 1996
**Objective:** The objective of the course is to acquaint the students with the various Financial Services and techniques manage them.

**SECTION – A**

**Financial Services:** Introduction of Financial Intermediaries and Financial Services, Organisation of the Financial Service Industry, Various Financial Intermediaries, NBFC’s Service and its categories, Recent Development in Financial Services, Financial Services in India, Theory of Agency and Contract, Solution to Adverse Selection Problem, Rules and Regulations and Agency Problem.


**SECTION – B**

**Depository Services:** Introduction to Depository Services, Depository Participants in India, Role of NSDL and CDSL, Difference Between NSDL and Bank, Services Offered By Depository Participants, Products Offered By Depository Participants, Process of Dematerialisation, Difference Between Physical and Electronic Holding of Securities; **Broking:** Broking Services and Trading in Equity Broking and Trading in Debt; **Mutual Funds:** Concept of Mutual Funds, Types of Mutual Funds, Advantages, Structure of Mutual Funds and tax treatment, SEBI and Mutual Funds Regulations; **Insurance Services:** Introduction, Types of Insurance, Life Products, Non-Life Products.

**SECTION – C**


**SECTION – D**

Leasing, Types of Leases, Advantages, Disadvantages, Leasing and Commercial Banking Sector, Risk in Leasing, Lease Proposal Analysis, Comparison Between Lease and Purchase, Legal Aspects of leasing, Taxation Aspects of leasing, Lease Accounting and Reporting; **Housing Finance:** Introduction to Housing Finance, Housing Finance Schemes, Procedure of Loan-disbursement, Legal Framework of Housing Finance; Credit Cards, Types, Settlement Process, Mechanism, Member Establishment, Member Affiliates; **Factoring:** Meaning, Forms, Functions, Legal Aspects, Evaluation.

**Suggested Readings:**

2. V. A. Avdhani: Marketing of Financial Services, Himalaya Publishing House
3. L.K. Bansal: Merchant Banking and Financial Services, Unistar Publications
4. V. K. Bhalla: Management of Financial Services, Anmol Publications
Objective: The objective of this course is to provide basic essential knowledge of various concepts of Direct Taxation, Indirect Taxation and Tax planning to the Students.

SECTION – A

Basic Framework of Direct Taxes: Definitions of Basic Terms Residential Status Heads of Income - Computation from Income from Salaries, Income from House Property, Income from Business and Profession, Income from Capital Gain, Income from Other Sources (outlines only).

SECTION – B


SECTION – C

Concept of Tax Planning: Meaning, Importance, Scope, Basic Concepts, Tax Planning vs. Tax Avoidance and Tax Evasion, Methods of Tax Planning, Tax Planning and Managerial decisions like make or buy, closure or continue, dividends or bonus shares etc.

Tax Planning and Managerial Considerations in respect of newly established Industrial Undertakings in certain specified areas, E.P.Z. and E.O.U., Tax Planning in case of Amalgamation, Foreign Collaborations and Joint Venture Agreements.

SECTION – D

Outlines and basic concepts in respect of service tax, VAT, Excise and Customs alongwith their applicability; Tax Planning in respect of indirect taxes as levied on Corporates. Prospects and problems of Introduction to goods and service tax (GST).

Suggested Readings:
1. Dr V K Singhania/Dr Monica Singhania: Corporate Tax Planning & Business Tax Procedures, Taxman, Publication
2. Dr V K Singhania/Dr Monica Singhania: Students Guide To Income Tax (Including Service Tax/Vat), , Taxman, Publication
6. Indirect Taxes- Taxmann,
Objective: The objective of the course is to acquaint the students about the Psychology of the executives in the organization and then to use it to enhance the productivity.

SECTION – A

SECTION – B

SECTION – C

SECTION – D
Personnel Counseling: Objectives, extent & types of Counselling, steps & Techniques of counseling; Psychological aspects of Labour relations: Introduction, group dynamics formal & informal communication, Union Management relations: Sources of conflicts, How to resolve conflicts in organizations; Supervision: Introduction, Meaning and evaluation, practices of high and low producing supervisors.

Suggested Readings:
Objectives: The objective of the paper is to orient the students towards system of total Rewards & payments made to the execution which is called executive compensation.

SECTION – A

SECTION – B

SECTION – C

SECTION – D
Compensation of special groups: Supervisors, Corporate Directors, Executives, Scientists and Engineers, Industrial & Marketing personnel; International pay system: Approaches to executive pay, Japanese, American, German pay system (Budgeting & Compensation System) is globalization of executive pay possible? Executive Compensation: Significance and recent trends in executive compensation, ESOP’s etc.

Suggested Readings: -
2. Brucer: The complete guide to Executive compensation, (McGraw)
3. Richard: Compensation Management in Knowledge Based world, Handerson (Pearson)
Objectives: The subject covers the details of Enterprise Resource Planning and its implementation in various sectors. It also covers the advantages and disadvantages of Enterprise Resource Planning Solutions.

SECTION – A

SECTION – B
Issues, Concerns and Purchasing: Disadvantages of ERP Solutions, users, developers, customers of ERP, purchasing or outsourcing, planning, purchasing and selection of ERP

SECTION – C
Implementation of ERP: Implementation plan of ERP, Methods and tools, business process mapping, gap analysis, risks and dependencies, project timeline plan, project organization plan, structure and coding, data migration and historical record, prototype testing, user training program, knowledge management, disaster recovery plan, RDBMS, data communication system, hardware requirements, sample system architecture.

SECTION – D
ERP Project Success and failure: Introduction to ERP Project success and failure with case studies, Current and future ERP market, key players and market shares, market issues

Suggested Readings:
Objective: To enable the students to understand cost management system and develop an insight into application of cost analysis from strategic perspective.

SECTION – A

SECTION – B
Value Analysis: Meaning of Value Analysis and value addition, Strategic Application of Value Chain Analysis, Strategic Positioning Analysis: Critical Success Factors and SWOT Analysis, Cost Volume Profit Analysis: Cost Behaviour Pattern, Cost Estimation Methods, Assumptions of CVP Analysis, Applications of CVP, Break Even Analysis, CVP Analysis in the choice of Cost Structure, Multiple Product Analysis

SECTION – C

SECTION – D

Suggested Readings:
Objectives: The objective of this course is to create an indepth understanding of Franchising and the legal aspects related to Franchising.

SECTION – A
Definition of franchising, History and Overview, Types of Franchises, Advantages and Disadvantages to Franchisor, Advantages and Disadvantages to Franchisee, Elements of a Successful System.

SECTION – B
Choosing Franchisees: Right Profile of choosing franchisees, Sources of Revenue, The Role of Real Estate, Infrastructure/Services Provided, Profit Pie to Share, Multi-Level Franchising, Company Owned Stores.

SECTION – C
Multi-Concept Franchises, Market Development/Encroachment, International considerations, Enforcement of Standards.

SECTION – D
Franchise Legal Documents, Trademarks, Copyrights, Patents, & Trade Secrets, Transfer/Exit Strategy, Succession (Family Issues), Termination

Suggested Readings: -
3. Joe Mathews, Don DeBolt, Deb Percival: Street smart franchising, CWL Publishing Enterprises Inc. 2006
Objective: To impart knowledge on various aspects of relationship marketing, direct marketing and network marketing.

SECTION - A
Conceptual foundation of Relationship Marketing, evolution of relationship marketing, its significance in Indian context, Relationship marketing in Mass markets, relationship marketing and marketing strategy.

SECTION - B
Role of Information Technology in building, maintaining and enhancing customer relationships, Customer profitability design and analysis, Relationship marketing and distribution channels

SECTION - C
Direct Marketing: Meaning, Benefits and growth of direct marketing, Customer databases and direct marketing, Forms of direct marketing, Ethical issues in direct marketing.

SECTION - D
Multilevel marketing, Meaning, need and importance of multilevel marketing, Advantages, Criticism of multilevel marketing, Compensation plans in multilevel marketing, Ethical issues in multilevel marketing

Suggested Readings:

1. Francis Buttle: Relationship marketing - theory and practice, Paul Chapman Publishing Ltd.
2. Søren Hougaard Mogens Bjerre: Strategic relationship marketing, Springer Publisher
3. Helen Peck, Martin Christopher, Adrian Payne: Relationship marketing - strategy and implementation, Reed Educational and Professional Publishing Ltd.
Objectives: The objective of this course is to provide knowledge of Financial Derivatives and hedging strategies through various Derivatives.

SECTION – A
Introduction: Meaning of Derivatives, Characteristics, Types, Derivative Market in India, Functions of Derivative Market, Significance of Derivatives Market;

SECTION – B

SECTION – C

SECTION – D
Financial Swaps: Meaning, Types, Advantages, Disadvantages, Principles, Valuation of Models for Swaps, Types of Swap Risks; Interest Rate Derivatives: Treasury bills and Treasury bonds, Hedging with T-Bills and T-Notes, Eurodollar Derivatives, Caps, Floors, Collars; Credit Derivatives: Common Credit Derivatives, Credit Default Swap, Total return Swap, Collateralized Debt Obligation.

Suggested Readings:
2. Satjayit Das: Credit Derivatives, John Wiley and Sons inc
3. David A. Dubofsky: Derivatives Valuation And Risk Management, Oxford University Press N Delhi
Objective: The focus of the course is directed towards the various operation performed in banks and the different ways of managing risk faced by banks.

SECTION – A
A generic model providing a single unified view of CRM, Relevance in banking

SECTION – B
Services Design and Delivery Strategies in Banks: Products and Services Offered by Banks, Response of Banks with Newer Services and Delivery Mechanisms & Delivery Strategies in a Bank.
Introduction to e-Banking: Origin of e-Banking, Role of Technology in e-Banking, Significance, Latest Trends in e-banking, Constraints; Multichannel Operations (Remote Banking), The Regulatory Framework.

SECTION – C
Popular products and services in electronic banking for customer convenience; Market assessment in e-banking; Electronic payment systems in Banks: Various payment systems: ECS (Debit & Credit) EFT, MEFT,RTGS; LERM; Communication Network.

SECTION – D

Suggested Readings:
1. Sundaram / Varshney: Banking Theory Law and Practice, Sultan Chand & Sons Publisher 2004
Objective: The objective of the course is to provide basic knowledge about telecommunications infrastructure related policy and strategies.

SECTION – A
Broadband Policy; spectrum policy and Management, Pricing and auctioning issues; SatCom Policy Implementation; Use of INSAT capacity by non-governmental agencies; Establishment and operation of Indian Satellite Systems; Use of foreign satellites for SatCom Services. Unified Access Services; Satellite Solutions.

SECTION – B
Newer option FSO; all optic networks, possible 4G plus mobile solution using LTE (Long term evaluation), Application/type of technology in India context, Tower infrastructure for GSM & CDMA. Guidelines for penetration: Policy guidelines for state data centre (SDC); Policy for IN internet domain registration, IN internet domain name policy framework & implementation.

SECTION – C
ICT: Definition, Importance, Benefits of managing ICT, ICTIM relation to service delivery and service support; Infrastructure Management of ICT; development of ICT; technical requirement, architecture, processes and procedures, management methods, security in ICT.

SECTION – D
ISMS – Basics of Information technology Infra. Library (ITIL); ITIL service delivery principles of ISMS, Remote Infra. Monitoring and Management (RIMM) – Definition, need for RIM; network operation centre and security operation centre – definition, features and benefits, functions of SOC.

Suggested Readings:
1. Rohan Samarajiva and Ayesha Zainuddin (eds): ICT Infrastructure in Emerging Asia: Policy and Regulatory Roadblocks, Sage Publications India Pvt Ltd,
3. Jim Guichard; Franâ§ois Le Faucheur: Definitive MPLS Network Designs, Jean -Philippe Vasseur
4. Sameer Kochhar, Deepak B Phatak, H Krishnamurthy, Gursharan Dhanjal, eds.: Infrastructure & Governance, Academic Foundation
5. Case Study : Telecommunications infrastructure and its impact on ICTs in Ghana
6. TIA-942 Standards
7. Nigeria : NICI Infrastructures
Objective: e-Governance is a very effective tool to modernize government and promote democratic culture. E-governance places the entire information at one place hence promotes co-ordination instantly. The major problems in the field of e-governance in India are structural, organizational, cultural and legislative in nature. In order to make e-governance effective, citizen-oriented leadership and visions of the public organizations are all the more necessary. There is thus a requirement to create Infrastructures for e-Governance in every walk so that fruits of democracy (provided in the form of Infrastructures such as Highways/Airports/Energy etc) can be shared and the digital divide can be eliminated.

SECTION – A
Legal Framework enabling e Governance: The IT Act 2000 and concerns about the legal aspects of e-governance, Establishing a Unified User Support system on websites and prototyping. Appropriate National Strategy, degree of Centralization; Infrastructure Requirements: Access, speed, security, confidentiality, of Networks and digital divide in the implementation of e-governance. Technology solutions for e-governance, developing centralized software for various governance applications, customized according to the States’ requirements.

SECTION – B
Affordability of e Governance Infrastructures: Affordable and sustainable e-governance services for rural development use of middleware technology for integrating large geographically scattered users, multiple delivery channels, departments, hardware and software for effective e-governance legal aspects to the privacy and security issues in e-governance; Allied Issues in e Governance: Digital signatures. Cyber crimes, right to information, commercial transactions and security of online payments, consumer protection, intellectual property rights, contractual relationships, issues of authentication, security standards and transparency; E-Governance, applications as an effective tool to trim the size of government, restructure government organizations and promotion of result oriented management practices in government offices.

SECTION – C
E Governance in Public Domain: e-governance programmes in banking, insurance, railways, passport and EDI services in the Indian customers. Maintenance of land records, revenue collection and district level services as state initiatives; Partnership: Partnership for the success of e-governance initiatives. Partnership between developed and developing countries. Within country between central government, state government and local governments, between stakeholders. Between policy makers, experts and citizens’ panels working in the area of e-governance. Benefits of e-governance of these partnerships in the developing countries, backward states and socially disadvantaged groups.

SECTION – D

Suggested Readings:
1. TARAPAAT has played a key role for taking e-governance initiatives at the doorsteps of the rural people, who were, otherwise not adequately reached by the official programs. Case study to discuss implementation of Infrastructure related programs.
3. E-Mexico project, aims at building 10,000 IT kiosk services across Mexico in the year 2005.
4. Web Based Resources available in Developing Countries.
5. Word Bank Reports on e-Governance
Objectives: This subject deals with the legal aspects, technology involved, marketing and salesmanship in a Real Estate Infrastructure Management.

SECTION – A
Real Estate Development and Finance: Real Estate Cycles, Real Estate Markets, Real Estate Development and Legal process involved, Characteristics of Real Estate Investments, Types of Real Estate Investments, Real Estate Financing and Lending Criteria.

SECTION – B

SECTION – C
Traditional Real Estate Financing: Debt Financing, Equity Financing, Sale and Lease Back, Mortgages,

SECTION – D
Real Estate Development for Homeless and Slum Dwellers: Constitutional Provisions regarding Housing for Poor and BPL families, Rehabilitation of Slums to Housing Projects, Urban & Rural Housing.

Suggested Readings:
3. Walter Mucklow: Real Estate Accounts
5. India Government Web sites Reports of Consultants on Real Estate Development growth in India
6. Real Estate Development for Slum Dwellers in Mumbai and Kolkata
Objective: To make the students understand the basics of Advertising and Promotion required by them in their career.

SECTION - A
The Process: The world of advertising and integrated brand promotion – advertising as a communication process, audiences for advertising, business process, types of advertising, economic effects of advertising, structure of the advertising industry – advertisers, advertising agencies, and support organizations; Evolution of promoting and advertising brands – evolution of advertising, technology and advertising, branded entertainment.

SECTION - B
Regulatory aspects of advertising – advertising standards council of India, code for self regulation, standards of conduct.
The Planning: Advertising and Consumer behavior – consumer decision making process, modes of consumer decision making, consuming in the world of culture and ethics, market segmentation, positioning, and the value proposition – STP marketing and evolution of marketing strategies, beyond STP, prioritizing target segments, formulating positioning strategies, capturing strategy in value preposition.

SECTION - C
Research: Advertising and promotional research, its development, copy research, its methods. Planning advertising – advertising plan and its marketing context, communication and sales objective, role of advertising agency;
International Perspective: global issues, overcoming cultural barriers, cross cultural audience research, challenges in executing advertising worldwide – creative challenge, media challenge, regulatory challenge, advertising agencies around the world, globalized and localized campaigns.

SECTION – D
Preparing the message: Creativity and advertising – creating brands, creativity, the creative process and its need, message objectives and strategy, copywriting; Direct Marketing: Evolution, marketing database, media application, coordination.

Suggested Readings:
Objective: To make the students aware about the upcoming developments of CRAMS and pharmaceutical industry.

SECTION - A
Contract Research and manufacturing in the global pharmaceutical industry – global pharma, current scenario in CM & R, outsourcing, its benefits, trends in outsourcing, outsourcing to India, China as a threat.

SECTION - B
Outsourcing in Pharma for improving focus, Advantage India: emerging trends, India’s edge, scenario after 2005 and beyond;

SECTION - C
Contract Manufacturing and Research Country Experiences: CMR in US, Europe, China, India; Clinical Trials in India, Major players in India for CRAMS.

SECTION - D

Suggested Readings:
2. Industry Insight–CRAMS In India, Cygnus Business Consulting & Research.
Objective: (i) To learn to identify and assess disasters in the community. To set forth policies procedures for disaster preparedness and to prepare a disaster plan for a hospital. (ii) To impart training in the field of medical tourism with the increasing global awareness about scope and opportunities in Medical Tourism and (iii) To provide information about contemporary issues related to health care i.e. Tele Radiology, Tele Oncology, Tele Surgery. (iv) To create awareness about Medical Architecture.

SECTION – A
Disaster Management: Basics of disaster management and Mass casualties; Components of disaster plan: pre-hospital and hospital; Disaster alertness in hospital; Severity of illness among disaster victims and risk assessment; Mock exercise on disaster management and hospital.

SECTION – B
Ethical & Legal Aspects of Tele Medicine: Confidentiality and Law, patient rights and consent, access to medical records, consent treatment, jurisdictional issues, intellectual property rights.
Tele Radiology: Basic parts of Tele Radiology systems – Image Acquisition System, Display system, communication network, interpretation; Tele pathology, Tele cardiology, Tele Oncology, Tele Surgery.

SECTION – C
New Age Tourism Products: Concept of Tourism, Types of tourism, Active Tourism, Passive Tourism, Medical Tourism – Concept, Importance, Booming Medical Tourism in India, Cost Benefit analysis of Medical Tourism in India, Role of Government to promote India’s Medical Tourism, Role of IMTA to promote India’s Medical Tourism, Medical Tourism and Insurance.

SECTION – D
Medical Architecture: Vocabulary, Brief history of development of Medical Architecture body of knowledge, Multiple ways of seeing medical architecture from medi-cities to co-ordination of all physical inputs in health care delivery facilities, Hospital Modernization & Expansion, Recent successful practices in modernization and expansion in India and other Asian countries.

Suggested Readings:
1. Philipp Meuser, Christoph Schirmer: Hospital Architecture - Specialist Clinic and Medical Departments, Pageone Publisher.
Objectives: (i) To understand the various indicators of health, population dynamics, importance of health statistics in future planning for health care services and provide an overview of health economics related issues; (ii) To enhance the knowledge of Patient Care Services.

SECTION – A
Health Statistics: Ratio Analysis, Incidence and prevalence rates, Morbidity statistics; Mortality, Morbidity, IMR, MMR; Observational, Analytical & Experimental Studies.

SECTION – B
Concept of Epidemiology: Definition and concept, Types of uses, Incidence and prevalence; Epidemiological studies: Epidemic, Eudemic, Pandemic, Sporadic--Investigation of an epidemic; Principles and Epidemiology, Natural history of disease, methods of epidemiological studies, epidemiology of communicable and non-communicable disease, disease transmission. Host defense immunizing agents, cold chain immunization, disease monitoring and surveillance, screening and surveys, investigation of an epidemic and role of hospital in its control.

SECTION – C
Control of Hospital Acquired Infection: Objectives, content areas, key issues, definition, types of HAI; High Risk Areas, Modes of Transmission, Control of HAI, Surveillance of HAI, Administrative and organizational aspects of HAI control programme; Cleaning, Sterilization and Disinfection; Antibiotic Policy; Universal Precautions; Recommended Personal Protective Equipment for protection of Health Workers against HIV and HBV Transmission; Precautions in specific areas.

SECTION – D

Suggested Readings: -
2. Goon, Gupta, Dasgupta: Elementary Statistics
4. Park: Text Book of Preventive and Social Medicine, Banaridas Bhanot, Jabalpur.
5. P.V. Sathe & A.P. Sathe: Epidemiology & Management of Health Care for all, Popular Publishing
6. V.K. Mahajan: Textbook of community medicine
14. V. Muralidhar: Hospital Acquired Infection, VIVA.