### OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR P.G. DIPLOMA IN PERSONNEL MANAGEMENT & LABOUR WELFARE FOR THE EXAMINATION OF 2010, 2011

#### I SEMESTER

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>DPM 301</td>
<td>Fundamentals of Labour Economic &amp; Management</td>
<td>100</td>
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<tr>
<td>DPM 302</td>
<td>Industrial Psychology &amp; Industrial Sociology</td>
<td>100</td>
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<tr>
<td>DPM 303</td>
<td>Organisational Behaviour</td>
<td>100</td>
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<tr>
<td>DPM 304</td>
<td>Human Resource Management</td>
<td>100</td>
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<tr>
<td>DPM 305</td>
<td>Workshop on IT &amp; its Application in Business</td>
<td>50</td>
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#### II SEMESTER

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>DPM 306</td>
<td>Labour Legislation</td>
<td>100</td>
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<tr>
<td>DPM 307</td>
<td>Management of Disciplinary Procedures &amp; Practices</td>
<td>100</td>
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<tr>
<td>DPM 308</td>
<td>Social Security &amp; Labour Welfare</td>
<td>100</td>
</tr>
<tr>
<td>DPM 309</td>
<td>Industrial Relations &amp; Labour Policy</td>
<td>100</td>
</tr>
<tr>
<td>DPM 310</td>
<td>Research Project*</td>
<td>50</td>
</tr>
<tr>
<td>DPM 311</td>
<td>Comprehensive Viva**</td>
<td>50</td>
</tr>
</tbody>
</table>

**i) The participants are expected to finalize their topics of Research Project latest by 31<sup>st</sup> October.  
ii) Students should submit their Research Project Report Latest by 31<sup>st</sup> March.  
iii) The research project is to be evaluated by an external examiner which could be from the college / institute itself.  
iv) The comprehensive should be conducted within a fortnight of the completion of 2<sup>nd</sup> semester examinations.**
Objective: The course is offered to acquaint and participant with the issues involved in the labour market and the conditions of working class. And also to familiarize the students with the facets of organization management with special reference to Indian Score students.

UNIT I

Labour Economics: Micro and Macro aspects, Theories of Labour market, Supply of Labour leisure decision, Participation, rate, Quality of Labour, Labour demand for Labour, Short run & long – run demand for labour elasticity of demand for labour.

UNIT II

Wage Determination various market conditions. State regulation of wages, wage level and wage structure, share of wages in national income, labour productivity, wages, income and prices, wages and productivity.

UNIT III


UNIT IV


Controlling: The system and process of controlling, Control Techniques, Control of Overall performance. Ensuing Effective Controlling.

P.T.O.
REFERENCES:

Campbell R Mc Connel and Stanley L Brue
Parmod Verma
Non Bellante Mark Jackson
K.N.Subramanian
C. Herbert G Hicks C Ray Gullet
Rye and Byors
Koontz & Weirich
Koontz O Donnel & Weirich
Peter, Drucker
Stoner, Freeman & Gilbert

Contemporary Labour Economics
Labour Economics and Industrial Relations
Labour Economics
Wages in India
Organisation theory and behaviour
Management theory and application
Essentials of Management
Management
Managerial Challenges in the 21st Century
Management

UNIT I

Nature and Scope Relationship with Sociology and Industrial psychology

UNIT II


UNIT III

Nature and Scope of Industrial Psychology, Psychology and Management, Contributions of Free Post Freidians development of Psychology, Personality and Its development, Psycho-analytical theory, Personality types, Adjusted and Maladjusted personalities.
UNIT IV


BOOK RECOMMENDED:

Melver and Page Society
Miller and Form Industrial Sociology
Ghose & Chorpade Industrial Psychology
Tiffin & Mc Cormick Industrial Psychology
Norman R.F. Maier Psychology in Industry
John B. Miner Personnel Psychology

DPM 303: ORGNIZATIONAL BEHAVIOUR
Time : 3 hours Max Marks : 100
Ext. 70
Int. 30

Objection: In the working of any organization, four major resources play a part. “The human resources’ is the only resource which is the most dynamic and hence the most difficult to manage. This course is oriented to give an insight to the participants of the course, the foundation of individual and group working in any organization.

UNIT I

Introduction to organizational behavior. Introduction to Individuals.- (Causation Of Human Behavior, Personality, Perception, Attitudes. Job satisfaction).

UNIT II

Interpersonal processes- (Interpersonal Communication, Listening, feedback Counseling, Transaction Analysis).

UNIT III

UNIT IV

Organisational Dynamics: Organizational Communication, Organizational change. Conflict Management, Organizational Health Development, Organizational effectiveness.

REFERENCES

Stephon P. Robbins Organizational Behaviour
Kieth Davis Human Behaviour at Work : TMH
Hersey and Elanchard Management of Organisational behaviour
UMA Sekaran Organisational Behaviour : Text & Cases, TMH
Gary Dessler Organisation, Theory: Integrating Structure and Behaviour
R.S. Narayana

DPM 304: HUMAN RESOURCE MANAGEMENT
Time : 3 hours Max Marks: 100
Ext. 70
Int. 30

Objective: The objective of this course is to orient the future managers to the Concept of HRM, the functions of HR manager and the practices Followed in India and abroad.

UNIT I

INTRODUCTION
- Nature, scope & significance of HRM, Objectives and Function of HRM.
- HRM and its environment. Role of Government and other Internal & External Forces and HRM.
- Relevance of HRM, HRM Policies Principles.
- Genesis, growth of HRM in India.
- Organisation of Human Resource Department
- Status and Strategic role of HR professional as a strategic partner.

ACQUIRING HUMAN RESOURCES:
- Job Analysis and job description.
- human Resource Planning
- Recruitment, psy, testing, selection process and its Effectiveness.
- Interviewing

P.T.O.
UNIT-II
DEVELOPING HUMAN RESOURCES:
- Induction & Organisational socialization
- Training policies, programmes & techniques
- Management Development programmes & evaluating their effectiveness.

MANAGING QUALITY & PRODUCTIVITY:
- Job designing: Job enlargement & enrichment – Promotions, transfers and separations
- Alternative work arrangements – like flextime,

UNIT-III
PERFORMANCE MANAGEMENT & CARERS PLANNING:
- Performance and potential appraisal: concept, purposes & methods of performance appraisal; Traditional and Modern.
- M.B.O. : process, benefits and limitations.
- Career planning & success in planning.

MOTIVATIONG EMPLOYEE:
Employee counseling & empowerment.
Quality of work life : Meaning, measure QWL
Issues in QWL & strategies/ or improving QWL.

UNIT-IV
COMPENSATION MANAGEMENT
- Administration of Wages & Salaries.
- Job evaluation : concepts, techniques, problems of job evaluation.
- Nature & role of financial incentives.
- Employee benefits and services : nature & significance.

INDUSTRIAL RELATIONS AS PERSONNEL FUNCTION
- Grievance Handling- concept, procedure & guidelines of Effective Grievance Handing.
- Managing Discipline-concept, approaches & principles of discipline.

UNIT V
HUMAN RESOURCE MANAGEMENT PRACTICES
- HRM IN Europe, USA, Japan.
- HRM in public Enterprises in India.
- HRM in a small undertaking.
- Emerging HRM concepts & systems in the new Millenium.
- Human Resource Information System
- H. R. Accounting.
- Auditing Human Resources.

REFERENCES
Gay Dessleh   Human Resource Management
Edwin Filippo   Personnel Management
Dale Yodeh   Personnel & Industrial Relations
R.S. Dwivedi   Managing Human Resources-Personnel Management in India Enterprises
Menapa & Saiyaddin Personnel Management
K.Ashwathappa   Human Resource & Personnel Management
Michael Armstrong   Human Resource Management

JOURNAL RECOMMENDED
1. Human capital
2. H.R. Today
3. H.R. Focus
4. Personnel

DPM 305 WORKSHOP ON I.T. & ITS APPLICATIONS IN BUSINESS
Time : 3 hours   Max Marks :50

Objective: The aim of this course is to help students gain an awareness of computer technology and its business uses, particularly accounting applications. It will also develop proficiency in the use of internet as a business and research tool.

UNIT-I
Company Set up- Company Information, Accounting information systems- the need for the control if information systems. Normal sales and purchase ledger maintenance and reporting.

UNIT II
Stock control- tracking stock movements. Sales order processing and reporting. E-analysis of financial statements.

BOOKS RECOMMENDED
R.D.Fish, Glencoe
Microsoft Office 2000 Excel Comprehensive, Shelly cashman, Coure Technology ,2000
Roger A.Gee Computer Accounting Applications (san diego mesa college)
course
Objective: The objective of the course is to enhance the participants understanding of Indian legal environment relevant to labour laws relating to emoluments and welfare. Emphasis would be given to the basic provision and cases law of various relevant Acts.

UNIT-I
Legal regulation of employment conditions in India: The concept of social justice: Guiding principles of industrial adjudication; Industrial Disputes Act, 1947.

UNIT-II

UNIT-III
Payment of wages Act, 1936
Minimum Wages Act, 1948
Payment of Bonus Act, 1965

UNIT-IV
Factories Act, 1948
Mines Act, 1952
Plantation Labour Act, 1951
Apprentices Act, 1961
Child Labour (Prohibition and Regulation) Act, 1986.

BOOKS ECOMMENDED
O.P. Malhotra  The Law of Industrial Disputes
S.C. Srivastava  Industrial Relations and Labour Laws
S.N. Misra  Labour and Industrial Law
P.L. Malik  Industrial Law
H.K. Saharay  Industrial and Labour Laws of India
K.P. Chakravarti  Labour Management and Industrial Relations
G.M. Kothari  Labour Demands and their Adusdication

Journal Recommended:
Labour Law Journal
DPM 307: WORKSHOP COURSE ON MANAGEMENT OF DISCIPLINE AND DISCIPLINARY PROCEEDINGS

Time : 3 hours       Max Marks :100
Ext.    70
Int.     30

Objective : 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.

UNIT-I
Managing indiscipline : Basic concepts. Nature of proceedings – judicial, quasi-judicial and administrative; Principle of natural justice and reasonable opportunity, Misconduct and its types. Complaints and decision to initiate enquiry; charge sheet and its drafting, service of charge sheet to workmen and reply to the charge sheet and its considerations; suspension during enquiry; criminal proceedings and departmental enquiry: holding of enquiry: considerations by punishing authority.

UNIT –II
Relevant Legislation relating to disciplinary proceedings; judicial control of labour court and industrial tribunal, Writ jurisdiction. Prevention of Disputes: Grievance handling, Mechanism and procedure. Handling Industrial action; Relevant Legislation: Case studies.

BOOK RECOMMENDED
D.D. Basu     Administrative Law
B.R.Bhaiye    Law and Procedure of Departmental Enquiries
R.G. Chaturved Departmental Enquires and Disciplinary Actions

JOURNAL RECOMMENDED
1. Indian Journal of Industrial Relation
2. British Journal of Industrial Relation
3. Labour Law Journal

DPM 308: SOCIAL SECURITY AND LABOUR WELFARE

Time: 3 hours       Max Marks:100
Ext.    70
Int.     30

Objective: The objective of the course is to create awareness among students about the role and need of social security system in society. This course will also clarify the Labour Welfare Activities undertaken and their need.

UNIT-I
UNIT-II

BOOK RECOMMENDED
Ahmad Ehrisham etc. Social Security in developing Contries
New Delhi, O.V.P., 1999
Punekar, Deodner, Sankaran Labour Welfare, Trade Unionism and Industrial Relations
Deepak Bhatnagar Labour Welfare & Social Security Legislation in India
Dr. B.N. Mishra National Social Security Systems
Goyal Pratibha Labour Welfare and Job Satisfaction
B.D. Rawat Labour Welfare in India

JOURNAL RECOMMENDED
1. Indian Journal of Industrial Relations
2. British Journal of Industrial Relations
3. Labour law Journal

DPM 309: INDUSTRIAL RELATIONS AND LABOUR POLICY
Time: 3 hours Max Marks: 100
Ext. 70
Int. 30

Objective : The course aims of familiarizing the participants with (a) The Industrial relations scene in India with special reference to the Industrial Conflict and their prevention and resolution and (b) significance and impact of labour policy on industrial relations in India.

UNIT-I

UNIT-II
Voluntary and Statutory efforts on prevention and settlement of industrial disputes. Bipartitism, tripartitism. Comparative industrial relations and policy in U.K., U.S.A., Japan, Germany, Russian developing countries.
UNIT-III
State and Labour : Theoretical aspects, framework, evolution and Dimension of Labour Policy in India, labour Policy on (a) term and conditions of employment by industrial relations and wages.

UNIT-IV
Labour Policy and growth of Legislative framework in India: Labour Administrative Framework implementation of labour policy and laws, Government as an employer, New Economic policy and labour; Social clause and WTO.

BOOK RECOMMENDED

E.A. Ramaswamy & Uma Ramaswami Industry and Labour,
K.K. Ahuja Industrial relations-Theory and Practice
Aruna Monappa Industrial Relations
G.P. Sinha and P.R.N. Sinha Industrial Relations and labour Legislation
J.L. Rastogi, P.P. Arya & S.D. Tripathi Planning for Industrial Relations Management
John R. Nil and at al

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PANJAB UNIVERSITY, CHANDIGARH

OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR P.G. DIPLOMA IN INTERNATIONAL TRADE FOR THE EXAMINATION OF 2010-2011.

DIT 201  Fundamental of International Trade & Management 100
DIT 202  International Business Environment 100
DIT 203  International Marketing 100
DIT 204  Management Accounting 100
DIT 205  Workshop on I.T. & its Applications 50
In Business

II SEMESTER

DIT 206  Foreign trade Policy & Management 100
DIT 207  Foreign Trade Finance & Documentation 100
DIT 208  Thrust Products & Marketing International Trade 100
DIT 209  International Marketing Logistics 100
DIT 210  Research Project* 50
DIT 211  Comprehensive Viva** 50

*i) The participants are expected to finalize their topics of Research Project latest by 31st October.
 ii) Students should submit their project latest by 31st March.
 iii) The research project is to be evaluated by an external examiner which could be from the college/institute itself.
 **iv) The comprehensive should be conducted within a fortnight of the completion of 2nd semester examinations.
Objective: The objective of the course is to acquaint the students with the basic fundamentals of the theories of international trade & monetary and the facts of organisation and management with special reference to Indian context.

UNIT I


The gains from trade and their distribution- concepts of terms of trade; and offer curves. secular deterioration. Terms of trade hypothesis. The Theory and general equilibrium Analysis. Concept of optimum tariff. Elementary ideas on the theory of customs union political economy of non-trade liaison.

UNIT II


UNIT III

UNIT IV

Communication- Process, Barriers and Breakdowns in Communications, Effective Communications.

Controlling : The system and process of controlling, Control techniques, control of overall performance. Ensuing Effective controlling.

BOOKS RECOMMENDED:

Dominick Salvator  International Economics (7th ed.)
Paul R Krugman, Maurice Obstfell International Economics (Theory & Policy ) 5th ed.
C Heerbert G Hicks C ray Guller  Organisation theory and behavior
Rue and Byors  Management theory and application
D.S. Pugh (edt.)  Organization theory: Selected readings
David Silverman  The theory of organization
Richard H Hall  Organization Structure, Process , and Outocmes
David Clutterback and Stuart Crainer  Makers of Management

Charles Handy  Understanding Organizations
Huczmsk, Andrez  Management of Gurus
Koontz & Weirich  Essentials of Management
Koontz O’ Donnel & Weirich  Management
Peter, Drucker  Managerial Challenges in the 21st Century
Stoner, Freeman & Gilbert  Management

DIT 202 INTERNATIONAL BUSINESS ENVIRONMENT

Time: 3 hours  Max Marks: 100
Ext.  70
Int.  30

Objective: The objective of this course is to acquaint the participants with the economic aspects relating to international trade. The course will also provide an understanding of the different monitory institutions and the economic, env for international trade.

UNIT-I
UNIT II
Regional economic groupings : EEC its set up and performance; W.T.O., UNCTAD IMF; Generalized system of preference; Commodity markets & common Fund; Competitive Strategy & Intl. Business Env.

REFERENCES
B.Sodersten : Intl. Economics
Kindalberger Grubel : Economics
Haller Intl. Trade : Theory & Empirical Evidence

DIT 203 INTERNATIONAL MARKETING
Time: 3 hours         Max Marks: 100
Ext. 70
Int. 30

Objective: The objective of this course is to develop a conceptual frame work of international marketing management. This paper develops further knowledge already gained in marketing.

UNIT-I

UNIT-II

UNIT-III

REFERENCES
Douglas & Craig (1997) Global Marketing Strategies
DIT 204 MANAGEMENT ACCOUNTING

Time : 3 Hours

Objective: This course provides the students an understanding of the application of accounting techniques for management.

UNIT-I
Management Accounting : Meaning, nature, scope and functions of management, accounting, Role of management accounting in decision making; Management accounting vs financial accounting; Tools and techniques of management accounting.

UNIT –II
Financial Statements: Meaning and types of financial statements; Limitations of financial statements; objectives and method of financial statements analysis; ratios; analysis; Classification of ratios, profitability ratios; turnover ratios, liquidity ratios, turnover ratios; Advantages of ratio analysis; Limitations of accounting ratios.
Funds Flow statement as per Indian Accounting standard 3, cash flow statement.

UNIT-III
Absorption and Marginal Costing; Marginal and differential costing as a tool for decision making-makes or buy; change of product mix; pricing; break-even analysis; Exploring new markets; Shutdown decisions.

UNIT-IV
Budgeting for Profit Planning and Control. Meaning of budget and budgetary Control; objectives; Merits and limitations; types of budgets, Fixed and flexible budgeting; control rations; Zero base budgeting; Responsibility accounting; performance budgeting Standard costing and variance Analysis; Meaning of standard cost and standard costing. Advantages and application; Variance analysis-material; Labour and overhead (two-way analysis) Variances.

Books Recommended
Anthony , Robert & Reece et al . Principles of Management Accounting a Richard Irwin Inc.
DIT 205 WORKSHOP ON I.T. IIS APPLICATIONS IN BUSINESS

Time 3 Hours Max. Marks 50

Objective: The aim of this course is to help students gain and awareness of computer technology and it’s business uses, particularly accounting applications. It will also develop proficiency in the use of internet as a business and research tool.

UNIT-I
Company set up-Company Information, Accounting information systems-the need for the control information systems. Normal sales and purchase ledger maintenance and reporting.

UNIT-II
Stock control-tracking stock movements. Sales order processing and reporting. E-analysis of financial statements.

Book Recommended:
G.E. Anders, C.R. schaber & R.D. Fish, Glencoe
Claire May & Gordon S.May
Roger A. Gee
(san diego mesa college)

Comprehensive, shelly Cashman, Course
Integrated Accounting-Using ACCPAC Bedford Software.
Effective Writing : A handbook for Accountants (4th ed.) Prentice Hall
Computer Accounting Applications Using Business works.

P.T.O.
Objective: The objective of this course is to acquaint the students with the specific policies related to foreign with specific reference to India.

UNIT-I
The trends in world trade direction and composition. India’s foreign trade policy and performance in balance of trade. Export promotion and the institution set up. Deemed export convertibility.

UNIT-II
Instruments of export promotion. Export Assistance and measures- import facilities, duty drawback, tax concession, marketing Assistance, Role of state trading house, 100% export oriented units, Export house and trading houses, EPZ’s, STP, Foreign collaborations and investments, Counter trade arrangement, Indian joint ventures abroad.

UNIT-III
Policy and Framework for FDI in India, policy on counter trade arrangement, Indian joint ventures, Abroad Project and consultancy Exports.

Books Recommended
Varshney and Bhattacharya International marketing Management
Chatwal Export promotion
Deepak Nayyar India’s Export and Export policies In the 1960’s


P.T.O.
Objective: The course aims at providing an understanding of foreign exchange, export financing, export-import procedures and the various operations involved. The main emphasis is laid on developing a systematic approach to handling foreign trade transactions and the paperwork thereto.

UNIT –I
Methods of payment; pre-shipment credit-meaning, procedure, rates and documents needed, post-shipment credit- negotiation of export bills under letter of credit, bills purchased/discounted under limits granted to customers, Advances against claims for export incentives, deferred payment export credits, export credit insurance, insurance policies and bank guarantees and special schemes.

UNIT-II
Theories and practice of foreign exchange rate determination, fixed and floating exchange rates, Exchange Arithmetic, exchange control, regulations and procedures in India. Export-Import trade control procedures. Processing of an export order. Procedures and documents related to quality control, export contracts, marine insurance, customs and port clearance, Shipment and procedures theory.

BOOKS RECOMMENDED
G.S. Lal       Finance of Foreign Trade & foreign exchange.
Paras Ram    Export, What, where and How Export procedures & Documents.
Import Policy of India 1990-93
Central excise Rules and Duty Drawback Rules
Foreign Exchange Manual RBI
Indian marine Insurance Act
Rathor, B.S.     Export Marketing
Objective: In this course students will be expected to identify major export products of India and the special characteristics of different trade in regional. Problems relevant to the marketing of each product and specific countries would be identified. The students would be expected to suggest remedies for these problems and evolve appropriate strategies for different products for target markets.

UNIT-I
A) Export Marketing of Thrust Products of Agricultural and Agrobased products:
   i) Tea and value added tea
   ii) Fresh and Processed Foods
   iii) Cashew Kernels
   iv) Coffee
   v) Spices
   vi) Tobacco & tobacco manufacturers
   vii) Fruits & Vegetables

B) Meat and Marine Products
   i) Meat and Meat Products
   ii) Marine Products

C) Textile and Jute Based Products
   i) Jute and Jute Manufacturers
   ii) Cotton Textiles Mill made and Handloom
   iii) Woolen Fabrics and Knitwear
   iv) Readymade Garments

D) Handicrafts and Jewellery
E) Leather and Leather manufacturers, including Leather garments
F) Minerals and Ores
G) Engineering Products-Capital goods; Cosmetics Consumer Durables, Electronics and Software
H) Basic, Chemicals, Pharmaceuticals and cosmetics
I) Services, including, tourism, shipping, software, insurance

P.T.O.
UNIT-II

Marketing characteristics of trading region-EU, NAFTA, S. America, Africa, ASEAN, W.Asia, Oceania, Japan and selected socialist countries including Russia.

UNIT-III

Developing marketing strategy for different markets. Submission and presentation of reports.

REFERENCES

J.W.E. Rowe Primary commodities in International Trade.
Vadiya,Dago Indian’s foreign trade
I.I.F.T. a) selected surveys of products and markets.
          b) Thrust sectors in Indian export Survey and study team report.
T.O.A Survey and study Team Reports

Annual Reports of Export Promotion Councils
Survey Reports of I.T.C. Geneva
Global
Studies done by various chambers of Commerce
UN Publications
EEC International Business Office

P.T.O.
Objective: The objective of this course is to appraise the students of the fundamentals of logistics as applied to international business. The various components of the international logistics system would be studied so as to enable the students to take up an integrated logistics decision. With regard to containers, ports, airports and issues related to technology and administration of logistics infrastructures.

UNIT – I

Marketing logistics system-concepts, objective and scope, the system elements, relevance to international marketing. The concepts of service. The transportation, activity-internal transportation, inter state goods movement. General structure of shipping characteristics, liner and tramp operations, code of conduct for liner conferences, freight structure and practice, chartering principles and practices.

UNIT-II

Technological developments in ocean transportation., containerization, inland container depots multimodal, transportation and CONCOR. Role of intermediaries including freight booking, shipping, agents, C&F agents. Shipowner shipper consolations arrangements. Air transportation-total cost concept, advantages, freight structure and operations, Air terminal transportation, Air traffic containers.

UNIT-III

Port systems and sub-systems, Port Laws, Port organization and management, responsibility of port-trust, carriage of goods-legal aspects. Warehousing and the concept of Free Trade Zones. Inventory management-concepts and application to international marketing. The total cost approach to logistics.

P.T.O.
UNIT –IV

General cargo operations, Break bulk terminal operations, growth of containerization-present status, future trends.

REFERENCES

Wentworth and Christopher(Ed) Managing International Distribution
Bowersox. Total Logistics
Tookey International

Annual reports of CONCORD
Indian shipping
Annual Reports of INSA
UNCTAD Studies on Container Terminal operations and Break a Terminal Operations.
Yearbook of Indain Ports Association.
UNCTAD Studies on Port Planning
World Bank Report on JNPT
Reports of Container Corporation of India.
SYLLABUS FOR P.G. DIPLOMA IN EXPORT MANAGEMENT 2010-2011.

I SEMESTER

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<tr>
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<tbody>
<tr>
<td>DEM 201</td>
<td>Management for Organisations</td>
<td>100</td>
</tr>
<tr>
<td>DEM 202</td>
<td>International Business Environment</td>
<td>100</td>
</tr>
<tr>
<td>DEM 203</td>
<td>Marketing Management</td>
<td>100</td>
</tr>
<tr>
<td>DEM 204</td>
<td>Workshop on Export-Import Procedures &amp; Documentation</td>
<td>100</td>
</tr>
<tr>
<td>DEM 205</td>
<td>Workshop on I.T. &amp; Its Applications in Export Management</td>
<td>50</td>
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II SEMESTER

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<th>Th. + Pr.</th>
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<tbody>
<tr>
<td>DEM 206</td>
<td>Foreign Trade Policy &amp; Management</td>
<td>100</td>
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<tr>
<td>DEM 207</td>
<td>Global Marketing Management</td>
<td>100</td>
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<tr>
<td>DEM 208</td>
<td>Workshop on Thrust Products &amp; Markets</td>
<td>100</td>
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<tr>
<td>DEM 209</td>
<td>International Marketing Logistics</td>
<td>100</td>
</tr>
<tr>
<td>DEM 210</td>
<td>Research Project *</td>
<td>50</td>
</tr>
<tr>
<td>DEM 211</td>
<td>Viva voce**</td>
<td>50</td>
</tr>
</tbody>
</table>

* (i) The topic of the Research project and the Supervisor. Should be decided latest by 31st October.
(ii) The Project Report must be submitted latest by 31st March

** The comprehensive viva-voce will be held immediately after the second semester examination are over.

NOTE: Students would be required to visit export Institution for atleast 15 days after 1st Semester. A certificate from the institution in this regard has to be obtained.
Annexure –II  DEM 201
MANAGEMENT FOR ORGANISATIONS

Objective:
The objective of this course is to introduce the students with the history of organisation, the foundations of the organisation and its working.

UNIT-I


UNIT-II

UNIT-III

Controlling: The system and process of controlling, control Techniques, Control of overall performance. Ensuing Effective Controlling.

P.T.O.
Reference:

1. C.Herbert G. Hicks
   C. Ray Gullet
   Organisation theory and behaviour.

2. Claude S. George
   The history of management thought.

3. R.N. singh
   Management thoughts and thinkers

4. Rue and Byors
   Management theory and application.

5. D.S. Pugh (edt.)
   Organization theory : Selected readings.

6. David Silverman
   The theory of organization

7. Richard H. Hall
   Organizations Structure, Process and Outcomes.

8. David Clutterback and Stuart Crainer
   Makers of Management.

9. Charies Handy
   Understanding organizations

10. Huczymsk, Andrez
    Management Gurus

11. Kontz & Weirich
    Essentials of Management –A Gwbul Approach

12. Koontz O’Donnel & Weirich
    Management

13. Peter Drucker
    Managing to a time of great change

14. Stoner, Freeman & Gilbert
    Management.

P.T.O.
INTERNATIONAL BUSINESS ENVIRONMENT

Objective:

The objective of this course is to acquaint the participants with the economic aspects relating to international trade. The course will also provide an understanding of the different monetary institutions and the economic aspects for international trade.

UNIT-I


UNIT-II


References:

B. Sodersten: Intl. Economics
Kindelberger: Intl. Economics
Heller: Intl. Trade, theory & Empirical Evidence
Dubwy Bibek: Beyond Uruguay Round-An Indian Perspective.
Objective: The objective of this course is to help the participants to understand the conceptual framework of marketing management. It also intends to expose the participants to the various decisions the marketing manager in Indian are required to take under various environmental conditions.

Topics:

UNIT-I
Marketing tasks and Philosophies, marketing system and marketing environment, the consumer market and buyer behaviours, strategic Marketing process: Industrial markets Market segmentation. Targeting and positioning.

UNIT-II
Market measurement and forecasting. Marketing of services. Concept of relationship marketing, Multi level marketing Decisions relating to product policy including branding and packaging, price, polices and strategy.

UNIT-III
Channel decisions, management of physical distribution. Promotional decisions including management personal selling management of advertising and sales promotion, planning and organizing, Marketing.

Books Recommended

2. Philip Kotler Marketing Management: Analysis Planning & control
3. Hunt, Shelby Modern Marketing Theory
4. Stanton Fundamentals of Marketing
5. Philip Kotler Principles of Marketing
6. Robert Buzell Marketing Management
7. Tull, S Kahle L.R. Marketing Management
10. Subhash C Mehta Indian Consumers
11. Dholakia, Khurana Marketing Management, Cases & Concepts
DEM 204 WORKSHOP ON EXPORT IMPORT PROCEDURES & DOCUMENTATION

OBJECTIVE: The course aims at providing an understanding of foreign exchange, export financing, export-import procedures and the various operations involved. The main emphasis is laid on developing a systematic approach to handling foreign trade transactions and the paperwork thereto.

UNIT-I

Methods of payment; pre-shipment credit—meaning, procedure, rates and documents needed, Post-shipment credit—negotiation of export bills under letter of credit, bills purchased/discounted under limits granted to customers, Advances against claims for export incentives, deferred payment export credits. Export credit insurance, insurance policies and bank guarantees and special schemes. Role of EXGe.

UNIT-II

Theories and practice of foreign exchange rate determination, fixed and floating exchange rates, Exchange control regulations and procedures in India, foreign exchange risk management. Export-Import trade control procedures. Processing of an export order. Procedures and documents related to quality control, export contracts, Dispute Settlement; marine insurance, customs and port clearance.

UNIT-III


BOOKS RECOMMENDED

G.S. Lall  Finance of Foreign trade & Foreign Exchange
Paras ram  Export, What, Where and How
S.C. Jain  Export., Procedures & Documents
Import Policy of India 1990-93
Central excise Rules and duty Drawback Rules.
Foreign Exchange Manual Rbi
Indian Matirn Insurance Act
Nabhi’s  Exporters Manual and Documentation
Objective: The aim of this course is to help students gain an awareness of computer technology and its business uses, particularly accounting applications. It will also develop proficiency in the use of internet as a business and research tool, for export marketing.

UNIT-I
Company Set up- Company information. Accounting: information systems the need for and control if information systems. Normal sales and purchase ledger maintenance and reporting.

UNIT-II
Stock control-tracking stock movements. Sales order processing and reporting. E-analysis of financial statements. Sources of data for exports. Software related to export data (Datalog etc.)

UNIT-III
Developing an E-Commerce strategy – Benefits from opening a website use of Internet in Europe & N. America, Choice of market. On line market Research-ITC index to Trade information sources, competition. Legal issues, Security & encryption, Finance issues, on-Line Procurement.
BOOKS RECOMMENDED

G.E. Anders, C.R. Sehaber & R.D. Fish, Glencoe

Microsoft Office 2000 Excel Comprehensive, Shelly cashman, Course Technology, 2000
D.H. Klooster & W.W. Allen
1991
Intergrated Accounting-Using ACCPAC BEDFORD Software

Clnire May & Gordon S. May

Roger A. Gee
diego mesa college
Computer Accounting Applications (san Using Business works

International Trade Centre (ITC)
-Secrets of Electronic Commerce.
II SEMESTER

DEM 206 FOREIGN TRADE POLICY AND MANAGEMENT

Objective: The objective of this course is to acquaint the students with the specific policies related to foreign, with specific reference to India.

UNIT-I
The trends in world trade direction and composition. India’s foreign trade policy and performance in balance of trade. Export promotion and the institution set up. Deemed exports convertibility.

UNIT-II
Instruments of export promotion. Export Assistance and measures import facilities, Duty drawback, Tax concession, marketing Assistance, Role of state trading house, 100% Export oriented units, export house and trading houses, EPZs, STP, Foreign collaborations and investments, Counter trade arrangements, Indian joint ventures abroad.

UNIT-III
Policy and Frame work for FDI in India, Policy on counter trade arrangement, Indian joint ventures, Abroad project and consultancy Exports.

BOOKS RECOMMENDED

Varshney and Bhattacharya International Marketing Management
Chatwal Export Promotion
Deepak Nayyar India’s Export and Export Policies in the 1960’s
World Development Report, World Bank, Washington, D.C
Economic Survey, Ministry of Finance
Import and Export Policy, Ministry of commerce
Committee on Export strategy 1980, Ministry of Commerce
Report of Working Group on Export Houses, Ministry of Commerce
M.L. Verma International Trade
DEM 207
GLOBAL MARKETING MANAGEMENT

Objective:
The objective of this course is to develop a conceptual framework of international marketing management. This paper develops further the knowledge already gained in marketing.

UNIT-I
Introduction to global marketing
The process of International marketing and transition from domestic to transnational marketing.
Benefits of Intl. Trade.
Intl. Mktg. Ent by Strategies

UNIT-II
Product planning for global markets.
Standardisation Vs. Product Adoption
Pricing & Labelling
Global pricing Strategies
Environmental Influences on Pricing Decisions

UNIT-III
Promotional Strategies in Intl. Mktg.
Intl Mktg. organisation and control
Emerging issues in global marketing
Integrated Approach to Intl. Mktg.

References:
Douglas & Craig (1977) : Global Marketing Strategies
DEM 208
Workshop on Thrust Products s& Markets.

OBJECTIVE: In this course-students will be expected to identify major export products of India, and the special characteristics of different regions. Problems relevant to the marketing of each product to specific countries would be identified. The students would be expected to suggest remedies for these problems and evolve appropriate strategies for different product for target markets.

TOPICS: 

UNIT- I

a) Export Marketing of Thrust products of Agricultural and Agro-based products.

i) Tea and value added tea
ii) Fresh and processed Foods
iii) Cashew Kernels
iv) Coffee
v) Spices
vi) Tabacco & tobacco manufacturers

b) Meat & Marine Products

i) Meat and meat Products
ii) Marine Products

c) textile and Jute Based Products

i) Jute and Jute Manufactures
ii) Cotton Textiles-Mill made and Handloom
iii) Woollen Fabrics and Knitwear
iv) Readymade Garments
d) Handicrafts and Jewellery

a) Leather and Leather Manufactures, including Leather garments
b) Minerals and Ores

c) Engineering Products-capital goods, Consumer durables, Electronics and Software.
Basic Chemicals, Pharmaceuticals and Cosmetics.
Services, Including tourism, shipping, software, insurance.

UNIT-II

Concept of Market Picture
Marketing characteristics of trading region-EEC, NAFTA S. America, Africa, ASEAN, W.Asia, Oceanic, Japan and selected socialist countries including Russia.

UNIT-III

Developing marketing strategy for difference markets. Participants would be expected to prepare and present a report on a selected product item to a specific market eg. Export of bicycle parts Germany.

References:

1. J.W.E. ROWE Primary commodities in international trade.
2. Vadiya, Dag; India’s foreign trade
3. I.I.F.T. a) selected survey of products markets 
   b) Thrust sectors in Indian Exp Survey and study team report
4. T.O.A. Survey and study team reports 
5. Annual Reports of export promotion Councils
6. Survey reports of I.T.C. Geneva
7. Global
8. Studies done by chambers of Commerce
9. UN. Publications.
10. EEG International Business Office.
Objective- The objective of this course is to appraise the student of the fundamentals of logistics as applied to international business. The various components of the international logistics system would be studied so as to enable the students to take up an integrated logistics decision.

TOPICS

UNIT-I
Marketing logistics system-Concepts objective and scope, the system elements, relevance to international marketing. The concept of service. The transportation activity-internal transportation, inter state goods movement. General structure of shipping: characteristics, liner and tramp operations, code of conduct for liner conferences, freight structure and practice, chartering principles and practices.

UNIT-II
Technological developments in ocean transportation, containerization, inland container depots, multimodal, transportation and CONCOR. Role of intermediaries including freight booking, shipping agents, C&F agents. Shipowner shipper consultation arrangements. Air transportation total cost concept, advantages, freight structure and operations. Document connective with Transport of goods. Preparation of involve-proforma, consular etc.

UNIT-III
Port systems and sub-systems, port organization and management, responsibility of port trust carriage of goods-legal aspects. Warehousing and the concept of Free Trade Zones. Inventory management- concepts and application to international marketing. The total cost approach to logistics.

References:

1. Wentworth and Christopher(Ed.) Managing International Distribution.
2. Bowersox Total logistics
3. Toekey International
4. Annual Reports of CONCOR
5. Indian Shipping
6. Annual reports of INSA
SYLLABUS

AND

REGULATIONS

OF

POST GRADUATE DIPLOMA

IN

TOURISM AND TRAVEL

MANAGEMENT

2010-2011

PUNJAB UNIVERSITY CHANDIGARH
# SCHEME OF PAPERS

## Semester-I

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Paper</th>
<th>Subject</th>
<th>Marks</th>
<th>Int. Ass.</th>
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<tbody>
<tr>
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<tr>
<td>1.</td>
<td>PGT-101</td>
<td>Tourism Business</td>
<td>70</td>
<td>30</td>
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<tr>
<td>2.</td>
<td>PGT-102</td>
<td>Tourism Product</td>
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<tr>
<td>3.</td>
<td>PGT-103</td>
<td>Management Concepts and Organizational Behavior</td>
<td>70</td>
<td>30</td>
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<tr>
<td>4.</td>
<td>PGT-104</td>
<td>Hotel Accounts &amp; Application of Computer in Business</td>
<td>70</td>
<td>30</td>
</tr>
<tr>
<td>5.</td>
<td>PGT-105</td>
<td>* Training/Project Report Viva-Voce</td>
<td>50+50=100</td>
<td></td>
</tr>
</tbody>
</table>

* Copies of the project report will be send to external examiner minimum 10 days before conducting of viva-voce.

## Semester-II

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Paper</th>
<th>Subject</th>
<th>Marks</th>
<th>Int. Ass.</th>
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<tbody>
<tr>
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<tr>
<td>1.</td>
<td>PGT-201</td>
<td>Tourism Marketing</td>
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<tr>
<td>2.</td>
<td>PGT-202</td>
<td>Travel Agency &amp; Tour operator Business</td>
<td>70</td>
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<tr>
<td>3.</td>
<td>PGT-203</td>
<td>Emerging Concepts of effective tourism development</td>
<td>70</td>
<td>30</td>
</tr>
<tr>
<td>4.</td>
<td>PGT-204</td>
<td>EDP &amp; Family Business Management</td>
<td>70</td>
<td>30</td>
</tr>
<tr>
<td>5.</td>
<td>PGT-205</td>
<td>** Two Field trips &amp; Project Report</td>
<td>50+50=100</td>
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</tr>
</tbody>
</table>

**Two field trips will be organized by the institution/college for which duration would be minimum 3 days for each trip.
Tourism Business

UNIT I


3 Tourism as an industry, visitor, tourist recent trends.

UNIT-II

4. Growth and development of Tourism in India.


6. Institutional Organizational national and International engaged in world promotion and development of tourism.

Suggested Books.

Christopher J. Holloway: The Business of Tourism : Macdonald and Evans.1983
Kaul . R H Dynamics of Tourism A. trilogy
Sterling publishers (p) Ltd. New Delhi
Anan. M.M: Tourism and Hotel Industry in India:
Sterling publishers(p) Ltd. New Delhi.
ITTM: Tourism as an industry-monograph: ITTM . New-Delhi, 1989
Surinder Aggarwal : Travel agency Management .Communication India.1983.
UNIT I

Tourist resources-definition and differentiation

Tourist resource of India- types and typologies, cultural resource-art and architecture, historical monument, religious and spiritual centers, fairs and festivals, craftsmanship, folk customs, costumes and lures, museum monument and art galleries etc. Natural tourist resources- rich diversity in landform and landscape outstanding geographic features, climate water bodies and flora and fauna.

Natural tourist resource
-tourist resource (potential in mountain with special reference to Himalayas:
Resources and resource use pattern in the past, present and future perceptive

-India’s main desert areas, there geological structure: development as desert tourism existing trends and facilities available: desert safais and desert festival.

UNIT II

Socio cultural resource-1
Architectural heritage of India: glimpses of India’s architectural style adopted over the ages. Historical monuments of touristic significance-ancient, medieval and modern-their spatial and regional dimensions. Important historical/archaeological sites museum, art galleries and libraries and – their location assets and characteristics.

Popular religious shrines/centers-Hindu, Sikh, Muslim , Christens, Buddhist, Jain and other .Yoga mediation and other centres.

Socio-Cultural resources: II
Performing art of India, classical dances and dance styles: center of learning and performance. Indian folk dances.

Music and musical instruments: different schools of Indian music; status of vocal and instrumental music; new experiments.
Handicrafts of India as a potential tourist resources.
Fairs and festivals- social religious and commercial fairs.
Festivals ; promotional (tourism) fairs, Viz; kite festival, white water festival, snake best race etc.
Indian folk culture-folk custom and costumes, settlement patterns, religious observations, fold – lere and legends.
Created tourist destinations; academic, scientific and industrial institutions
Coastal areas, beaches and islands: resources and resource unepattern
Resources in islands with special reference to and Andoman and nicobar islands.
Overview on tourism development strategies.

**Suggested Readings**

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>Percy brawn</td>
<td>Indian Architecture-Hindu and Buddhist Period</td>
</tr>
<tr>
<td>Harle J. C.</td>
<td>The Art and Architecture of India sub-continent</td>
</tr>
<tr>
<td>Bhartiya Vidya Bhawan</td>
<td>Imperial Unity</td>
</tr>
<tr>
<td>Bhartiya Vidya Bhawan</td>
<td>Classical Age</td>
</tr>
<tr>
<td>Acharya Ram</td>
<td>Tourism and culture Heritage of India: rosa publication</td>
</tr>
<tr>
<td>Basham A.L</td>
<td>The wonder that was India: rupaa and co’ Delhi 1988</td>
</tr>
<tr>
<td>Basham A.L</td>
<td>The Gazette of India: History and Cultural Vol 2</td>
</tr>
<tr>
<td></td>
<td>Publication Division, ministry of information and broadcasting, govt. of India, 1988.</td>
</tr>
<tr>
<td>Hussain A.A.</td>
<td>The National Cultural of India. National beek trust, New Delhi-1987</td>
</tr>
<tr>
<td>Mukherjee R.K.</td>
<td>The Culture and Art of India: george allen unwin ltd; London. 1959</td>
</tr>
<tr>
<td>The treasures of Indian Museums</td>
<td>Marq publication, Bombay.</td>
</tr>
</tbody>
</table>
MANAGEMENT CONCEPT & ORGANIZATIONAL BEHAVIOR

UNIT-I
1. Management concepts, functions and principles
2. Organization structures
3. Planning-nature, importance, process and limitation
4. Decision making-importance types and process
5. Controlling nature importance and modern techniques

UNIT-II
1. Organization behaviour, nature importance elements, challenges and opportunities.
3. perception Attitudes and values
5. Leadership, nature, Styles and Theories.
6. Team building and Group cohesiveness

Suggested Books:

Stephen P Robbins       Organizational Behavior
Herbert G Hicksi, C Ray Gullet    Organizational: theory & behavior
K Aswathappa          Human resource and Personnel Management
Gary Dessler            Human resource Management
Arun Manappa, Mirza S Saiyadain Personnel Management
Michael Armstrong  Human resource Management
Dr. N.K. Sahni     Management concepts and Organizational Behavior(Kalyani Publication)
L.M. Prasad            Management concepts and Organizational Behavior
S.K. Gupta            Organisational theory and behavior
Hotel Accounts & Application of Computers in Business

UNIT-I
1. Need and importance of Hotel Accounting
2. Journal, Cash Book, Ledger, and Trial Balance for Hotels
3. Bank Reconciliation statements.
4. Preparation of Final Accounts for hotel industry.

UNIT-II
1. Tally 6.3
2. Wings 2000
3. Latest Software on hotel Industry- FIDEL 10

Suggested Books

Training/ Project report
The students shall be further required to undergo two weeks practical training after first semester examination is over in a tourism enterprise-(Travel agency, Hotel, Airlines and tourism corporations) duly approved by the head of the institution. They shall be required to submit a comprehensive training report at least two weeks after the completion of training. The report shall be consisting of 100 marks and shall be evaluated by internal and external examiner through viva voice examination.
Semester-II

Paper: PGT-201

Tourism Marketing

UNIT-I
1. The tourism marketing concept, nature and classification
2. Marketing of service-Characteristics importance and working
3. Concept of Relationship marketing-importance and implications in the developing scenario

UNIT-II

5. Tour packaging: concept, characteristics methodology consideration and pricing of tour packaging.

6. Designing and printing of tour broacher

Suggested Books
3. Douglas Forster : Travel and tourism management
4. Negi, M.S. : Tourism and Hoteling
8. Maclena, Hunter A: Marketing management (Tourism in your Business), Candadian Hotel and Restaurant Ltd. 1984
Travel Agency and Tour operators Business

UNIT –I
1. Definition, main functions. Organizational structure of a travel agency and the tour operators.
2. Different types of travel agents and their responsibilities.
3. Procedures for becoming a travel agent and tour operator in India.

UNIT-II
4. Role of India Airlines, Indian Railways, Air India and Vyudoot in the growth of travel agency and tour operators business.
5. Accommodation –Types and its organization
6. Accommodation Management.

Suggested Books
2. David H. Howel: Principles and Methods of Scheduling reservations (National publisher)1987
3. Agarwal, Surinder: Travel agency management (Communication India, 1983)
6. William Cordve: Travel in India.
Emerging Concepts for Effective Tourism Development

Unit-I

1. Relevant concepts and preaches for effective tourism development
   - national development council report on tourism development
   - national action plan, 1992
   - new policies on tourism and civil aviation
   - tourist traffic and it’s improvision
   - destination development
   - sustainable development

2. Man-Power development needs

Unit-II

3. Management strategies
4. tourism policy analysis
5. tourism legislation necessity

Suggested Readings:
1. National development council report
2. National action plan
3. Report of world tourism organization
Entrepreneurship and Family Business Management

UNIT-I

UNIT-II

Suggested Readings:
1. Peter Kilby
2. Peter, F. Drucker
   Innovation and Entrepreneurship, harper & Row, 1985
3. Udal Parkeer & T. Venlataeshware Rao
4. B.C. Tandon
Field Trip Report

The student of tourism and travel management shall be required to undertake two field trips of minimum duration of 3 days each to be organized by the institution/college relating to – Monuments, Wild life parks and Sanctuaries and Sport centers etc. during second semester. Student shall submit the field trip report consisting of about fifty typed pages at least two weeks before the commencement of final examination. This report will carry 100 marks and shall be evaluated both by external and internal examiners jointly through viva-voice.
# OUTLINES OF TEST SYLLABI AND COURSES OF READING FOR P.G. DIPLOMA IN MARKETING MANAGEMENT FOR THE EXAMINATION OF 2010-11

## 1 SEMESTER

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>DMM 101</td>
<td>Fundamentals of Economics &amp; Management</td>
<td>100</td>
</tr>
<tr>
<td>DMM 102</td>
<td>Marketing Management</td>
<td>100</td>
</tr>
<tr>
<td>DMM 103</td>
<td>Sales Management</td>
<td>100</td>
</tr>
<tr>
<td>DMM 104</td>
<td>Managerial Accounting</td>
<td>100</td>
</tr>
<tr>
<td>DMM 105</td>
<td>Workshop on I.T. and its application in Business</td>
<td>50</td>
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## II SEMESTER

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>DMM 106</td>
<td>Advertising and Consumer Behaviour</td>
<td>100</td>
</tr>
<tr>
<td>DMM 107</td>
<td>Marketing Research</td>
<td>100</td>
</tr>
<tr>
<td>DMM 108</td>
<td>Logistic Management</td>
<td>100</td>
</tr>
<tr>
<td>DMM 109</td>
<td>International Marketing &amp; Services</td>
<td>100</td>
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<tr>
<td>DMM 110</td>
<td>Research Project</td>
<td>50</td>
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<tr>
<td>DMM 111</td>
<td>Comprehensive viva**</td>
<td>50</td>
</tr>
</tbody>
</table>

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*i) The participants are expected to finalize their topics of Research Project latest by 31\(^{st}\) October.

ii) Students should submit their Research Project Report latest by 31\(^{st}\) March.

iii) The research project is to be evaluated by an external examiner which could be from the college/institute itself.

**iv) The comprehensive viva should be conducted within a fortnight of the completion of 2\(^{nd}\) semester examinations.
SEMESTER-I

DMM 101: FUNDAMENTALS OF ECONOMICS AND MANAGEMENT

Time : 3 hours  Max Marks: 100
Ext. 70
Int. 30

Objective: The objective of this course is to familiarise the students with the Fundamentals of economics and the facets of organization and management With special reference to Indian scene.

Unit I
2. Introduction to the theory of demand, elasticity of demand, the concept of indifference curve.
3. Elementary theory of production and cost, Economy and diseconomy of scale.

Unit II
1. Introduction to components of business environment: economic, social, political, legal and cultural.
2. Elementary national income accounting.
4. Introduction to Fiscal & Monetary policy, and export and imports.

Unit III

Unit IV

P.T.O.
Books Recommended

- Rehman: Managerial Economics
- Dwivedi D.M: Managerial Economics
- Sampat Mukhrjee: Business and Managerial Economics
- G.S. Gupta: Managerial Economics
- P.L. Mehta: Managerial Economics-Analysis, Problems & cases
- C. Herbert G. Hickr C Ray Gullet: Organisation theory and Behavior
- Rue and Byors: Management theory and Application
- D. S. Pugh (edt.): Organization theory : Selected readings
- David Silverman: The Theory of Organization
- Richard H Hall: Organisational Structure, Process, and Outcomes
- David Clutterback & Stuart Crainer: Makers of Management
- Charle Handy: Understanding Organizations
- Huczmsk. Andres: Management of Gurus
- Koontz & Weirich: Essentials of Management
- Koontz O’ Donnel & Weirich: Management
- Peter, Drucker: Managerial Challenges in the 21st Century

DMM 102: MARKETING MANGMENT

Time: 3 hours   Max Marks: 100
              Ext.     70
              Int.     30

Objective: The objective of this course is to help the students to understand the conceptual framework of marketing management. It intends to expose the participants to the various decisions the marketing executives are required to take.

UNIT-I

Marketing tasks, concepts and orientations: customer satisfaction, value and retention; Buyer behavior in customer marketing and Business Marketing; Marketing environment; strategic planning in Marketing; Market measurement and forecasting, Dealing with competition.

UNIT –II

Marketing segmentation, Targeting and Positioning; Marketing of services, Relationship Marketing; Marketing strategies, Programmes and decisions related to the following: Product- including branding and packaging; Pricing, Marketing channels Marketing strategies, programmes and decisions related to the following: Logistics, advertising, Sales promotion, personal selling and sales force. Marketing Organization; Marketing Control.

Books Recommended:

- Baker, Michael J: The Marketing Book
DMM 103 : SALES MANAGEMENT

Max Marks: 100
Ext. 70
Int. 30

Objective: The objective of this course is to acquaint the students with the fundamentals of sales management. The course also deals with the relationship between sales function and distribution.

UNIT-I

Sales Management Environment, Routing and Scheduling, Function and qualities of a sales Executive (Effective Sales Executive). International Sales Management, Sales Function and its relationship with other marketing functions. Sales organisation. The external relationship of the sales Department e.g. with distributors, Government and Public. Salesmanship : Theoretical aspects of Salesmanship, the process of selling. Sales forecasting methods, sales budget, sales territories and quotas.

UNIT-II

Sales Force Management: Recruitment, Selection, Training, Motivation and Compensation of the field sales force and sales executive. The evaluation and control of sales force.

BOOK RECOMMENDED:

<table>
<thead>
<tr>
<th>Authors</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gundiff, Still and Govind</td>
<td>Sales Management , Decisions, Policies and Cases</td>
</tr>
<tr>
<td>Benson P. Shapdiro</td>
<td>Sales Programme Management.</td>
</tr>
<tr>
<td>Rolper E. Anderson,</td>
<td>Professional Sales Management</td>
</tr>
<tr>
<td>Joseph F. Hair, Alex J. Bush</td>
<td>McGraw Hill Inter Ed.</td>
</tr>
<tr>
<td>Johnson, Kurta and Scheving</td>
<td>Sales Management : Concepts and Cases</td>
</tr>
<tr>
<td></td>
<td>Tata Mcgraw Hill</td>
</tr>
</tbody>
</table>
Objective: This course provides the students an understanding of the application of accounting techniques for management.

UNIT-I
Management Accounting: Meaning, nature, scope and functions of management accounting; Role of management accounting in decision making; management accounting vs financial accounting; Tools and techniques of management accounting.

UNIT-II
Financial Statements: Meaning and types of financial statements; Limitations of financial statements; objectives and method of financial statements analysis; ratio analysis; Classification of ratios-profitability ratios, turnover ratios, liquidity ratios, turnover ratios, Advantages of ratio analysis; Limitations of accounting ratios. Funds flow statement as per Indian Accounting standard cast flow statement.

UNIT-III
Absorption and marginal Costing; Marginal and differential costing as a tool for decision making- make or buy; change of product mix; Pricing; Break even analysis, exploring new markets; shutdown decisions.

UNIT-IV
Budgeting for Profit Planning and Control. Meaning of budget and budgetary control; objectives; Merits and limitations; Types of budgets; Fixed and flexible budgeting; control ratios; Zero base budgeting; Responsibility accounting; Performance budgeting. Standard Costing and variance Analysis. Meaning of standard cost and standard costing. Advantages and application; Variance analysis- material, Labour and overhead (two-way analysis), Variances.

BOOKS RECOMMENDED
Arora M.N. Cost Accounting-Principles and Practices; Vikas, New Delhi
Jain S.P. & Narang K.L. Cost Accounting; Kalyani, New Delhi
Objective: The aim of this course is to help students gain an awareness of computer technology and its business uses, particularly accounting applications. It will also develop proficiency in the use of internet as a business and research tool.

UNIT-I
Company set up-Company Information. Accounting information systems- the need for and control of information systems. Normal sales and purchase ledger maintenance and reporting.

UNIT-II
Stock control- tracking stock movements sales order processing and reporting. E-analysis of financial statements

BOOK RECOMMENDED

Claire May & Gordon S. May
Roger A. Gee (san diego mesa College)

Spreadsheet Accounting-Tutorial and Applications
Shelly Cashman, Course Technology, 2000
Integrated Accounting-Using ACCPAC BEDFORD Software.
Computer Accounting Applications Using Business Works.
Objective: The objective of this course is to help students understand the various factors affecting consumer behavior and to understand the process of consumer buying. Based on the understanding of Consumer behavior, the students are expected to design the advertising strategy. The course also aims at highlighting the advertising Scenario in India.

UNIT-I
ADVERTISING

Advertising: As an element in Marketing mix, its role and importance. Advertising as a means of communication, feeling response to advertising. Setting advertising objectives and contribution of DAGMAR to setting objectives.

UNIT-II


UNIT-III
CONSUMER BEHAVIOUR

Understanding of the consumer behaviour decision making process, high involvement and low involvement decision process.

Social and Cultural Environment, economic demographics, cross cultural and sub-cultural influences, social stratification. Reference groups and family reference, life style research and marketing strategy.

And purchasing behaviour and retail strategy, Brand loyalty, repeat purchase behaviour.

UNIT IV


BOOKS RECOMMENDED:

Schiffman and Kanuk Consumer Behaviour (PIPE)
Aaker, Myers Advertising Management
Wright, Warner, Winter & Zeigler Advertising
James S. Norris Advertising
Kanuk LL Hall New Delhi
Engell and Blackwell Consumer Behaviour (5th Edition)
Walters Consumer Behaviour
Holleway, Mattelshaedit Consumer Behaviour
and Venkatesan

DMM 107: MARKETING RESEARCH
Time : 3 hours

Max Marks: 100
Ext. 70
Int. 30

Objective: The objective of this course is to equip students with the concepts and skills necessary to commission marketing research projects, to evaluate marketing research projects and reports and also to undertake marketing research themselves.

UNIT-I

Introduction to Marketing Research; Scope; general phase and principles of the marketing research procedure; the research proposal. Hypothesis Formulatin; Search of secondary data, Methods of data collection- observation and communication (Face to face, telephone mail, Internet. Preparation of schedules and questionnaires, Attitude measurement and scaling techniques.
UNIT-II

Sampling Design Process; Types of probability and non-probability sampling, simulation of confidence interval, estimation of sample size.

Data Prepartation

Analysis of Data-correlation and regression, procedure for hypothesis testing Test, test and square test.

Preparation of Report

Selected Applications of marketing research-product research, advertising research, market and and sales analysis.

BOOKS RECOMMENDED

Agrawal S  Marketing Research
Boyd, Westfall & Starch  Marketing Research
Churchill GA  Marketing Research, Methodological Foundations
Copper & Schindler  Business Research Methods
Green, Tull & Albaum  Research for Marketing Decision
Siegel & Castellan  Nonparametric Statistics for the Behavioral Science.

DMM 108 : LOGISTICS MANAGEMENT

Time : 3 hours

Max Marks: 100
Ext.  70
Int.  30

Objective:  This course will deal with the corporate physical distribution activities, as an integrated system. The various components of this system would be considered with the help of analytic and quantitative techniques.

UNIT-I

Logistics concept and marketing Physical distribution definition- Integrated systems concepts, activity, centers. Integration between marketing elements and distribution. Concept of customer service.

UNIT-II

Transportation and physical distribution-Elements of a transport System: special transport, pros and cons of various routing system, non- transportation costs. Some aspects of transportation administration and transportation costing in relation to the marketing function. Transportation rates and pricing inter-state tariffs. Documentation and carrier liability.
UNIT III

Inventory Control – Economic order quantity under conditions of certainty and uncertainty. Inventory requirement as function of the number of stock locations. Distribution warehousing - the modern concept, Basic, considerations for location and location strategy- Location techniques. Planning and distribution warehouse, material handling. Utility of company warehouse versus public warehouse.

UNIT IV

Order processing-Importance to customer service, a model for performance measurement.
Packaging-Cost involved, new ideas in package, package testing. Aspects of International Distribution, Distribution management, organisation and control; operational planning; Physical distribution information centres. Organizational set up.

References:
Wentwroth and ChristopherManaging International Distribution
SmyroyBusiness Logistics
RookeyInternational Distribution
TrivediIndian Shipping
Logistics-BowersoxSystems Approach to Carriage and IIFT
Shipments of Exp't Cargo Freight Tariffs and Practices of Shipping Conferences

DMM 109 : INTERNATIONAL MARKETING & MARKETING OF SERVICES
Time : 3 hours

Max Marks: 100
Ext. 70
Int. 30

Objective : The objective of the course is (a) to acquaint the students with the entire range of concepts for fundamentals and practicalities of International marketing with particular emphasis on export marketing. (b) 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 services marketing.

UNIT I

UNIT-II
The selection of export markets, planning of export marketing strategy product, pricing, promotion if distribution channels. Reparation of Export marketing Plan.

UNIT III
Marketing of Tourism Travel and Transport Services
- Tourism Marketing
- Hotel Marketing
- Airline Services Marketing
- Travel Services Marketing
- Freight Transportation Services Marketing
Marketing of Financial Services
- Bank Marketing
- Housing and financial Intermediation
- Mutual Fund Marketing
Marketing of Communication and Information Services
- Telecom Services Marketing (Telephone, Mobile, D, Cellzular, Fax and others
- Computer Network Services Including Internet
- Courier and Speed post Marketing Services

UNIT-IV
Marketing of Media Services
- Newspaper Marketing
- Broadcasting Services Marketing
Marketing Professional Services
- Hospital Services
- Consultancy Services
- Information Technology (I.T.) Marketing
- Advertising Services Marketing
- Marketing Research Marketing Services
Marketing of Education and Training Services
- Education Marketing Services
- Training Services Marketing

References:
Miracle and Albaum International Marketing Management
John Fayerweather Management of International Operations
Martin T. Sliiper Accessing Export Potential
R.Vermon Manager in the International Economy
G.S. Lal Finance of Foreign, Trade and Foreign Exchange
Kriplani V.H. International Marketing
Rathore B.S. Export Marketing
S.C. Jain Export Procedures and Documents
S.M.Jha Services Marketing
Ravi Shanker Service Marketing
### PANJAB UNIVERSITY, CHANDIGARH

**OUTLINES OF TEST SYLLABI AND COURSES OF READING FOR P.G. DIPLOMA IN MARKETING MANAGEMENT FOR THE EXAMINATION OF 2010-11**

#### 1 SEMESTER

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMM 101</td>
<td>Fundamentals of Economics &amp; Management</td>
<td>100</td>
</tr>
<tr>
<td>DMM 102</td>
<td>Marketing Management</td>
<td>100</td>
</tr>
<tr>
<td>DMM 103</td>
<td>Sales Management</td>
<td>100</td>
</tr>
<tr>
<td>DMM 104</td>
<td>Managerial Accounting</td>
<td>100</td>
</tr>
<tr>
<td>DMM 105</td>
<td>Workshop on I.T. and its application in Business</td>
<td>50</td>
</tr>
</tbody>
</table>

#### II SEMESTER

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMM 106</td>
<td>Advertising and Consumer Behaviour</td>
<td>100</td>
</tr>
<tr>
<td>DMM 107</td>
<td>Marketing Research</td>
<td>100</td>
</tr>
<tr>
<td>DMM 108</td>
<td>Logistic Management</td>
<td>100</td>
</tr>
<tr>
<td>DMM 109</td>
<td>International Marketing &amp; Services</td>
<td>100</td>
</tr>
<tr>
<td>DMM 110</td>
<td>Research Project</td>
<td>50</td>
</tr>
<tr>
<td>DMM 111</td>
<td>Comprehensive viva**</td>
<td>50</td>
</tr>
</tbody>
</table>

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1. The participants are expected to finalize their topics of Research Project latest by 31\(^{st}\) October.
2. Students should submit their Research Project Report latest by 31\(^{st}\) March.
3. The research project is to be evaluated by an external examiner which could be from the college/institute itself.
4. The comprehensive viva should be conducted within a fortnight of the completion of 2\(^{nd}\) semester examinations.
Objective: The objective of this course is to familiarise the students with the Fundamentals of economics and the facets of organization and management With special reference to Indian scene.

Unit I
6. Introduction to the theory of demand, elasticity of demand, the concept of indifference curve.
7. Elementary theory of production and cost, Economy and diseconomy of scale.

Unit II
5. Introduction to components of business environment: economic, social, political, legal and cultural.
8. Introduction to Fiscal & Monetary policy, and export and imports.

Unit III

Unit IV

P.T.O.
Books Recommended

Rehman Managerial Economics
Dwivedi D.M Managerial Economics
Sampat Mukhrjee Business and Managerial Economics
G.S. Gupta Managerial Economics
P.L. Mehta Managerial Economics-Analysis, Problems & cases

C. Herbert G. Hickr C Ray Gullet Organisation theory and Behavior
Rue and Byors Management theory and Application
D. S. Pugh (edt.) Organization theory : Selected readings
David Silverman The Theory of Organization
Richard H Hall Organisational Structure, Process, and Outcomes

David Clutterback & Stuart Crainer Makers of Management
Charle Handy Understanding Organizations
Huczmsk. Andres Management of Gurus
Koontz & Weirich Essentials of Management
Koontz O’ Donnel & Weirich Management
Peter, Drucker Managerial Challenges in the 21st Century

DMM 102: MARKETING MANAGEMENT
Time: 3 hours Max Marks: 100
Ext. 70
Int. 30

Objective: The objective of this course is to help the students to understand the conceptual framework of marketing management. It intends to expose the participants to the various decisions the marketing executives are required to take.

UNIT-I
Marketing tasks, concepts and orientations: customer satisfaction, value and retention; Buyer behavior in customer marketing and Business Marketing; Marketing environment; strategic planning in Marketing; Market measurement and forecasting, Dealing with competition.

UNIT –II
Marketing segmentation, Targeting and Positioning; Marketing of services, Relationship Marketing; Marketing strategies, Programmes and decisions related to the following: Product- including branding and packaging; Pricing, Marketing channels Marketing strategies, programmes and decisions related to the following: Logistics, advertising, Sales promotion, personal selling and sales force. Marketing Organization; Marketing Control.

Books Recommended:

Baker, Michael J The Marketing Book
DMM 103 : SALES MANAGEMENT

Time : 3 hours

Max Marks: 100
Ext. 70
Int. 30

Objective: The objective of this course is to acquaint the students with the fundamentals of sales management. The course also deals with the relationship between sales function and distribution.

UNIT-I

Sales Management Environment, Routing and Scheduling, Function and qualities of a sales Executive (Effective Sales Executive). International Sales Management, Sales Function and its relationship with other marketing functions. Sales organisation. The external relationship of the sales Department e.g. with distributors, Government and Public. Salesmanship : Theoretical aspects of Salesmanship, the process of selling. Sales forecasting methods, sales budget, sales territories and quotas.

UNIT-II

Sales Force Management: Recruitment, Selection, Training, Motivation and Compensation of the field sales force and sales executive. The evaluation and control of sales force.

BOOK RECOMMENDED:

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gundiff, Still and Govind</td>
<td>Sales Management, Decisions, Policies and Cases</td>
</tr>
<tr>
<td>Benson P. Shapdiro</td>
<td>Sales Programme Management</td>
</tr>
<tr>
<td>Rolper E. Anderson.</td>
<td>Professional Sales Management</td>
</tr>
<tr>
<td>Joseph F. Hair, Alex J. Bush</td>
<td>McGraw Hill Inter Ed.</td>
</tr>
<tr>
<td>Johnson, Kurta and Scheving</td>
<td>Sales Management : Concepts and Cases Tata Mcgraw Hill</td>
</tr>
</tbody>
</table>
DMM 104 MANAGERIAL ACCOUNTING

Objective: This course provides the students an understanding of the application of accounting techniques for management.

UNIT-I
Management Accounting: Meaning, nature, scope and functions of management accounting; Role of management accounting in decision making; management accounting vs financial accounting; Tools and techniques of management accounting.

UNIT-II
Financial Statements: Meaning and types of financial statements; Limitations of financial statements; objectives and method of financial statements analysis; ratio analysis; Classification of ratios-profitability ratios, turnover ratios, liquidity ratios., turnover ratios, Advantages of ratio analysis; Limitations of accounting ratios. Funds flow statement as per Indian Accounting standard cast flow statement.

UNIT-III
Absorption and marginal Costing; Marginal and differential costing as a tool for decision making- make or buy; change of product mix; Pricing; Break even analysis, exploring new markets; shutdown decisions.

UNIT-IV
Budgeting for Profit Planning and Control. Meaning of budget and budgetary control; objectives; Merits and limitations; Types of budgets; Fixed and flexible budgeting; control ratios; Zero base budgeting; Responsibility accounting; Performance budgeting. Standard Costing and variance Analysis. Meaning of standard cost and standard costing. Advantages and application; Variance analysis- material, Labour and overhead (two-way analysis),Variances.

BOOKS RECOMMENDED

Arora M.N. Cost Accounting-Principles and Practices; Vikas, New Delhi
Jain S.P. & Narang K.L. Cost Accounting; Kalyani, New Delhi
DMM 105 Workshop on I.T. & Its Applications in Business

Time : 3 hours

Max Marks: 100
Ext. 70
Int. 30

Objective: The aim of this course is to help students gain an awareness of computer technology and its business uses, particularly accounting applications. It will also develop proficiency in the use of internet as a business and research tool.

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Company set up-Company Information. Accounting information systems- the need for and control of information systems. Normal sales and purchase ledger maintenance and reporting.

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BOOK RECOMMENDED

G.E.Anders, C.R. Schaber & R.D. Fish, Glenoeoe,
M.C.Graw Hill, 1995
Microsoft Office 2000 Excel Comprehensive
Claire May & Gordon S. May

Spreadsheet Accounting-Tutorial and Applications
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Integrated Accounting-Using ACCPAC BEDFORD Software.

Roger A. Gee
(san diego mesa College)

Computer Accounting Applications Using Business Works.
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And purchasing behaviour and retail strategy, Brand loyalty, repeat purchase behaviour.

UNIT IV


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- Wright, Warner, Winter & Zeigler
- James S. Norris
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- Engell and Blackwell
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Data Preparation

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Smyroy                                   Business Logistics
Rookey                                   International Distribution
Trivedi                                  Indian Shipping
Logistics-Bowersox                      Systems Approach to Carriage and IIFT
                                        Shipment of Exprt Cargo Freight Tariffs and
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- Advertising Services Marketing
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- Education Marketing Services
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S.M.Jha Services Marketing
Ravi Shanker Service Marketing