# SYLLABUS OF THE 2\textsuperscript{nd} YEAR

## TRIMESTER – IV

<table>
<thead>
<tr>
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<td>MBA-024</td>
<td>Industrial and Labour Laws</td>
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<td>MBA-034</td>
<td>Marketing Research and Consumer Behaviour</td>
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<tr>
<td>MBA-044a</td>
<td>Seminar on Mergers, Acquisitions and Restructuring</td>
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<td>MBA-044b</td>
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### MBA-054

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<td>o Supply Chain Management (R.Mgt.)*</td>
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<tr>
<td>o Investment Analysis &amp; Portfolio Mgt. (B &amp; I)*</td>
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<tr>
<td>o Wireless Technologies and Convergence (IT &amp; Tel.)*</td>
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<tr>
<td>o Infrastructural Sector P-II Success &amp; Failure Study (Infra. Mgt.)*</td>
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<td>o Medical Pharmacology (Pharma. Mgt.)*</td>
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<td>o Health Administration (Hosp. Mgt.)*</td>
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### MBA-064

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<td>o Customer Relationship Management (R.Mgt.)*</td>
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<td>o General Insurance (B &amp; I)*</td>
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<tr>
<td>o IT Policies &amp; Strategies (IT &amp; Tel.)*</td>
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<td>o Public Private Participation in Infrastructure Sectors (Infra. Mgt.)*</td>
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<tr>
<td>o Pharmaceutical Marketing (Pharma. Mgt.)*</td>
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<tr>
<td>o Hospital and Health Management Information Systems (Hosp. Mgt.)*</td>
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### TRIMESTER – V

#### FUNCTIONAL SPECIALIZATION (MAJOR)

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<tr>
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<th>Human Resource</th>
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<td>International Human Resource Management</td>
<td>Supply Chain Management</td>
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<td>Rural Marketing</td>
<td>Strategic Cost Management</td>
<td>Human Resource Development</td>
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<td>Marketing of Services</td>
<td>Corporate Risk Management</td>
<td>Manpower Planning &amp; Performance Appraisal</td>
<td>Logistics and Services</td>
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#### SECTORAL SUBJECT – 6

- Supply Chain Management -2(R.Mgt.)*
- International Banking (B & I)*
- IT Project Management & Change Management (IT & Tel.)*
- Environmental Impact Assessment & Strategic Environment Assessment on Infrastructure Projects. (Infra. Mgt.)*
- Brand Management (Pharma. Mgt.)*
- Legal Aspects of Hospital Management (Hosp. Mgt.)*

#### SECTORAL SUBJECT – 7

- Visual Merchandizing (R.Mgt.)*
- Miscellaneous & Insurance Law (B & I)*
- Data Management & Data Warehousing (IT & Tel.)*
- Infrastructure Contracts and Managing Negotiations (Infra. Mgt.)*
- Patents & DRA (Pharma. Mgt.)*
- Health Insurance (Hosp. Mgt.)*

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| **FUNCTIONAL SPECIALIZATION (MINOR)** |
| MBA-M156 | Marketing Strategies & Management | | |
| MBA-M166 | Internet Marketing | | |
| MBA-176 SECTORAL SUBJECT – 8 | | |
| MBA-186 SECTORAL SUBJECT – 9 | | |
| MBA-196 Research Project Report | | |
| MBA-206 Comprehensive Viva-Voce | | |

| CODE | PAPER | CREDITS | MARKS |
| MBA-M156 | Management of Financial Services | 4 | 100 |
| MBA-M166 | Corporate Tax Planning | | |
| MBA-176 | Franchising (R.Mgt.)* | | |
| MBA-186 | Relationship, Direct & Multilevel Marketing (R.Mgt.)* | | |
| MBA-196 | Research Project Report | | |
| MBA-206 | Comprehensive Viva-Voce | | |

Objectives: Projects are non-recurring activities requiring a different set of skill 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
9. A. Parasuraman, DhruvGrewal, R. Krishnan, Bizentra, Houghton Mifflin: Marketing Research
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
Computation of Impact on EPS and Market Price, Determination of Exchange Ratio, Impact of Variation in Growth of the Firms, MBO, LBO, Bootstrapping;

SECTION- D

Suggested Readings:
Objective: (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 Psychzophrenia, 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:
**Paper Code:** MBA-054  
**WIRELESS TECHNOLOGIES AND CONVERGENCE**  
**Credit = 4**  
**Marks = 100**

**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 Opportunistic 4G 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

Hospital Information system: Role of database in HIS. Need of Networking in HIS. Overview of Networking, topologies and its configuration. Structuring medical records to carry out functions like admissions, discharges, treatment history etc. Computerization in pharmacy & billing. Automated clinical laboratory systems & radiology information system.

SECTION-B

The right information: The process of decision making – Literature databases – Searching the literature – Example of unit-based literature – Standards of information seeking – Future consideration – Summary.

SECTION-C


SECTION-D


Suggested Readings:
1. James O’Brian: 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: Impartiing 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:**

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 PradhanMantri Gram SadakYojana 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:-
Paper Code: MBA-064

GENERAL INSURANCE
Credit = 4
Marks = 100

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 InternationalMarketing; Role of GATT WTO, OSP, etc.,

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

SECTION – C

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:
2. CSGKrishnamacharulu and LalithaRamkrishnan, 2002: Rural Marketing, text and cases, Pearson Education Asia.
**Paper Code:** MBA-M105

**MARKETING OF SERVICES**

**Credit = 4**

**Marks = 100**

**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
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 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 VaRVasicek’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:
1. VSPRao: Human Resource Management, Excel Books
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 managements – 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
Coordination 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

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:
Objectives: The course has been designed to enable the students to have knowledge regarding visual merchandizing, 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 KesavaRao: 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, RamaswamyB.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

Enforcing the Patents Term of a patents -. Year from date of filing, Renewal of Patent, Compulsory Licensing: Working of patent within a stipulated time: Licensing of Patent, Obligations of a Patentee. Some Specific Patent Issues with Pharmaceuticals Industry Ever greening of Patents (Case Studies of Pharma), Bolar Provision Section 107 With Reference to TRIALS, Compulsory Licensing with Example Pharma Companies The Natco Case.

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


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
Introduction to Industrial Psychology: Meaning, Concept, Nature, Scope & Importance; Individual Differences & their evaluation; Occupational Information and its importance in Industrial Psychology.

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.
Paper Code: MBA-176
FINANCIAL DERIVATIVES
Credit = 4
Marks = 100

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:
   Derivatives Simplified , P Vijaya Bhaskar,b Mahapatra,Sage Publication
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; FranÃ§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 very effective tool to modernize government and promote democratic culture. E-governance places the entire information at one place and 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 is 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 High ways/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. TARAHAAAT 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 proposition.

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 Treatment 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.