

B-601: OPERATIONS RESEARCH

Level of Knowledge: Basic & Working Knowledge

Course Objectives: To help student understand the concepts of Operations Research, Various tools and models used for problems faced by managers.

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

External examination will have 9 questions out of which a student has to attempt five. In the external examination, there will be two sections A and B. Section A, worth 24 marks, will consist of four theory questions out of which a student will be required to answer any two. Section B, worth 36 marks, will have five practical/ Numerical problem(s), out of which a student will be required to attempt any three. Each question will carry equal marks. A question may have one or more sub-parts.

Unit-1: Operations Research

- Introduction
- Meaning, Scope and Applications
- Advantages and Limitations.

Unit-2: Linear Programming

- Introduction
- Applications
- Advantages and limitations
- Formulation of a LPP
- Standard and Canonical forms
- Solution of LPP by Graphical method
- Simplex Method and Big-M method
- Duality , Dual of a LPP.

Unit-3 (A): Transportation Model

- Formulation
- Initial basic feasible solution by N-W corner method
- Least Cost method
- Vogel's Approximation method
- Optimization using Modified Distribution method and Stepping Stone method
- Duality in a Transportation Model

(B): Assignment Model

- Formulation
- Solution by Hungarian method
- Traveling & Salesman problem.

Unit-4: Game Theory

- Introduction

- Minimax and Maximin Principles
- Pure and Mixed strategies
- Saddle point
- Solution using Algebraic and Graphical methods
- Game Theory
- and linear Programming.

Unit-5: Network Scheduling by PERT / CPM

- Introduction
- Network & Basic components
- Logical Sequencing
- Rules of Network Construction
- Critical Path Analysis
- Probability consideration in PERT
- Distinction between PERT & CPM

Text Reading:

- 1. Gupta P K and Hira D S , Operations Research, New Delhi, S.Chand Publications. New Delhi**
- 2. N.D. Vohra, Quantitative Techniques, Tata McGraw Hill Publications New Delhi**
- 3. Swaroop Kanti ,Gupta P K ,Manmohan , Operations Research , Sultan Chand and Sons, New Delhi , 11th edition**

Suggested Reading:

- 1. J.K. Sharma, Operations Research Theory and Practice, McMillan India. Ltd. New Delhi**
- 2. V.K. Kapoor, Problems and Solutions in Operations Research, Sultan Chand and Sons, New Delhi**

B-602: MARKETING RESEARCH

Level of Knowledge: Working Knowledge

Course Objective: The Objective of this course are to help students gain understanding of Marketing Research and their applications

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 marks Comprising 5 Theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks comprising of one or more Case/ Numerical Problem(s).

A question can have one or more sub-parts.

Course Contents:

Unit 1: Marketing Research in Practice:

- Nature of Marketing Research
- Role of Marketing Research in Decision Making
- Marketing Information and Decision Support System
- Functions, Importance
- Introduction to MR Process.

Unit 2: Creating Research Design:

- Published Secondary Data Bases, the Internet and Decision Support Systems
- Nature, Advantage, Disadvantage and Limitations
- Qualitative and Quantitative Research
- Focus Groups, Survey Research, Observation Method, Experimentation

Unit 3: Data Acquisition:

- Data Measurement Process
- Reliability and Validity
- Using Measurement Scales, Types o Scales
- Designing Questionnaire

Unit 4: Sampling Issues:

- Sampling Plan
- Sampling Methods, Errors
- Sample Size
- Determination

Unit 5: Marketing Applications of Statistical Tools:

- Z- Test
- T-Test
- Bivariate and Multivariate Chi Square, Anova
- Report Presentation and Communicating Results.

Text Readings:

- 1. Asker, Kumar, Day, Marketing Research**
- 2. McDaniel Rogegotes Marketing Research**
- 3. Tull and Hawkins, Marketing Research**

B-603 SUPPLY CHAIN MANAGEMENT

Level of Knowledge: Working Knowledge

Course Objective

- To familiarize the students with the Basic Concepts of Supply Chain
- To Make the students understand the Role of IT in Supply Chain Management

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 Marks Comprising 5 Theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks Comprising of one or more Case(s). A question can have one or more sub-parts.

Course Content:

UNIT 1: Introduction

- Basic Concept & Philosophy of Supply Chain Management
- Essential features, infrastructure flows, key issues and benefits of SCM.

Case: Wall Mart's Supply Chain Management practice [A] (Source *Pg 175)

UNIT 2: Inventory Management

- Concept and various issues involved, EOQ models, Buffer Stock, leave time reduction, reorder point, ABC analysis, SDE/VED analysis
- Distribution and warehousing management,
- Just-In-Time and kanvan System of Inventory Management.

UNIT 3: Logistics Management

- Logistics as part of SCM, Logistics costs, different models, logistics sub-system,
- Inbound and outbound logistics, outbound logistics – distribution and warehousing management, bull whip effect in logistics.

UNIT 4: Recent issues in SCM

- Role of computer/IT in SCM, CRM V/s SCM, Benchmarking- concept, features and Implementation
- Outsourcing- basic concept. Management of Stores, Accounting for
- materials.

UNIT 5: Value addition in SCM

- Concept of Demand Chain Management, Features and implementation.
- Purchasing and Vendor Management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies

Books Recommended

1. Chopra, S, and P. Meindl, 2004, **Supply Chain Management ? Strategy, Planning and Operation**, 2nd edition, Pearson Education (ISBN 81-297-0172-3).

- 2. Sople, V. V. (2004). Logistics Management: Supply Chain Imperatives, New Delhi: Pearson Education.**
 - 3. Verma M.M., Materials Management, New Delhi, S. Chand & Sons.**
 - 4. Raghuram, G. and N. Rangaraj, 2000, Logistics and Supply Chain Management: Cases and Concepts, Macmillan, New Delhi.**
- * Case Studies in Supply Chain Management, Volume 1, ICFAI Press, Hyderabad.**

B-604F: WORKING CAPITAL MANAGEMENT

Level of Knowledge: Expert Knowledge

Course Objectives:

- To Lay a Conceptual Framework for Working Capital Management
- To develop an ability in the student to apply theoretical concepts with Practical life problems

Scheme of Examination:

Total Marks 100;

Internal Marks 40;

External Marks 60

Section A: 24 Marks Comprising Three Theory questions out of which a student will be required to attempt any Two Questions.

Section B: 36 Marks Comprising Four Practical Problems out of which a student will be required to attempt any three questions.

Course Contents

Unit 1 Basics of Working capital & Computation of Working Capital

- Concept and definition of working capital
- Need of working capital
- Components of Working capital
- Meaning of Operating cycle, Current Assets and Current liabilities
- Simple problems relating to computation of working capital using
 - Operating Cycle method
 - Current assets and Current liabilities Method using
 - ✓ Normal Problems
 - ✓ Cash Cost Method

Unit 2 Cash Management

- Introduction and basic concepts
- Objectives of Cash Management
- Measurement of Cash using
 - Baumol Model
 - Miller-Orr Model
- Preparation of Cash Budget
- Concept of Cash Management Techniques

Unit 3 Inventory Management

- Basic Concepts
- Trade-off Between cost and benefit associated with level of Inventory
- Techniques for managing Inventory and problems based on
 - EOQ Model
 - ABC Analysis
- Inventory Management using the following Methods and problems based on
 - First in first out (FIFO)
 - Last in first out(LIFO)
 - Weighted average

- Base Stock Method

Unit 4 Receivable Management

- Basic Concept
- Category of Cost Related to receivables
- Concept of Credit Policy and Bad debts
- Concept of Factoring
- Problems based on
 - Effect of change in Credit Policy

Unit 5 Working Capital Financing

- Trade
- Bank Credit
 - Cash Credit/Over draft
 - Bill purchase/discounted
 - Terms loans
 - Letter of Credit
 - Hypothecation, Pledge ,Mortgage, charge
- Commercial Paper
- Certificate of Deposit
- Factoring

Text Readings:

- 1. I M Pandey, Vikas Publication House Pvt. Ltd.**
- 2. Prasanna Chandra, Tata McGraw-Hill Publishing Company Ltd.**

Suggested Readings:

- 1. M Y Khan and P K Jain, Text and Problems and Cases Tata McGraw-Hill Publishing Company Ltd.**

B-605 F Bank Management

Level of Knowledge: Basic Understanding

Objective: To acquaint students with basic concepts of Banking Sector

Scheme of Examination

Total Marks: 100

External marks: 60

Internal marks: 40

The External exam will have eight questions out of which student have to attempt five questions. Each question will carry equal marks & may have sub-parts.

Course Content

Unit I Overview of Banking Industry

- Banking Structure in India-, Commercial, Rural and Co-operative banks their role and significance
- Nationalization of Commercial Banks and its effect
- Classification of Banking Institutions.

Unit II Reserve Bank of India:

- Functions
- Control of Credit by RBI
- Power of RBI.

Unit III Management of Deposits and Advances

- Deposit Mobilization
- Classification and Nature of Deposit
- Accounts, Advances, Lending Practice, Types of advances.

Unit IV Development Banking in India

- IFCI, IDBI, ICICI, SEBI
- Export Credit and Guarantee Corporation of India

Unit V Recent Development

- BIS- its Role and Importance
- Universal Banking
- E-Banking
- Mobile Banking.

Text Readings:

- 1. Bank Practice and Theory by Shekhar and Shekhar**
- 2. Banking in India by M.L Seth**
- 3. Managing Indian Banks by Vasant Joshi and Vinay Joshi**

B-604H: HUMAN RESOURCE PLANNING AND AUDIT

Level of Knowledge: In-depth Knowledge

Course Objective: To help the students to develop an understanding of the process of human resource planning and audit in depth

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 marks comprising 5 Theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks comprising of one or more Case(s). A question can have one or more sub-parts.

Course Contents:

Unit 1: Human Resource Planning:

- Definition
- HR Planning
- Model for HR Planning
- Forecasting Demand and Supply
- Planning for Shortages

Unit 2: HR Information System:

- Purposes of HRIS
- Uses of HRIS
- Establishing an HRIS
- Approaches to Evaluate HR Function.

Unit 3: HRD Audit:

- Meaning and Concept
- Need
- Designing HRD Audit Process
- Parameters to be audited
- Audit Results, Preventive and Corrective Actions
- Role in Business Improvement

Unit 4: HRD Styles and Culture:

- OCTAPACE Culture
- Importance of Top Management Styles in Building Culture
- Auditing the HRD Culture
- Auditing the Style of Top Management
- Current Structures and Structural Alternatives.

Unit 5: HRD Competencies:

- Challenges
- Competencies Needed

- Auditing HRD Competencies
- Individual Interviews, Group Interviews, Observation
- HRD Audit Instruments.

Text Readings:

1. T.V. Rao, **HRD Audit**, New Delhi, Response Books, 1999
2. David S. Decenzo and Stephen P. Robbins, **Personnel/ Human Resource Management**, New Delhi, Prentice Hall, 3rd edition.

Suggested Reading:

1. Satish Pai (Ed.), **HRD Skills for Organizational Excellence**, Bombay, Himalaya Publishing House, 1999

B-605H: INDUSTRIAL RELATIONS AND LABOUR LAWS

Level of Knowledge: Working Knowledge

Course Objective: To expose the student to the multidimensional complexities of industrial relations to enable him to develop the right perspective of this delicate responsibility to deal with union constructively.

Scheme of Examination

Total marks 100

Internal marks 40

External marks 60

The External Examination will have Two Sections. Section A will carry 36 marks comprising 5 Theory questions out of which a student will be required to attempt any three questions. Section B will carry 24 Marks comprising of one or more Case(s).

A question can have one or more sub-parts.

Course Contents

Unit 1: Industrial Relations in India

- Overview
- Approaches to Industrial Relations
- Collective Bargaining

Unit 2: Workers Compensation Act- 1965

Unit 3: Employees State Insurance Act- 1948

Unit 4: Trade Union Act- 1926

Unit 5: Payment of Bonus Act- 1965

Text Readings:

1. R.C. Chawla and K.C. Garg, Industrial Law, Ludhiana, Kalyani Publishers, 1993.
2. N.D. Kapoor, Handbook of Industrial Law, Sultan Chand & Sons, New Delhi.

Suggested Reading:

1. J.K. Bareja, Industrial Law, New Delhi, Galgotia Publishing Co., 2001.

B-604 B: HEALTH INSURANCE

Level of Knowledge: Basic Concepts

Objective: To expose students to various concepts of Health Insurance

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

There will be an internal assessment of 40 marks and external examination of 60 marks. External examinations will have 8 questions out of which a student has to attempt any five questions. Each question will carry equal marks.

Course Contents

- Health Insurance in Private Health Sector
- Health Insurance in developing and developed countries
- Different Health Insurance Policies – Analysis and Management
- Concept of combined Life Insurance and Health Insurance
- GOI5 & State Govt. Policy in implementation of Health insurance
- Hospitals / TPA / Insurance Company / Relationship and Problems.

Text Reading:

1. Insurance Management - Dave

2. National Insurance - Monographs on Insurance Management

Suggested Reading:

1. IRDA Guidelines on Health Insurance - Govt. of India

B-605 B-International Banking

Level of Knowledge: Conceptual Understanding

Objective: To expose students to various international banking operations.

Scheme of Examination

Total Marks: 100

External marks: 60

Internal marks: 40

The External exam will have eight questions out of which student have to attempt five questions. Each question will carry equal marks & may have sub-parts.

Course Content

Unit- 1 International Banking

- Basic concepts
- Foreign exchange
- Inter bank market & forex dealing
- Trade finance
- Foreign currency loans

Unit 2: International banking operations

- Global trends and developments in International Banking
- Wholesale banking, retail banking, private banking, inter-bank business
- International financial centres offshore banking units, SEZs
- Investment Banking
- Correspondent Banking

Unit 3: International Financial Institutions:

- IMF, IBRD, BIS, IFC, ADB, WTO

Unit 4: FEMA and Regulatory Framework in India

- Letter of Credit mechanism
- Sellers credit, Bilateral trade, counter trade, high seas sales.

Unit 5: International Banking: Legal & Regulatory Aspect

- Regulatory Framework BASLE-II
- International law, choice of law, conflict of laws, jurisdictional
- Exchange management and controls
- Role of IMF and World Bank in International debt crisis management
- Maritime frauds, modus operandi and prevention initiatives
- International accounting standards

Text Readings:

- 1. International Banking Operations, 2007, Macmillan Publications.**
- 2. International Banking - Legal and Regulatory Aspects, 2007, Macmillan Publications**

B -605M: CONSUMER BEHAVIOUR

Level of Knowledge: Working Knowledge

Course Objective: The objectives of this course are to help students gain an understanding of Consumer Behavior and their applications.

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 marks Comprising 5 theory questions out of which a student will be required to attempt any three questions. Section B will carry 24 Marks Comprising of one or more Case(s). A question can have one or more sub-parts.

Course Content:

Unit 1: Consumer Behavior

- Introduction
- Nature
- Scope and application

Unit 2: Environmental Influences on Consumer Behavior

- Cultural, social, personal, family and situational influences, opinion leadership and life style marketing
- Characteristic of culture, cross cultural understanding, nature of social class, Social class and consumer behaviour.

Unit 3: Consumer Decision Processes

- Pre-purchase process: Information processing,
- Purchase Processes: Consumer Decision rules.
- Post purchase processes: Framework, dissonance satisfaction / dissatisfaction.

Unit 4: Consumer Behavior Models

- Nicosia Model
- Howard Sheth Model
- Engel-Blackwell and Miniard Model
- Sheth Family Decision Making Model

Unit 5: CRM

- CRM and Consumer Behavior,
- Consumer Roles
- Market Values and CRM.

Text Readings:

1. Leon G. Schiffman and Lusic Lazar Kanuk, “Consumer Behavior”, Prentice Hall, 6th Edn.1995.

2. William L.Wilkie, “Consumer Behavior”, John Wiley and Sons, New York, 3rd Ed., 1994.

Suggested Readings

- 1. James F.Engel, Roger D.Blackwell, and Paul W.Miniard, “Consumer Behaviour”, Dryden Press, Chicago, 6th Ed., 1990.**
- 2. David L. Loudon and Albert J. Della Biita, “Consumer Behaviour”, McGraw Hill, 4th Edn,1993**

B-604M: ADVERTISING & SALES PROMOTION

Level of Knowledge: Working Knowledge

Course Objectives: To help student understand the concepts of Advertising, Sales, Sales Promotion & various tools and models used for challenges faced by today's managers.

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The External Examination will have Two Sections. Section A will carry 36 marks Comprising 5 theory questions out of which a student will be required to attempt any three questions. Section B will carry 24 Marks Comprising of one or more Case(s). A question can have one or more sub-parts.

Unit 1: Advertising – An Introduction:

Nature of Advertising: Definition and significance, kinds of advertising, advertising agency structure, functions and process, PLC & Advertising , Functions & objectives of Advertising, DAGMAR and AIDA model.

- Case Study- Pearls Soap (SHH Kazmi & Satish Batra)

Unit 2: Advertising Copy Decisions:

Meaning, Definition and Features,
Types of Advertising Copy,
Elements of Copy,
Essentials of a Good Copy,
Advertising Appeals.

- Case Study Pond's Cream (Mahindra Mohan)

Unit 3: Media Decisions

Types of Media, Media Planning and Selection, concepts of Reach, Frequency, Continuity, and Selectivity.

- Case Study Pizza Hut (SHH Kazmi & Satish Batra)

Unit 4: Introduction to Sales Promotion & Personal Selling:

Definitions-Sales promotion, advantages & drawbacks of Sales Promotion, introduction to Personal Selling, Personal Selling process, Sales Promotion objectives & budget allocation

Unit 5: Sales Promotion-Tools & Techniques:

Types of sales promotion, sales promotion tools & technique.

- Price Deals
- Bonus-Packs
- Refunds & Rebates
- Coupons
- Contests & Sweepstakes

- Sampling
- Premiums

Text Readings:

1. Mahendra Mohan, Advertising Management: Concepts and Cases, New Delhi: Tata McGraw Hill, New Delhi.
2. S.R. Chunawala & K.C. Sethia, Foundations of Advertising, New Delhi. Himalaya Publications House.
3. David Aaker, Rajeev Batra and John Myers. Advertising Management New Delhi: Prentice Hall.
4. George E. Belch a Michal A. Belch. Introduction to advertising and promotion: An integrated Marketing Communication perspective. U.S.A. Irwin, 2nd Ed. 1993.

B-604 I: DATA BASE MANAGEMENT SYSTEM

Level of Knowledge: Working knowledge

Objective: To expose students to various aspects of Data Base Management System.

Scheme of Examination

Total marks 100.

Internal marks 20

Practical Marks: 20

External marks 60.

The External Examination will have eight questions out of which student have to attempt any 5 questions. Each question will carry equal marks & may have one or more sub-parts.

UNIT I : Introduction to DBMS

- Purpose of DBMS, view of data
- Data models : physical model, logical model, conceptual model, hierarchical model, network model, Object oriented model.
- Database Languages,
- Database administrator, database users, overall system structure.

UNIT II: Entity relationship model:

- Basic concepts
- Mapping constraints
- Keys
- E-R diagram,
- Weak entity features, Design of an E-R database schema, Reduction of E-R schema to table.

UNIT III: Structured Query Language (SQL):

- Basic structure,
- Set operations
- Aggregate functions, null values, nested sub queries
- Data definition language(DDL)
- Data manipulation language (DML)
- Data control Language (DCL)
- Transaction Control language(TCL)
- QBE, QUEL.

UNIT IV: Relational Database Design

- Pitfalls in Relational Database Design
- Decomposition
- Normalization using functional dependencies
- Normalization using multivalued dependencies
- Normalization using joint dependencies
- Integrity constraints: Domain constraints, Entity Integrity constraints, referential integrity constraints, assertion, triggers.

UNIT V: Relational Data Base Management System

- Concepts of RDBMS

- Characteristics of RDBMS
- Cod's 12 rules,

Text Reading :

- 1. Database System Concept by A. Silberschatz , H.F. Korth., S. Sudershan**
- 2. An Introduction to Database Management System by Vipin Desai.**
- 3. Modern Data Base System by McFadden.**

B-605I: COMPUTER NETWORKS

Level of Knowledge: Working knowledge

Course Objective:

The objective of this course is to help students to understand the concepts of Computer Networks and related issues and their use in organization and processing complex business information.

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have eight questions out of which student have to attempt any 5 questions. Each question will carry equal marks & may have one or more sub-parts.

Course Content

UNIT I

Computer Networks: Introduction, Distributed Systems, Network Goals & its Applications, Protocol Hierarchies, network architecture, design issues for the layers, simplex, half-duplex, full-duplex, interfaces and services, connection oriented and connection less services, service primitives.

Reference Models: The OSI Reference Model, The TCP/IP Reference Model, Comparison and Critique of the OSI and TCP/IP Reference Models.

UNIT II

Physical Layer: Concepts of data transmission, transmission media, guided and unguided media, digital and analog transmission, transmission impairments, Multiplexing- TDM, WDM, FDM, Switching techniques- circuit, packet and message, Cellular Radio, wireless transmission, Modems, DSL, cable modem.

UNIT III

Data Link Layer: Framing, error control, flow control, unrestricted simplex, simplex stop-and-wait protocol, sliding window protocols, HDLC, SLIP, PPP.

Network Layer: Internal organization, routing, congestion, routing-shortest path, multipath, congestion control algorithms, Services of network layer.

UNIT IV

Transport Layer: Services of transport layer, Transport protocols, connection management.

Upper OSI layers: Session layer and Transport Interaction, Presentation Layer –Translation, Authentication, Data Compression, Application layer protocols.

UNIT V

Transmission Technology: Broadcast networks, Point-to-Point Networks, LAN, MAN & WAN topologies, Wireless networks, Internetworking, Introduction to Bridges, Routers, Switches, Gateways, and Repeaters, Introduction, Functioning and Services- Novell Netware, Window NT, NOS (Network Operating Systems)

Text Reading

1. Andrew. S. Tannanbaum, “Computer Networks”, Prentice-Hall 1996.
2. Behrouz A. Forouzan, “Data Communication and Networking”, Tata

Suggested Readings

1. **Martin, J., “Computer Networks and Distributed Processing”, Prentice-Hall, 1985.**
2. **Tom Sheldon, “Encyclopedia of Networking”, Tata McGraw Hill Pub. Co. Ltd., New Delhi, 1998.**
3. **William Stallings, “Data and Computer Communication”, Prentice Hall India, New Delhi, 2001.**
4. **William A. Shay, “Understanding Data Communications and Networks”, Vikas Publishing House, New Delhi, 2001.**

B-604HT: CIVIL AVIATION

Level of Knowledge: Conceptual Knowledge

Course Objective: To expose students with the various concepts of Civil Aviation.

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 Marks Comprising 5 theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks Comprising of one or more Case(s). A question can have one or more sub-parts.

Course Content:

Unit 1

Aviation Geography: Time Difference, Flight Time, Elapse Time, Division of World by IATA. OAG (ABC) Book Familiarization, Important Airlines, Airports of World, Minimum connecting time, Coding & Decoding of Country, City, Airport, Airline. Domestic Ticketing.

Unit-2

Identify, compare and evaluate the various airport types, categories, operational systems, areas, functions and roles. Explain the evolution of various organizational designs and managerial functions at airports; identify the major areas of managerial attributes, responsibility and expertise.

Unit- 3

Identify the major sources of environmental issues faced by airports, especially the zones of noise and abatement procedures, and the applicable regulatory guidelines. Recognize the various factors affecting the issue of public acceptance as it relates to airports and the aviation community; recite significant programs of public relations, marketing and political actions available to airports.

Unit- 4

Airport master planning process to include its major elements, tasks, forecasting techniques, and development responsibilities.

Unit- 5

Discuss the various elements of an airport's legal responsibilities to include common law, tort liability, criminal case laws, liens and security.

Text Readings:

- 1. ABC World wide Airways Guide (Red & Blue)**
- 2. Air Tariff Book 1, World wide Fares.**
- 3. Wells, Airport Planning and Management, 5th ed., Irwin-McGraw Hill, 2004**

B605HT QUALITY IN HOSPITAL MANAGEMENT

Level of knowledge: In-depth Knowledge

Course Objective: To understand the concept of quality and its relation to health care scenario, its importance as regards patient satisfaction and Marketing of services provided

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 marks comprising 5 Theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks comprising of one or more Case(s). A question can have one or more sub-parts.

Course Contents:

Unit 1: Quality Management Programme:

- ISO clauses, quality manual, quality of clinical services, Critical Pathways,
- Medical Audits, NABL, NABH, JCI, BIS

Unit 2: Performance review: Assessment / Methods

Unit 3: Quality Management of diagnostic facilities

Quality of assurance procedures, Deming's Principles, Juran Trilogy, Kaizen, Philip Crosby's Principles

Unit 4: Management of Social Services, Assessment of Client satisfaction

Unit 5: Quality Circle of India

Suggested Reading

1. **Total Quality Management – Aswathappa – Himalaya Books House**
2. **Quality Management – Barnett – Pitman Publishing**
3. **Quality Management – P. C. Tripathy**

B-604P: TECHNOLOGY MANAGEMENT

Level of Knowledge: Expert knowledge

Course Objective: To exposure students to the concepts of technology management, and technology management issues like technology development, Acquisition, Absorption, Diffusion and technology support systems.

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The External Examination, carrying 60 marks will have two Sections, A and B. Section A, worth 36marks, will have five theory questions, out of which students will be required to attempt three questions. Section B, worth 24 marks, will have one or more case(s). A question may have one or more sub-parts.

Course Contents

Unit 1: Technology Issue and Implications:

- Concepts and Definition
- Aspects and Issues
- Technology Change: Implication.

Unit 2: Technology Development and Acquisition:

- Forecasting and Decasting
- Identifying Technological Change
- Generation and Development and technology Transfer.

Unit 3: Technology Absorption and Diffusion:

- Absorption: Accommodate and Manage technological Change
- Evaluation and Assessment and Diffusion.

Unit 4: Technology Environment:

- Science and Technology in India, Policies, Linkages
- Technology Support Systems: Financing, Information Systems, Organization at Enterprise Level.

Text Reading

1. Betz and Fredrick, “**Managing Technology**”, New Jersey: Prentice Hall Publications, 2000.
2. Dodgesonmark, “**Technology Strategy and the Firm**”, U.K.: Longman Publications, 1995.
3. Stoneman, “**Economic Analysis of Technological Change**”, Oxford University Press.
4. Micheal Earl, “**Information Management**”, Oxford University.

5. Rohtangi, K. Rohtangi and B. Bowonder, "**Technology Forecasting**", New Delhi: Tata Mc Graw Hill Publications, 2000.
6. Peter F. Drucker, "**Technology Management and Society**", London: Pam Books Publications, 1995.
7. "**IGNOU Notes on Technology Management (MS-94)**", Meerut: IGNOU Pub, 1993.

B-605P: WORK STUDY AND PRODUCTIVITY

Level of Knowledge: Expert Knowledge

Course Objectives: To help student understand the concepts of Advanced Manufacturing System, Research of various tools and models used for problems faced by managers.

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The External Examination, carrying 60 marks will have two Sections, A and B. Section A, worth 36marks, will have five theory questions, out of which students will be required to attempt three questions. Section B, worth 24 marks, will have one or more case(s). A question may have one or more sub-parts.

Course Contents

Unit-1

Concepts and Definition of Productivity, Productivity Improvement Factors (both internal and external to the organization).

Unit-2

Productivity Analysis; Work Content of a job, Management Techniques to Reduce Work Contents and Ineffective Time.

Unit-3

Introduction to Concepts of Work Study; Human aspects in Application of Work Study.

Unit-4

Method Study; Introduction and Selection of Jobs, Flow Diagram, String Diagram, Flow Process Chart, Multiple Activity Chart, Travel Chart, Principles of Motion Economy, Classification of Movements, Micro motion Study, Simo-chart.

Unit-5

Work Measurement: Purpose, Use Techniques and Procedure of Work Measurement, Time Study, Selecting Jobs to be Studied and Making a Time Study, Rating, Allowance, Techniques of Work Measurement, Activity Sampling, Synthesis, Analytical Estimating, Predetermined Motion Time Systems.

Text Readings

- 1. International Labour Office, Geneva, "Introduction to Work Study", 3rd Revised Ed., Bombay: Universal Book Corporation, 1999.**
- 2. Ralph M. Barnes, "Motion and Time Study, Design and Measurement of Work", New York: 7th Ed., John Wiley and Sons, 1999.**

B-604R: RETAIL PURCHASING

Level of Knowledge: Working Knowledge

Course Objective: To help the students to understand various concepts of Retail Purchasing

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 Marks Comprising 5 theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks Comprising of one or more Case(s). A question can have one or more sub-parts.

Course Contents

Unit 1: Introduction to Retail Purchasing:

- Define **Retail Purchasing**
- Difference between subjective retailing & objective retailing, marketing approach to retail purchasing (understanding customer).

Unit 2: Planning & Control:

- Merchandise plan, Stock plan, Buying plan, Selling plan
- Unit control plan- visual control, tickler control, stub control, click sheet control, Point of sale terminal, off line point of sale terminal, stock count.

Unit 3: Buying Groups:

- Meaning, Services of buying groups
- Types of buying offices- Independent buying offices, Corporate buying offices, Associated buying offices.

Unit 4: Vendors:

- Types of vendors, choosing vendors, connecting with vendors- Internet exchange, Consortium exchange, Independent exchange, Private exchange.
- Negotiating with vendors- guidelines, Establishing & maintaining strategic relationship with vendors.

Unit 5: Terms of purchase:

- Trade discount, Chain discount, Quantity discount, Seasonal discount, cash discount, Anticipation discount, Shipping terms & condition.
- **Legal issues in retail purchasing-** Contract dispute, charge backs, commercial bribery, Slotting allowances, buy backs, Counterfeit merchandise, gray market & diverted merchandise, Exclusive territories, tying contracts, Exclusive dealing agreements, refusal to deal.

Text Readings:

1. R. Patrick Cash, Chris Thomas, John W. Wantage, Joseph S. Friedlander, **Management Of Retail Buying**; Paperback, July 2005.
2. Lewy & Weitz, **Retailing management**, Tata McGRAW Hills Publication, 5th Edition.
3. www.bizmove.com/general/m6j.htm

B-605R: MERCHANDISING

Knowledge level: Working knowledge

Course Objectives: To help the students to understand various concepts of Merchandising

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 marks Comprising 5 Theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks Comprising of one or more Case(s). A question can have one or more sub-parts.

Course Content:

UNIT 1

Define Display, Types of display, display planning, characteristics of effective display, selling power of display. Difference between window display & interior display.

UNIT 2

Merchandise presentation techniques/ **Methods of display**, Idea oriented presentation, Style/ Item presentation, color presentation, price lining, Vertical merchandising, Tonnage merchandising and frontage presentation.

UNIT 3

Fixtures- Straight rack, Rounder, Four-way, Gondolas.

UNIT 4

Atmospherics- visual communication, Lightening, Colors, Music & sent.

UNIT 5

Store design- objectives of a good store design

Store Layout- types of store layout design- grid, Race track, Free form. Methods of evaluating a departmental layout, **Designing a website.**

Text Readings:

1. **Chetan Bajaj & Ranjith, Retailing Management, Oxford University Press, 2nd Edition, 2005.**
2. **Lewy & Weitz, Retailing management, Tata McGRAW Hills Publication, 5th Edition.**
3. **Gillespie Hecht & Lebowitz, Retail Business Management, Tata McGRAW Hill Publication.**