

B-501 QUANTITATIVE TECHNIQUES

Level of Knowledge: Working Knowledge

Objective: To develop conceptual understanding of fundamentals of quantitative Methods and to develop the understanding of its applications in management with the help of examples.

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 any 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 student will be required to attempt any two questions.

Section B, worth 36 marks, will have five numerical problem(s)/ practical problem(s), out of which a student will be required to attempt any three questions. Each question will carry equal marks. A question can have one or more sub-parts

Course Contents

Unit I:(A)Introduction to Quantitative Techniques

- Meaning & Definition
- Classification
- Role of Quantitative Techniques in Business & Industry
- Importance & Limitation of QT

(B) Sampling Theory

- Meaning
- Criteria of Selecting a sampling procedure
- Different types of sampling methods (Probability & Non-probability)

Unit II Matrices

- Definition, Types of matrices
- Operations on matrices (addition, subtraction and multiplication)
- Transpose of a matrix, Determinant of matrix, Adjoin of a matrix, Inverse of a matrix, Elementary row operations.
- Solutions of simultaneous linear equations using matrices (Cramer's Rule, Matrix Inverse Method)
- Numerical and practical problems

Unit III: Probability Theory

- Introduction, Experiment, Trails and events (exhaustive, mutually exclusive, dependent and independent), Sample space, Favorable and Unfavorable events.
- Odds, Calculation of probability, Theorem of probability (addition and multiplication)
- Conditional Probability, Baye's Theorem, Mathematical Expectations, Practical

Unit IV: Hypothesis Testing

- Definition
- Null and Alternative Hypothesis
- Type I and Type II errors,
- Level of Significance
- Critical and Rejection Regions
- One Tailed and Two Tailed Tests,
- Parametric Test : z-test & t-test (of Means, for Difference Between Means, for Comparing Two related samples, of Proportions, for Difference Between Proportions)

Unit V: (A) Non-Parametric Test:

- Chi-square test (Goodness of Fit & Independence of Attributes) & Sign test
- (B) Analysis of Variance**
- Meaning
 - Variance Analysis in One Way classification & Two way Classification

Text Reading:

1. Sharma, J. K., Mathematics for Management and Computer Applications, New Delhi: Galgotia Publication, 2008.
2. Gupta, S. P., Statistical Methods, New Delhi: Sultan Chand and Sons, 35th Edition, 2007.
3. Kothari C R, Research Methodology ,Methods & Techniques, New Age International Pvt. Ltd., New Delhi , Second Edition

B-502 BUSINESS ENVIRONMENT

Level of Knowledge: Working Knowledge

Course Objective:

To familiarize the students with the business environment prevailing in India and globally and understand its implications to business.

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 Business Environment

- Components
- Significance
- Scope,
- Cultural, Political and Technological Factors.

Unit 2 Economic Environment:

- Industrial Policy of 1991
- Economic Reforms & Social Justice
- Liberalization, Globalization and Privatization.
- Monetary and Fiscal policy.
- Business Cycle

Unit 3 Technological and Political environment:

- Technology and Business
- Micro level Problems and Prospectus
- Changing Role of Government in Shaping Business Environment

Unit 4 Social & Cultural Environment:

- Cultural and Social Factors
- Consumer Rights
- Consumer Protection
- Social responsibility of Business

Unit 5: International Economic Environment:

- Foreign Exchange
- Balance of Payment
- Foreign Exchange Management Act

Text Readings:

1. Aswathappa, Essentials of business environment, Himalaya Publications.

2. Adhikary, Economic Environment of Business, New Delhi
3. H.L Ahuja, Principles of micro economics.

Suggested Readings:

1. Vivek Mittal, Business Environment, Excel, ND.
 2. Raj Agarwal : Business Environment, Excel Publications.
- .

B-503: SERVICE MARKETING

Level of Knowledge: In-depth Knowledge

Course Objective: To acquaint students with various characteristics of Service Industry.

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 I: Introduction to Service Marketing

- Service Sector and Economic Growth
- Characteristics and Classification of Service
- Challenges in Service Marketing.

Unit II: Strategic Issues in Service Marketing

- Segmentation,
- Differentiation
- Positioning of Services.

Unit III: Marketing Mix in Services Marketing:

- Product
- Price,
- Place,
- Promotion
- People, Physical Evidences and Process Decisions.

Unit IV: Designing a Service Strategy:

- Service Management Process
- Internal, External
- Interactive marketing strategies.

Unit V: Managing Service quality and Productivity

- Concept, Dimensions and process

- Service quality models (Gronnos and Parsuraman)
- Productivity in Services
- Applications of Service Marketing
 - Marketing of Financial, Hospitality, Health, Educational and Professional Services
 - Marketing for Non-Profit Organizations and NGOs.

Text Readings

1. Christopher H. Lovelock, “**Services Marketing**”, New Delhi: Prentice Hall of India, 3rd Edn., 1996.

Suggested Readings

1. Ravi Shankar, “**Services Marketing**”, New Delhi, Global Press, 2nd Edn. 1998.
2. V. A. Zeithamal and M. J. Bitner, “**Service Marketing: Integrating Customer Across the Firm**”, McGraw Hill, 2002.

B-504F Long Term Capital Management

Level of Knowledge: In-depth Knowledge

Objective: To acquaint students with various concepts of Long Term capital Management

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The semester examination carrying 60 marks will consist of two sections A & B. A will carry 24 marks consisting of four theory questions out of which student will require to attempt any two questions. Section B will carry 36 marks and will consist of 5 numerical questions out of which student will require to attempt any 3 questions.

Unit I: Introduction to Long term Management

- Sources of Long term Financing
- Shares & its types
- Debentures & Its types
- Rights of Shareholders & Debenture holders
- Equity Financing v/s Debt Financing
- SEBI guidelines for protecting interest of debenture holders
- Cost of Capital
- Rights Issue

Unit II: Indian Capital Market

- Types of Market (Capital & Money Market)
- New Issue Market
- The Secondary Market
- Listing of Securities

Unit III: Stock Exchanges & Indices

- BSE, NSE, ISE, OTCEI & NSDL
- Stock Market Indices
- SEBI-Role & Functions

Unit IV: Asset Based Financing

- Lease Financing
- Hire Purchase

Unit V: Institutional Financing in India

- IDBI, IFCI, ICICI, SFC & EXIM

Text Reading :

1. I.M Pandey, Financial Management, New Delhi : Vikas Publication 8th edition, 1999

2. S.C Kucchal, Corporate Finance Principles & Problem, New Delhi : Chaitanya ,1996
3. Sharma & Gupta, Financial Management, Kalyani Publishers

B-505F Investment Management

Level of Knowledge: In-depth Knowledge

Objective: To expose students to various concepts of Investment world.

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The semester examination carrying 60 marks will consist of two sections A & B. A will carry 24 marks consisting of four theory questions out of which student will require to attempt any two questions. Section B will carry 36 marks and will consist of 5 numerical questions out of which student will require to attempt any 3 questions.

Course Content:

Unit I: Introduction to Investment

- Meaning, Nature & Objectives
- Investment Process
- Types of Investment
- Alternatives of investment
- Negotiable and Non-Negotiable Investment.

Unit II: Measurement of Return and Risk

- Measurement of Return and Risk
- Systematic and Unsystematic Risk
- Security Risk and Return Analysis.

Unit III : Security Analysis

- Fundamental Analysis
 - ✓ Economic Analysis
 - ✓ Industry Analysis
 - ✓ Company Analysis
- Technical Analysis.

Unit IV: Efficient Market Hypothesis

- Weak, Semi-Strong and Strong Market
- Capital Assets Pricing Model.

Unit V: Portfolios Evaluation

- Jensen
- Sharpe

Trenor

B-504H: HUMAN RESOURCE DEVELOPMENT

Level of Knowledge: In-depth Knowledge

Course objective

The course is designed to inculcate in students a clear understanding of various aspects involved in developing human Resources, HR Systems & Processes and equip them with the techniques.

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The External Examination will have Two Sections. Section A will carry 40 Marks Comprising 6 questions from each of the 6 Units, out of which a student will be required to attempt any four questions of 10 marks each. Section B will carry 20 Marks comprising one or more Case(s). A question can have one or more sub-parts.

Contents

Unit 1: Introduction to HRD:

- Definition and Concept
- Characteristics of HRD
- HRD Methods
- Role of an HRD Manager
- Need for HRD

Unit 2: Planning and Organizing of HRD System

- Planning the HRD System
- HRD Structure

Unit 3: Training and Development:

- Meaning and concept
- Identification of training need
- Methods of Training and Development
- Evaluation of Training Programmes
- Career planning and Succession Planning

Unit 4: Performance Appraisal:

- Introduction to Performance Appraisal
- Objectives and importance of Performance Appraisal.
- Traditional and Modern Methods of Performance Appraisal

Unit 5: HRD Competencies:

- Challenges
- Professionalism in HR
- Myths and Realities of HRD
- Competencies Needed

Unit 6: Case Module:

- (Politics and Performance Appraisal (P. Subba Rao)
- Evaluation of Executive Development Program (P.Subbarao)
- Training Expenditure: Cost or Investment (P.Subbarao)

Text Readings:

1. P.C. Tripathi, Human Resource Development, Sultan Chand & Sons, New Delhi. (2010)
2. R. Krishnaveni, Human Resource Development, Excel books, New Delhi (2010)
3. S.K. Bhatia, Performance Management, Deep & Deep Publications, New Delhi. (2007).
4. P.P. Arya & B.B Tandon, Human Resource Development, Deep & Deep Publications, New Delhi. (2007).

Suggested Readings:

1. Kuldeep Singh, T.V Rao- Selected Readings in HRD, Tata McGraw-Hill, New Delhi
2. P. Subbarao, Essentials of Human Resource Management and Industrial Relations-III Edition, Himalaya Publishing House, Mumbai.

B-505H: COMPENSATION AND REWARD MANAGEMENT

Level of Knowledge: Working knowledge

Course Objective: The course is design to inculcate in students a clear understanding of various aspects involved in compensation in reward management adopted by various organizations.

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 one or more Case(s). A question can have one or more sub-parts.

Course Contents:

Unit 1: Wage and Salary Administration:

- Definition
- Goals/Objectives
- Job Evaluation
- Methods of Wage Fixation
- Factors Affecting Wage Concept of Pay of Performance.

Unit 2: Incentive Plans:

- Meaning
- Individual and Group Incentive Plans
- Financial and Non Financial Incentive Plans

Unit 3: Fringe Benefits

- Meaning
- Types of Fringe benefits
 - Supplemented Pay benefits
 - Retirement Benefits
 - Flexible Benefits

Unit 4: The Payment of Wages Act, 1936

- Definition
- Application
- Rules for Payment of Wages
- Deductions from wages
- Appeal
- Penalty for Offences.

Unit 5: The Minimum Wages Act, 1948

- Object

- Definitions
- Fixation and Revision of Wages
- Safeguards in Payment of Minimum wages
- Offences and Penalties

Unit 6: Case Module:

- Smart Beginning (VSP Rao)
- Workmen's Compensation (VSP Rao)

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.
3. Garry Dessler, Personnel/ Human Resource Management, London, Prentice Hall, 1994
4. P. Subbarao, Essentials of Human Resource Management and Industrial Relations-III Edition, Himalaya Publishing House, Mumbai.

Suggested Reading:

1. J.K. Bareja, Industrial Law, New Delhi, Galgotia Publishing Co., 2001.
2. VSP Rao, Human Resorce Management, 2nd Edition, Excel Publications, A, 45Naraina

B-504 I Software Engineering

Level of Knowledge: Working Knowledge

Course Objective: The objective of this course is to help students to understand the basics of Software Engineering, Project Management, Software Quality 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 8 questions, out of which student has to attempt any 5 questions. Each question will carry equal marks.

Course Contents

Unit I The Product and The Process:

- The Evolving Role of Software, Software Characteristics
- A layered Technology, Process, Methods, and Tools
- The Software Process, Software Process Models
- Linear Sequential Model, Prototyping Model, RAD Model, The Incremental Model, The Spiral Model, The Concurrent Development Model
- The Component-Based Development
- Fourth Generation Techniques,

Unit II Projects Management Concepts

- Software Process and Project Metrics
- The Management Spectrum- The People, The Product, The Process, and The Project
- Measures, Metrics, and Indicators, Metrics in the Process and Project Domains, Software Measurement, Reconciling Different Metrics Approaches, Metrics for Software Quality, Integrating Metrics within the Software Engineering Process.

Unit III Software Project Planning, Risk Analysis and Management:

- Observations for Estimation,
- Project Planning Objectives, Software Scope, Resources
- Software Project Estimation
- Decomposition Techniques,
- Empirical Estimation Models,
- Reactive versus Proactive Risk Strategies
- Software Risks, Risk Identification, Risk Projection, Risk Refinement, Risk Mitigation, Monitoring, and Management.

Unit IV Analysis & Design Concepts and Principles:

- Mechanics of structured analysis
- Data flow design and Entity Relationship design
- Overview of Object Oriented Design Concepts

- Design Concepts and principles
- Effective modular design
- Data modeling

Unit V Testing Techniques and Strategies:

- White box testing methods
- Black box testing
- Testing for specialized environments
- Architectures, and Applications
- A strategic approach to software testing
- Strategic issues
- Unit Testing
- Integration Testing
- Validation Testing
- System Testing and the Art of Debugging.

Text Readings

1. Roger S. Pressman, “Software Engineering”, 5th Ed., Mc Graw Hill Inc., New York, 2001

Suggested Readings

1. Martin L. Shooman, “Software Engineering”, McGraw Hill International Book company, New Delhi, 1985
2. Richard E. Fairly, “Software Engineering Concepts”, Mc Graw Hill Inc. New York, 1997
3. G. Meyers, “The Art of Software Testing”, Willey-Inter-Science, 1979.
4. Bruce I. Blum, “Software Engineering- A Holistic View”, Oxford University Press, New York, 1992

B-505 I: e-BUSINESS

Level of Knowledge: Working Knowledge

Course Objective:

- To help the student to understand the basics of e-Business and e-Commerce
- To help the student to understand the securities and other issues related to e-Business.

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

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

Unit-I: Introduction of E-Business:

- Evolution of E-Business
- Foundations of E-Business Strategic Importance of E-Business
- Technology & Infrastructure for E-Business, Strategies for Electronic Business

Unit-II: Telecommunications Infrastructure:

- Mobile and Wireless computing fundamentals: Mobile computing, framework
- Wireless technology and switching method
- Mobile information access device
- Mobile computing application.

Unit-III: Applications of E- Business: Payment Systems:

- Type of E-payment
- Digital token-based e-payment, smart card, credit card payment systems, risk on e-payment, designing e-payment

Unit-IV: Online Marketing Concepts:

- Consumer and Business markets-Online-Ordering Process
- Advertisement and Marketing on Internet
- Electronics Customer Support. Web-Catalogues, Online Auctions.

Unit-V: E- Business Security and Reliability:

- Client-server security
- Data and message security
- Document security
- Firewalls. Cyber Laws, Cyber Crime and Frauds
- Types and Tools of Hacking

Unit VI: E- Business Intelligence:

- Data Mining
- Web merchandising and Recommender System Data Warehouses.

Text Readings

1. Ravi Kalakotta & Whinston B., "Frontiers of e-Commerce", Pearson Education, Reprint 2009 New Delhi
2. Laudon and Traver. E-Commerce: Business Technology Society, 4th Edition, 2009 Pearson Education, New Delhi
3. Schneider, e-Commerce Strategy Technology and Implementation, 1st edition, 2008, Cengage Learning, India

Suggested Readings

- 1 Daniel Amor, "The E-Business (R) Evolution", PHI Learning, New Delhi,
- 2 Hanson, E-Commerce & Web Marketing, Cengage Learning, India, 1st edition, 2009
- 3 Kamlesh K. Bajaj & Debjani Nag, "E-Commerce", Tata McGraw Hills, New Delhi.

B-504P PRODUCTION PLANNING AND CONTROL

Level of Knowledge: In-depth Knowledge

Course Objective

The course is design to equip the students with the concepts of Production Planning and Control (PPC). The emphasis will be on the application of concepts and tools used in PPC for achieving efficiency and quality superiority.

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 Production Planning and Control:

- Need of PPC
- Functions of PPC
- Factors Influencing PPC in the Organization
- Manufacturing Methods and Managerial Policies
- Pre-requisites of PPC.

Unit 2: Materials Planning and Control:

- Input Required for Materials Planning and Control
- Steps in Materials Planning and Control
- Techniques of Materials Planning and Control
- Machining Allowances, Make or Buy Decision
- Scientific Stock Control Techniques (Inventory Control Models).

Unit 3: Factors Influencing Process Planning:

- Step in Process Planning
- Process Selection.

Unit 4: Manufacturing resource planning (MRP II):

- Introduction
- Aggregate production planning, master production scheduling
- MRP II (Introduction, concepts), MRP II with Just in Time, choice of software, making MRP II system work, achieving business objectives with MRP II.

Unit 5: Scheduling & Capacity Planning:

- Scheduling: Factors Influencing Scheduling, Working and Scheduling Charts, Job Sequences (n job on two machines, n job on three machines), Project Scheduling, Critical Ratio Scheduling, Assignment Techniques (Assignment - Model).

- Capacity Planning: Capacity Planning, Integrated Production Planning and Control.

Text Reading

1. Jhamb, "Production Planning and Control", Pune: Everest Publications, 2001.
2. Hari Raghu Rama Sharma, "Production Planning and Control Concepts and Application", New Delhi: Deep and Deep Publications, 2000.
3. Bill Scott, "Manufacturing Planning System", London : McGraw-Hill Publications, 1995.
4. George W. Plossl, O. R. Licky's. "Materials Requirement Planning", New York: McGraw-Hill Publications, 1994.

B-505P: TOTAL QUALITY MANAGEMENT

Level of Knowledge: In- Depth Knowledge

Course Objective: The objective of the course is to acquaint the students of advanced manufacturing systems and help them develop abilities and skills for the effective performance in terms of quality requirements.

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: Core Concepts of Total Quality Management:

- Customer focus, Quality for profits right first time
- Cost of quality, Competitive bench marking, Team efforts,
- Managers as role models
- Recognition & Rewards, Quality delivery process.

Unit 2: Learning from quality gurus:

- Edward Deming, Joseph M. Juran, Karon Ishikawa, Philip B. Crosby, William E. Conway and their applications in today's Business Environment.

Unit 3: Tools and techniques of TQM:

- Techniques for analyzing a quality process
- Quality Circles, Statistical process control, failure Mode & Effect analysis; Computer aided inspection, data collection & analysis

Unit 4: Pitfalls in Operationalizing TQM and methods of avoiding them.

Unit 5:

- ISO-9000: Concepts, certifications, methods and implementations
- ISO-14000: Concepts, certifications, methods and implementations
- Malcolm Balridge Quality Award, Rajiv Gandhi Quality Award.

Text Reading

1. Kit Sadgrove, "Making TQM Work", New Delhi: Kogan Page India P. Ltd., 2000.
2. Helga Drummond, "TQM Movement", and New Delhi: UBS Publications Dist. Ltd., 2001.
3. Eugene L. Grant and Richards, Leavenworth, "Statistical Quality Control". New York: McGraw-Hill Publications, 2000.

4. J. M. Juran and Frank M. Gryna Eds. "Juran's Quality Control Handbook", New York: McGraw-Hill Publications, 2001.
5. Tapan P. Bagchi, "ISO 9000: Concepts, Methods and Implementation", Allahabad: Wheeler Publishing.

B 504M: Marketing Strategies

Level of Knowledge: Working Knowledge

Course Objective: To acquaint students with various Marketing Strategies adopted by the Organization

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: The Strategic Role of Marketing:

- Corporate, Business and Marketing Strategies
- Definition
- Components of Strategy
- Hierarchy of Strategies
- Strategic Planning Systems

Unit 2: Process of Formulating and Implementing Marketing Strategy

- Market opportunity Analysis
- Customer analysis
- Implementation and Control

Unit 3: Business Strategies and their Market Implication

- Defining Strategic Business Unit, Objectives
- Allocating Resources within the Business Unit
- Business Unit's Competitive strategy
- BCG Growth Share Matrix
- GE Matrix
- Shell's Matrix

Unit 4: Formulation of Marketing Strategies for New Market Entries

- Mass Market penetration
- Niche Penetration
- Objectives of Alternative Pioneer Strategies
- Marketing Strategies for Leaders, Challengers, and Followers.

Unit 5: Controlling Marketing Strategies and Programmes

- Control Process
- Setting Standards of Performance
- Specifying and obtaining feedback data
- Corrective Action
- Strategic Controls
- Product Market Entry Controls

Text Readings:

1. **Boyde Walker and Lawreche, Marketing Strategy: Planning and Implementation, Chicago: Irwin, II Edition.1995**
2. **Phillip Kotler, · Marketing Management, 12th Ed., New delhi**

B-505M: PRODUCT & BRAND MANAGEMENT

Level of Knowledge: Working Knowledge

Course Objectives: To help student understand the concepts of Product & a Brand, 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: Product Management and Developing Product Strategy:

- Product Development, Product focused organization Market focused organization, Factors influencing design of the product, Changes affecting product management.
- Setting objectives & alternatives, Product strategy over the life-cycle, Customer analysis, Competitor analysis, Design of manufacture, new product development.

Unit-2 : Market Potential & Sales Forecasting:

- Forecasting target market potential and sales, Methods of estimating market and sales potential, Sales forecasting, planning for involvement in international market.

Unit-3: Brand & Brand Management:

- Commodities Vs Brands, The role of brands, The brand equity concept, Brand Equity Models – Brand Asset Valuation, Aaker Model, BRANDZ, Brand Resonance. Building Brand Equity, Brand Identity and Brand image.

Unit-4: Brand Leveraging & Brand Performance:

- Establishing brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement.

Unit-5: Brand Positioning & Brand Building:

- Brand knowledge, Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values.

Text Reading:

1. Product management - Donal R. Lehmann, Russel S. Winer
2. Strategic Brand Management - Kevin Lane Keller
3. Branding Concepts & Process - Debashish Pati

Suggested Reading:

1. Marketing Management - Philip Kotler
2. Successful Branding - Pran K Choudhary
3. Brand Positioning Strategies for Competitive Advantage -Subrato Sen Gupta

4. Strategic Brand Management –Caperer
5. Behind Powerful Brands – Jones
6. Managing Indian Brands -S. Ramesh Kumar

B-504HT TOURISM & HOSPITALITY SERVICES

Level of Knowledge: In-depth Knowledge

Course Objective: To study in detail about the basic concepts of Tourism and Hospitality Services

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- Define Travel, Tourism & Hospitality:

- Interdependency between travel, tourism and hospitality
- Concept of tourism and hotel management
- Why it is important to study tourism and hospitality
- Economic importance and impact of tourism and hospitality.

Unit 2- Tourism Industry (An overview):

- Concept, Origin and Development over the ages
- Future and Changing trends.

Unit 3- Elements of tourism (attraction, accessibility, and accommodation)

- Tourism product- Types of tourism products and Characteristics of tourism products.

Unit 4- Hospitality Industry (An overview):

- Concept, Origin and Development over the ages
- Future, changing trends.

Unit 5- Hotels:

- Types of hotels
- Criterion for classification of hotels
- Ownership structure of hotels
- Categorization of hotels in India.

Text Reading:

1. Walker john R., **Introduction To Hospitality**, Prentice Hall Of India.
2. Dr. J. Negi, **Principles of grading and classification of hotels**, tourist restaurant & resorts.
3. Jagmohan negi, **Professional Hotel Management**, S. Chand & Co., Delhi.
4. Seth, P.N. **Successful Tourism Management**, Sterling Publication, New Delhi
5. Bhatia, A.K., **Tourism developments**.
6. Negi, Jagmohan, **Travel and Tourism**, Anmol Publication
7. Dixit, M., **Profiles of Indian Tourism**, Royal Book House, Lucknow.

B-505HT TRANSPORTATION MANAGEMENT

Level of Knowledge: Conceptual Knowledge

Course Objective: To develop an understanding of the concepts of Transportation 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- Fundamentals of Transport:

Transport - Meaning - Scope – Role and impact of transportation industry in tourism. Management of land, sea, air transportation system that supports travel.

UNIT 2- Air Transportation

The airline industry present policies, practices, functioning of Indian carriers, Air Corporation Act, Airlines in India and International.

UNIT 3- Surface Transportation:

Roads - Classification – Dimensions, Kinds of taxi and bus available/ coach services available, fare calculation, rent a car scheme, Transport and insurance documents, All India permits.

UNIT 4- Rail Transportation

Major railway systems of world- Euro, Amtrak. General information about Indian Railways, Types of rail tours in India, Palace on wheels, Royal Orient, Deccan odyssey, Toy Train.

UNIT 5- Water Transportation:

Historical past, Ships, Ferries, Hover crafts, River & Canal boats, Fly cruise.

UNIT 6- Tourism Transportation System:

Travel agency, Tour operator, Travel related documents- Passport, Visa, Currency; Regulations- custom regulations, health regulations and baggage regulations.

Text Readings:

1. R. J. Easton, Elements of Transport
2. J.K. Jain, Transport Economics
3. D. Panduranga Rao, Trends in Indian Transport system.
4. Seth P. N., Successful Tourism management (Vol. 1 & 2)
5. Bhatia. A. K., International Tourism.
6. Mill & Morrison, (1992). The Tourism System, An Introductory Text; Prentice Hall

B504B PERSONAL INSURANCE

Level of Knowledge: Expert knowledge

Course Objectives

- To Lay a Conceptual Framework for Insurance Services
- To develop the ability in the students to apply theoretical concepts to Practical life problems

Scheme of Examination

Total Marks 100

Internal Marks 40

External Marks 60

Section A: 36 Marks Comprising Five Theory questions out of which a student will be required to attempt any Three Questions.

Section B: 24 Marks Comprising Three Practical Problems/ one or more case(s) and out of which a student will be required to attempt any Two questions.

Course Contents

Unit-1 Introduction to Insurance and Risk

- Definition and nature of Insurance
- Importance
- Principles
- Classification of Insurance
- Process of Insurance
- Risk, Nature and Types of risk, Risk management and control

Unit- 2 Insurance Company and related Legislation in India

- Insurance Act, 1938
- Insurance Regulatory and Development Authority Act, 1999
- Functions and organization of Insurer
- Insurance contract

Unit-3 Types of Insurance

- Insurance sector in India: Life Insurance and Non life Insurance
- General Insurance : Principles
- Fire Insurance, Automobile Insurance, Marine, Health, Rural, Social and Misc. Insurance

Unit- 5 Procedures in Insurance

- Premium Payment Lapse and Revival
- Premium Calculations
- Underwriting
- Claims management
- Re-Insurance

Text Readings (Latest Edition)

1. **Insurance by M.I. Mathew, RBSA Publishers, Jaipur,**
2. **Insurance-Principles and Practice by M.N.Mishra, S. Chand & Co.,**

B-505B DOMESTIC BANKING

Level of Knowledge: Expert knowledge

Course Objectives

- To Lay a Conceptual Framework for operations of upcoming Banking sector, statutory requirements and understanding of financial environment and market in which they operate.
- To develop the ability in the students to apply theoretical concepts to Practical life problems

Scheme of Examination

Total Marks 100

Internal Marks 40

External Marks 60

It shall Comprise of Eight Questions, Practical Problems/ one or more case(s), out of which a student will be required to attempt any Five questions.

Course Contents

Unit-1 Overview of Banking Industry

- Commercial banks
- Rural Banks
- Cooperative Banks
- RBI, Prudential Norms, SLR, CRR

Unit- 2 Analysis of Bank statements

- Balance Sheet
- Profit and Loss Account
- Return on equity model

Unit 3: Ratio Analysis:

- Analysis of various Ratios.

Unit 4: Banking Risk

- Credit risk
- Liquidity risk
- Market operations
- Interest rate
- ALM
- GAP Analysis
- Asset reconstruction company

Unit 5 : Recent developments

- BIS
- Universal banking
- E-Banking
- Mobile Banking

Text Readings (Latest Edition)

1. **Managing Indian Banks by Vasant Joshi and Vinay Joshi, Response Books**
2. **Bank Management by Timothy Koch and S. MacDonald, Dryden Press, New York**

B-504R PRINCIPLES OF RETAIL MANAGEMENT

Knowledge level: Working knowledge

Course Objectives: To develop a strong understanding of the concepts in Retail Management which would allow the student to apply theory learnt to Case Studies or situations with Retailing as a central theme.

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: Retail Management:

- Introduction, meaning, Characteristics
- Retail industry India
- Role of retailing
- Trends in Retailing
- Emergence of organisations of retailing
- Retail Location and Layout plan, careers in Retailing.

Unit 2: Retail Market segmentation:

- Introduction to Market segment
- Criteria for effective segmentation
- Dimensions of segmentation, customer profiles.

Unit 3: Retailing Channels:

- Products and merchandise management, structure.
- Nature and channel, criteria for selection of suppliers.
Channel choice, product movement, merchandising plans, Store management.

Unit 4: Retail Pricing & Promotion:

- Factors and pricing
- Retail pricing strategies
- Retail promotion strategies
- Retail sales promotion, and publicity.

Unit 5: Relationship Marketing in Retailing:

- Management of Relationship
- Evaluation of Relationship Marketing, Relationship, Marketing Strategies.

- Retail Research and Retail Audits

Books Recommended:

- 1. Retailing Management by Swapna Pradhan, 2/e, 2007 & 2008, TMH**
- 2. Integrated Retail Management by James R. Ogden & Denise T. Ogden, 2007, Biztantra**
- 3. Retail Management – Levy & Weitz-TMH 5th Edition 2002**

Suggested Readings:

- 1. Retail Management by Rosemary Varley, Mohammed Rafiq-Palgrave Macmillan**
- 2. Retail Management by Chetan Bajaj -Oxford Publication.**
- 3. Retail Management by Uniyal & Sinha-Oxford Publications**

B505R: STRATEGIES OF RETAIL MANAGEMENT

Knowledge level: Working knowledge

Course Objectives: To develop a strong understanding of the concepts in Retail Management which would allow the student to apply theory learnt to Case Studies or situations with Retailing as a central theme.

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- What is retail strategy, Growth strategies in retail, Strategic retail planning- A 7 step process.

UNIT 2- Financial Strategy- strategic profit model- an overview

Retail Location, retail location opportunities- Strip shopping center, Shopping malls, Departmental stores, Specialty apparel stores, Category specialist, grocery stores, and Optical boutique.

Site Selection- Factors affecting demand for a region/ trade area, Factors affecting attractiveness of a site, Estimating demand for a new location.

UNIT 3- Information System & Supply Chain Management, Flow of information in retailing, Define SCM, Physical flow of merchandise- logistics, Advantages of SCM.

UNIT 4- Customer Relationship Management- define CRM, CRM Process- collecting customer data, analyzing data & identifying target customer, developing CRM program, implementing CRM program, Advantages of CRM.

UNIT 5- Space planning- factors in space planning, Determinants in space planning- Impulse products, Demand/ Destination area, Seasonal needs, Physical characteristics of merchandise, adjacent department. Plano grams & In-store Kiosks. Advantages of space planning.

Text Readings:

1. Jonathan Reynolds & Christine Cuthbertson, **Retail Strategy- A view from the bridge;** Heinemann.
2. Welsh & Alon, **International Franchising In Emerging Markets,** CCH Incorporated.
3. Lewy & Weitz, **Retailing management,** Tata McGraw Hills Publication, 5th Edition.