

### **3.1 BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT**

#### **UNIT I**

Business and society - Social responsibility - Environmental Pollution and control. Business and culture - Business and Government - Political system and its influence on business - Business environment - The concept and significance - constituents of business environment

#### **UNIT II**

Managing Ethics - Frame work of organizational ethic theories and sources, ethics across cultures, factors influencing business ethics, ethical decision making, ethical values and stakeholders, ethics and profit, Corporate governance Structure of boards, reforms in boards, compensation issues, ethical leadership for improved Corporate governance and better business education.

#### **UNIT III**

Introduction - The Globalization of the World Economy – The Changing Nature of Indian and International Business - National differences in political, legal and culture- The Global Trade and Investment Environment- International trade Theory : Introduction - An Overview of Trade Theory - Mercantilism -Absolute Advantage - Comparative Advantage - Heckscher-Ohlin Theory - The New Trade Theory - National Competitive Advantage - Porter's Diamond. The Revised Case for Free Trade - Development of the World - Trading System - WTO & development of World trade - Regional grouping of countries and its impact..

#### **UNIT IV**

Foreign Direct Investment : Introduction - Foreign Direct Investment in the World Economy - Horizontal Foreign Direct Investment - Vertical Foreign Direct Investment. Benefits and advantages to host and home countries.The Global Monetary System ,The Foreign Exchange Market : Introduction - The Functions of the Foreign Exchange Market.

#### **UNIT V**

The Strategy and Structure of International Business

The Strategy of International Business : Introduction - Strategy and the Firm - Profiting from Global Expansion - Pressures for Cost Reductions and Local Responsiveness - Strategic Choice. Mode of Entry and Strategic Alliances : Introduction - Entry Modes - Selecting and Entry Mode - Strategic Alliances - Making Alliances Work, Exporting, Importing and Counter trade : Introduction - The Promise and Pitfalls of Exporting - Improving Export Performance - Export and Import Financing - Export Assistance – Counter trade.

#### **References :**

1. Kitson.A and Campbell.R - The Ethical Organisation, Palgrave, 2001
2. Davis & Keith William C. Frederik - Business and society
3. Francis Cherunilam - Business Environment
4. Pruti S. - Economic & Managerial Environment in India
5. Shaikh Saleem – Business Environment, Pearson Education, 2006
6. Hill.C.W., International Business : Competing in the Global market place, Irwin-McGraw
7. Hill, 1999.
8. Philip R.Cateora, International Marketing, Irwin McGraw Hill, 9th edn.
9. Shivaramu, International Business, Macmillan India.
10. Francis Cherunilam, International Business, Wheeler Publications.
11. Charles W.L., Hill, International Business, Irwin-McGraw Hill, 1998.

## **3.2 MANAGEMENT INFORMATION SYSTEM**

### **Unit I**

Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organisation as a system - Components of Information Systems - IS Activities - Types of IS.

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### **Unit II**

IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction Processing Systems- Information Reporting System - Information for Strategic Advantage.

### **Unit III**

DSS and AI: DSS models and software: The decision making process - Structured, Semi Structured and Unstructured problems; What if analysis, Sensitivity analysis, Goal-seeking Analysis and Optimizing Analysis. Overview of AI, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms - Expert Systems.

### **Unit IV**

Managing Information Technology: Managing Information Resources and technologies - IS architecture and management - Centralised, Decentralised and Distributed - EDI, Supply chain management & Global Information technology Management.

### **Unit V**

Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - Societal challenges of Information technology.

### **References**

1. James A O'Brien, "Management Information Systems", Tata McGraw Hill, Fourth Edition, 1999.
2. Effy Oz, "Management Information Systems", Vikas Publishing House, Third Edition, 2002.
3. Kenneth C Laudon and Jane P Laudon, "Management Information System", 9th Edition, PHI, New Delhi, 2006.
4. Waman S Jawadekar, "Management Information System Text and cases", Third Editions, Tata McGraw-Hill, 2007.
5. R.Srinivasan, "Strategic Management", 11th edition, Prentice Hall of India, New Delhi.
6. M.Senthil, "Management Information System", 2003.

## **3.3 to 3.6 ELECTIVE COURSES**

## **3.7 SUMMER PLACEMENT PROJECT REPORT & VIVA VOCE**

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## **ELECTIVE PAPERS FOR III SEMESTER**

### **A)MARKETING**

#### **1. Integrated Marketing Communication (Promotion Management)**

**UNIT I : PROMOTION MIX & PERSONAL SELLING:** Promotion Mix Tools, Steps in Communication process, Factors in deciding promotion mix.

Personal selling - Sales force Design - objectives, strategy six, structure and compension.

Principles of Personal Selling - Salesmanship, steps in selling process, Negotiation - Models, Strategy & Tactics, Customer Relationship Management. Evaluation of personal selling.

**UNIT II : ADVERTISING MANAGEMENT:**

Meaning, Objectives, Importance, Classification of advertisement, Economic and Social Effects of Advertising, Organisation of Advertising Department, Advertising Agency Management, Campaign Planning, Advertising Budget.

**UNIT III : ADVERTISING MEDIA MANAGEMENT:**

Types - Print, Radio, TV, Cinema Outdoor and other forms - Advantages, Limitations, Availability, Media Rates, Media Planning and Scheduling.

**UNIT IV : ADVERTISING CREATIVITY:**

Advertising Copywriting for Print and Broadcast Media - Principles, Styles, Advertising Visualization and Design, Production of Print, Broadcast and other Advertisements, Evaluation of Advertising.

**UNIT V : SALES PROMOTION AND PUBLIC RELATIONS**

**SALES PROMOTION :**

Objectives, Tools, Planning, Implementation and Control, Evaluation of Sales Promotion.

**PUBLIC RELATIONS :**

Objectives, Tools, Media and Message, Evaluation of Public Relations.

Case Analysis

#### **References :**

1. Promotion Management - John.J.Burnett - AITBS.
2. Advertising - Theory & Practice - Vernon Fryburger - AITBS.
3. Advertising Excellence - Bovee & Thill - Mc Graw Hill International.
4. Advertising and Promotion: An Integrated Marketing Communications Perspective – George E Belch and Michael E Belch, 6th Edition, TMH, 2006
5. Sales Promotion - Tony Dakin.
6. Sales Promotion - Julian Cummins.
7. Successful Sales Promotion - Pran Chowdhry .et.al. - MacMillan
8. Sales Management - Cundiff, Stil & Govani – PHI/Pearson.
9. Practical Public Relations - Sam Black - Universal Book.
10. Managing Public Relations - Gruning and Hunt - CBS College Publising.

## **2. EXPORT MANAGEMENT**

**AIM :** To help students acquire familiarity of the knowledge and process of export and import trade.

**UNIT I :** Export - meaning - scope - functions - Role of export in economic development - Planning for export - market analysis:- market intelligence and market Research - market selection and entry strategies for export.

**UNIT II :** Legal aspects of export trade:- International law: Private Law - Transport contracts - Payment and credit - settlement of disputes - Indian Laws: EXIM policy - Law relating to packaging - pricing - Advertising - distribution.

**UNIT III :** Export financing: methods and sources of export finance - Terms of payment for export - Letter of credit - Institutional aid for export financing: RBI, EXIM Bank, ECGC - commercial banks. Export pricing: Factors influencing export price - Forms of pricing - pricing approaches - Transfer pricing - Dumping - International price quotation - Incoterms.

**UNIT IV:** India's export performance - Problems in export trade- Export promotion - Need - Export promotion in India:- Institutional support for export promotion - Export promotion incentives -EPZ & FTZ, 100% EOU, Export houses, Trading houses - Star Trading houses - Project and consultancy export

**UNIT V:** Export Procedure and documentation: Export order execution - Product preparation - quality control and Pre-shipment inspection - Packaging - freight forwarders - Cargo insurance - customs clearances - Documentation Procedure and clearing Export bills. Import Procedure:- Import licensing - Replenishment license - Advance import license - Pass book scheme - Import of capital goods.

### **References :**

1. TAS Balagopal - Export management - Himalaya
2. Varshney & Battacharya - International Marketing Sultanchand & sons
3. Francis chernmilam - International Trade and Export management - Himalaya
4. B.S Rathor - Export Management - Himalaya.
5. S. Shivaramu - Export Marketing - Himalaya

### **3. CONSUMER BEHAVIOUR**

#### **UNIT – I**

Consumer Behaviour and Marketing Strategy, nature and scope of Consumer Behaviour.

Market segmentation and Consumer Behaviour.

Learning - nature, conditions relevant to high and low involvement strategies, characteristics and types of learning, Brand loyalty, Brand equity & leverage.

Perception - Process, interpretation, Perception and marketing strategy. Perceptual process and buying behaviour.

Perception - Elements, Just noticeable difference - its application to Consumer Behaviour,

Perceptual organization and defense, consumer imagery.

#### **UNIT - II**

Motivation - Nature, motivational strategies, theories and their relevance, marketing strategies based on motivational conflict.

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Personality - Psycho-analytical neo-Freudian and social approaches to personality understanding consumer diversity, Brand personality, Self and self image.

#### **UNIT - III**

Attitude formation & change - Tricomponent and structural models of attitudes, sources of attitude formation, strategies of attitude change, cognitive dissonance, attribution, self perception theories, Foot in the door phenomenon.

Groups - types, Celebrities, Family, Socialization of family members, Function of family, Family decision-making and consumption - related roles, Family life cycle.

#### **UNIT - IV**

Culture- Nature - Characteristics - Measurement, Sub-cultures – Nationality, age, geographic, Regional and Sex, Subcultural interaction.

Cross culture : International perspective cross cultural consumer analysis, Multinational strategies, Cross – cultural psychographic segmentation marketing mistakes – undertaking differences.

#### **UNIT - V**

Opinion leadership & process, Dynamics, motivation and opinion leadership, Measurement and corporate strategy of opinion leadership.

Innovation, Characteristics, Types, Profile of consumer innovator, Diffusion of innovation, Adoption process.

#### **References :**

1. Kurder, Consumer Behaviour, PHI/Pearson.
2. Schiffman.L.G. & Kanak.L.L., Consumer Behaviour, PHI/Pearson.
3. Loudon.D, Consumer Behaviour, Concepts & Applications, Albert Biutta, McGraw Hill.
4. Ingel, Roger & Blackwell, Consumer Behaviour.

## **4. RURAL MARKETING**

### **UNIT I**

Rural Economy - Policy interventions, reforms Diagnosis challenges to Indian Marketer.

### **UNIT - II**

Rural Marketing - introduction, nature and attractiveness, rural vs urban Marketing.

### **UNIT - III**

Selecting and Attracting markets - introduction Segmentation – Concept, degree, guidelines and bases, Targeting and Positioning.

### **UNIT - IV**

Product Strategy - Introduction, Classification, Significance, Scope. Product Mix, Competitive product strategies. Pricing strategy – Introduction, Concepts, Significance, Objectives policy.

### **UNIT - V**

Promotion Strategy - introduction, exploring, Target audience, Designing, Comparison Distribution strategy - introduction, channels old, new, pragmatic, approaches covering strategy.

### **References :**

1. Krishnamacharyalu & Lalitha, Rural Marketing, Pearson Education, 2002.
2. Ramkishen, New Perspectives on Rural Marketing, Jaico Books, 2002.
3. Gopaldaswamy, Rural Marketing, Wheeler Publishing.

## **B) HUMAN RESOURCE**

### **5. STAFFING IN ORGANIZATIONS**

#### **Unit-I**

The Nature of Staffing-staffing models and strategy-staffing ethics-planning-external influences-human resource planning-staffing planning-legal issues-job analysis rewards-job requirements job analysis-competency-based job analysis-job rewards-legal issues.

#### **Unit-II**

Staffing activities: Recruitment-strategy Development-searching-applicant reactions-transition to selection-legal issues-internal recruitment-recruitment planning-strategy development-searching-applicant reactions-transition to selection-staffing activities: selection-measurement-quality of measures-collection of assessment data.

#### **Unit-III**

External selection-preliminary issues-initial assessment methods-legal issues-external selections-substantive assessment methods-discretionary assessment methods-contingent assessment methods-internal selection-preliminary issues-initial assessment methods-substantive assessment methods-discretionary assessment methods-staffing activities: employment-decision making-choice of assessment method-determining assessment scores-hiring standards and cut scores-methods of final choice-decision makers.

#### **Unit-IV**

Final match-employment contracts-job offers-job offer process-new employee orientation and socialization-legal issues.

#### **Unit-V**

Staffing system and retention management-staffing system management-administration of staffing systems-evaluation of staffing systems-retention management-turnover and its causes-analysts of turnover-retention initiatives: Voluntary, Discharge & Downsizing.

#### **Reference :**

Heneman.HG and Judge TA Staffing Organizations McGraw Hill 2006  
Robbins SP Human Resources Management

## **6. PERFORMANCE MANAGEMENT**

### **Objective :**

To familiarize the students with concepts and challenges of managing and developing human performance in organizations

### **Unit – 1**

Performance Management: Hostility towards Traditional Appraisals – Managing Performance; Performance Management & Human Resource; Performance Management Theatre.

### **Unit – 2**

Planning Manage Performance & Development : Basic Concept – Research Base for performance planning and Goal-setting; Components of Manage Performance & Development Plan; Setting Mutual Expectations and Performance criteria.

### **Unit – 3**

Monitoring Manage Performance & Mentoring Manage Development : Introduction – Research and Theory – Monitoring and Mentoring Behaviours of the Manager.

### **Unit – 4**

Ongoing Performance Monitoring & Review: Supervision – Monitoring and its objectives – Process of Monitoring – Communication – Problem solving.

### **Unit – 5**

Ongoing Mentoring and Manage Development: Purpose of Manage Development – Process of Manage Development – Briscoe's principles – Training – Delegating – Mentoring – Engendering Trust – Making a fresh beginning – Role efficacy.

### **Reference :**

1. Prem Chandha "Performance Management", Macmillan Publications.
2. Performance Management - Frances Neale, Jaico publishing House- 2004-2nd Edition.



## **7. MANAGING INTERPERSONAL EFFECTIVENESS**

### **Description :**

Managing Interpersonal Effectiveness. This is a self and Personality development course to be integrated with exercises and experiential learning.

### **UNIT I**

Self Definition and Perception. Self Schemes, Gaining Self Knowledge, Self Knowledge, Self awareness, Self effectiveness, Self presentation motives and Strategies, Self monitoring, Impression Management.

### **UNIT II**

Communication and language, models of - oral - Qualities and profile of a good speaker, written - clarity, responsibility, simplicity, style, brevity Interpersonal Communication - Barriers

- ways of over coming - Nonverbal Communication - Paralanguage, Eye Contract, Facial expression, Kinersics, Body language, Deception, and Detecting deception.

### **UNIT III**

Assertive Training

Nature, importance & relevance to organizational life - Assertion and aggression , Assertive writing, preparing for assertive business writing - tools, tips, pitfalls, persuasion Being assertive with oneself - cutting, rewriting, editing , enhance individual assertiveness.

### **UNIT IV**

Transactional Analysis

Introduction, Ego States, exclusion contamination, strokes, Life positions, Types of Transactions, Time Structures - Withdrawal, Rituals, Pastimes, activities, games - types, Stamps, Rackets and sweat shirts, scripts. Advantages and disadvantages of TA, TA tips for performance interviews, Development Planning with subordinates, TA tips for selection.

### **UNIT V**

Counseling - Introduction - other interventions - steps ,Elements of Counseling - Counseling in organizations, , Training for Counseling. Anxiety and stress, an introduction to NLP, Emotional Intelligence.

### **References :**

1. Venkatapathy.R and Jackson.P.T. Managing Interpersonal Effectiveness, Adhithya Publishers, 2003.
2. Thomas Harris I'm okay, you're okay.
3. Fishert Uray Getting to Say yes: Negotiating an agreement without giving in AMA, 1993.
4. www. Ta Tutor.
5. Robert L.Gibson and Marianne H.Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005.

## **FINANCE**

### **8. FINANCIAL SERVICES**

#### **Subject Description :**

Financial Services emphasizing on the emerging trends in financial services like merchant banking, hire purchase, leasing, mutual funds, venture capital and mergers and acquisitions.

#### **Goals:**

To familiarize the students on the latest trends to financial services.

#### **Objectives:**

On successful completion of the course the students should have:

To learn the various financial services provided by NBFCs.

To understand the modes of raising capital from domestic and foreign market.

To evaluate feasibility of projects on hire purchase and leasing.

To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

#### **UNIT I**

Merchant Banking - Functions – Categories of merchant bankers-Modes of raising capital from Domestic and foreign markets -Raising short term funds -Recent developments in the capital markets - SEBI guidelines on Obligations & responsibilities of Merchant bankers-Merchant banking in India. NBFCs Types of activities of NBFC's- Regulation of NBFC s in India.

#### **UNIT II**

Hire Purchase - Concept - evaluation of Hire Purchase Proposals.

Leasing -overview - tax aspects - Lease Accounting - Types of leases – Benefits of leasing- Rights & Obligations of Lessor & Lessee-Evaluation of leasing proposals.

#### **UNIT III**

Mutual funds – operations-types- performance measure of a mutual fund- , regulation - SEBI guidelines for mutual funds.

#### **UNIT IV**

Other financial services.

Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization – Securitisation in India- Depositories Role of depositories in the capital market.

#### **UNIT V**

Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations. Case Analysis, Review of relevant articles.

#### **References :**

1. Dr.R.Shanmugam , Financial Services
- 2.M.Y.Khan, Indian Financial Systems.
3. K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.
4. R.M.Srivastava, Indian Financial System.
5. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
6. T.Sundar Rajan, Merchant Banking.
7. L.M.Bhole, Financial Institution & Markets.
8. Habel J.Johnson, Financial Institution & Markets.
9. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.
10. Nalini Prava Tripathy, Financial Instruments and Services, Prentice Hall of India, New Delhi.

## **9. EQUITY RESEARCH AND PORTFOLIO MANAGEMENT**

### **Subject Description :**

Equity Research and Portfolio Management emphasizing on valuation of securities based on technical and fundamental analysis. Emphasizing on construction and revision of port folios.

### **Goals:**

To familiarize the students on the modes of selecting investment opportunities, and analyzing the securities for investment.

### **Objectives:**

On successful completion of the course the students should have:

To understand investment settings and valuation of securities to study the fundamental and technical analysis – concepts and applications.

To understand portfolio construction, diagnostic evaluation and revisions.

**UNIT I :** Investment setting - Securities - Securities Market - Sources of investment information - Security market indicators - Security Contract regulation Act.

**UNIT II :** Valuation of Securities : Equity - Preference shares - Debt instruments - Hybrid securities - derivatives - Asset pricing theories - CAPM - APT - Portfolio theory - Option pricing theory.

**UNIT III :** Economic Analysis - Economic forecasting and stock Investment Decisions - Forecasting techniques.

Industry Analysis - Industry classifications. Economy and Industry analysis. Industry life cycle - Evaluating Industry relevant factors - External industry information sources.

**UNIT IV :** Company Analysis : Measuring Earnings - Forecasting Earnings - Applied valuation techniques - Graham and Dodds investor rations value investing.

Technical Analysis : Fundamental Analysis Vs Technical Analysis - Charting methods - Market Indicators - Trend - Trend reversals - Patterns - Moving Average - Exponential moving Average- Oscillators - ROC - Momentum - MACD - RSI - Stoastics.

**UNIT V :** Portfolio - Construction - Diagnostics Management - Performance Evaluation - Portfolio revision, Case Analysis, Review of relevant articles.

### **References :**

1. Investment Management and Portfolio Analysis - Reilly.
2. Fundamentals of Investing - Gitman
3. Security Analysis - Graham and Dodd
4. Management of Investments - Clark Francis
5. Modern of Security Analysis and Portfolio Management - Fuller and Farvell.
6. Investment Management - Balla and Tuteja.

## **10. DERIVATIVES MANAGEMENT**

**UNIT I :** Derivative-common derivative products-Functions performed by derivatives market risks associated with derivatives- History of derivatives in India-Forward contract-Limitation of Forward contract – Pricing of forward contract

**Unit II :** Futures- Future contract specifications- Market participants in a futures contract- Hedging using Futures Contract-Valuation of futures contract- difference between forward & future contract- Futures strategies- Types of futures- Individual stocks-Stock indices-Foreign Exchange futures-Commodity futures-Interest rate futures- Utility of Futures Market

**Unit III :** Options – Characteristics- Specifications-Option pricing-Binomial model- Black Scholes model-Option trading strategies-Bullish strategies-Bearish strategies--Strategies for volatile situations- Exotic options-futures Vs Call options

**Unit IV:** Warrants-features-gearing effect- Valuing warrants- warrants vs options, Swapsfeatures- Mechanism of interest rate swaps- Valuation of interest rate swaps-Currency swapgain from swaps- rate anticipators

**Unit V:** Derivatives- Trading mechanism-Types of orders-Clearing & settlement of ordersregulation of derivative market-Recent developments in Capital market.

### **Reference :**

1. Futures & options and other derivatives : John C.Hull
2. Futures & options: ND Vohra & BR Bagri
3. Futures & options: A.N. Sridhar

## **SYSTEMS**

### **11. ELECTRONIC COMMERCE**

#### **Unit I**

Telecommunication Networks : Introduction - LAN - WAN- Internet - What is Electronic Commerce - Brief history of Electronic Commerce - Advantages and Limitations of Electronic Commerce - Types of Electronic commerce - Integrating Electronic Commerce- Key questions for Management

#### **Unit II**

The Internet and the World Wide Web: The Internet Today - History of the Web - Unique benefits of the Internet - Internet Architecture - World Wide Web - Concepts and Technology - Creating Web pages - Launching a Business on the Internet.

#### **Unit III**

Electronic Payment Systems: Overview of the Electronic payment Technology - Requirements for Internet Based payments - Electronic payment Medias - Electronic commerce and banking.

#### **Unit IV**

E-security: Security in the cyberspace - Designing for security - Virus - Security Protection and Recovery - Encryption - The Basic Algorithm System - Authentication and Trust - Key management - Internet Security Protocols and Standards - Other Encryption issues.

#### **Unit V**

Web based Business: Business-to-Business Electronic Commerce-Intranets and Extranets - Intranets and Supply Chain Management - Legal and Ethical issues - Case studies.

#### **Referece**

1. Elias. M. Awad, " Electronic Commerce", Prentice - Hall of India Pvt Ltd, 2002.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce- A Manager's guide", Addison -Wesley, 2000.
3. Efraim Turban, Jae Lee, David King, H. Michael Chung, "Electronic Commerce – A Managerial Perspective", Addison - Wesley, 2001.
4. Elias M Award, "Electronic Commerce from Vision to Fulfilment", 3rd Edition, PHI, 2006
5. Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3RD Edition, Pearson Education, 2003
6. Ravi Kalakota, Andrew B. Whinston, "Frontiers of Electronic Commerce", Addition–Wesley, 2000.

## **12. SYSTEMS ANALYSIS AND DESIGN**

### **Unit I**

System Concepts & Information System Environment : System concepts - definition, characteristics of a system, Elements of a system, Types of a System, introduction to System Analysis and Design - System Analysis, System Design, System Development Life Cycle.

### **Unit II**

The Information System Analysis : Introduction - where does the system analysis come from? - What does it do? - Preparing for Career as a System Analyst - General Business Knowledge - Technical Skills - Communication skills - Role of System Analyst - Change Agent - Investigator and Monitor - Psychologist, Sales Person, Motivator, Politician, Place of the System analyst position in the MIS organization.

### **Unit III**

System Analysis : Problems who System Development Life Cycle approach, Neet for a Structured approach, Information Gathering. A problem solving approach - Data Flow Diagrams, Data modeling with logical entity relationship. Process modeling with logical data flow diagram, Dta dictionary, Decision Tree, Decision tables and Structured English.

### **Unit IV**

System Design : Introduction, The Process of Logical & Physical design - Modern Computer Databases - Different kinds of databases - E-R models - E-R diagrams - Normalization. Computer outputs and controls, computer inputs and controls, Code design, Computer based methods, procedures and controls.

### **Unit V**

System Implementation : System testing Conversion Compating resistance to change Post Implementation review Software maintenance Hardware/Software Selection Seuruty disaster/ recovery and ethics in System development.

Case Analysis.

### **References :**

1. System Analysis and Design - Elias M.Awad.
2. System Analysis and Design - Jerry L.Whitten, Lonnie D.Bently & Victor M.Bar
3. System Analysis and Design - A case study approach - Robert J Thierauf.
4. Data base System Concepts - Henry F.Korth,Abraham Silberchatz & Sudharsan.
5. System Analysis and Design - Kendall, Pearson, 2002.

## **PRODUCTION**

### **13. ADVANCED PRODUCTION MANAGEMENT**

#### **Aim**

To enable students in learning production management techniques and process at advanced level.

#### **UNIT – I**

Impact of Technology on Production; Economics and Social Issues – Automation – Operation strategy and competitiveness – economy studies for Investment and replacement in Production Management.

#### **UNIT – II**

Design of the systems and procedures: Product Decision and Process Selection – Design of facilities.

#### **UNIT – III**

Design of Production, planning and control system – design on scheduling system – design of inventory system – design of maintenance system.

#### **UNIT – IV**

Productivity Techniques – Application of quantitative models for production planning and control – process charts, network analysis.

#### **UNIT – V**

Human aspects of production management – Methods of improving business process reengineering

– synchronous manufacturing – production planning and financial planning.

#### **REFERENCES:**

1. Chase and O' Aqulano – Production and Operations Management
2. J.D. Radford and D.B. Richardson Oriver W. Wight – The Management of Production and Inventory Management in Computer area
3. Powell Niland – Production Planning, Scheduling and Inventory control
4. Floyd C. Mann and L. Richard – Automation and the worker Heffman
5. S.C. Agarwal – Maintenance Management
6. E. Leno J. Miller – Modern Maintenance Management Jerome W. Blood (ed)

## **14. INTEGRATED MATERIALS MANAGEMENT**

### **AIM**

The Course is aimed at acquainting the student with various objectives and functions of Materials Management. This course also lays emphasis on decision making process.

### **UNIT – I**

#### **INTRODUCTION AND BASIC CONCEPTS**

Concept and significance of Integrated Materials Management

Materials codification and computerization

### **UNIT – II**

#### **MATERIALS PLANNING AND CONTROL**

Inventory Planning and Control

Models – Theory and Practice ABC, VED and other classifications EOQ – Reorder point – Lead Time Analysis – Safety – Stocks – Q System – P System – S System.

Materials Requirement Planning (MRP)

Materials Problems in Indian Conditions and Inventory Audit and Inventory Audit and Information Systems.

### **UNIT – III**

#### **PURCHASING**

Purchasing Fundamentals – Make or Buy – Source Selection – Vendor Rating – Value Analysis.

Purchase Negotiations – Purchase Timing – Purchase Contracts – Purchase Insurance

Purchasing Capital Goods, Seasonal Goods, Imported Goods

Deferred Payment Schemes – Lending Institutions – Leasing Trends.

Governmental buying – D.G.S.&D – Evaluation of Purchase Performance.

### **UNIT – IV**

#### **WAREHOUSING AND STORES**

Location and Layout of Warehouses and stores – Different typical models.

Stores Procedures and Records for Receipt, Inspection, Issue, Reorder checking – Kardex Stores Accounting.

### **UNIT – V**

#### **MISCELLANEOUS TOPICS**

Practical problems in Management of Dead Stocks, Surplus stocks and scraps – Evaluation of Stores Performance.

Materials Handling and Transportation Management

Case Studies

### **REFERENCES:**

1. P. Gopalakrishnan, Purchasing and Materials Management, Tata McGraw Hill Publishing Company Ltd.

2. A.K. Datta – Integrated Materials Management A Functional Approach – Prentice Hall of India P. Ltd.

3. M.S. Sandilya and P. Gopalakrishnan – Inventory Management: Text and Cases – Macmillan Indian Ltd.

4. M.D. Patel, A. Chunawalla and D.R. Patel – Integrated Materials Management (Concepts & Cases) – Himalaya Publishing House.



## **HEALTH CARE MANAGEMENT**

### **15. HOSPITAL OPERATIONS MANAGEMENT**

#### **UNIT I**

Meaning and scope of patient care services – significance of patient care – role of administration in patient care – classification of Hospital. Front office services – outpatient services – inpatient services – Accident and Emergency services – Billing services

#### **UNIT II**

Lab services – Radiology and Imaging services – Rehabilitation services – Blood bank services – Telemedicine Operation theatre – Intensive care units – Hospital acquired infections – Sterilization – Nursing services – Ward Management

#### **UNIT III**

Concept of quality – Quality control – Quality assurance – ISO 9000 standards – TQM – Accreditation – NABL – JCAHQ – Quality manual

#### **UNIT IV**

Nutrition and dietary services – pharmacy services – Medical records services. Laundry services – Housekeeping services – Energy conservation methods- Cost containment measures in a hospital . Transportation services – Mortuary services – Hospital security services

#### **UNIT V**

Facilities Engineering – Maintenance of Civil Assets- Electrical supply and water supply – Medical gas pipeline – plumbing and sanitation – Air conditioning system – Hot water and steam supply – Communication system – Biomedical engineering department in modern hospital. Disaster management – Fire Hazards – Engineering Hazards – Radiology hazards

#### **References:**

Management process in Health care - S.Srinivasan

Hospital Department Profiles - Gold Berry A.J

Hospital and facilities planning and Design - G.D.Kunders

Hand Book of Bio-Medical Engineering - Jacob Kline

Clinical Engineering Principles and Practices - Webster J.G. and Albert M.Cook

Maintenance Planning and Control - Antony Kelly

Hospital Engineering in Developing Country - Hans Pfeiff, Veera

## **16. HOSPITAL ARCHITECTURE PLANNING & DESIGN**

### **UNIT I**

Concept of hospitals – planning and design of hospital( building and physical layout) – Space required for separate function – different types of hospitals – problems and constraints in different type of hospitals – history of hospital development- Department and organization structure of different types of hospital. Vertical & Horizontal – Clinical & Non clinical – supportive & ancillary service Departments

### **UNIT II**

Concept of project management – concept of project – categories of projects – projects life Cycle phases – project management concepts – tools and techniques for project management.

### **UNIT III**

Project formulation – stages – bottlenecks – feasibility report – financing arrangements – finalization of projects – implementation of schedule.

### **UNIT IV**

Organising human resources and contracting – project manager – project manager's authority – The project manager – roles and responsibilities of project manager project organization – accountability in project execution – contracts and tendering ,selection of contractors – team building

### **UNIT V**

Organizing system and procedures – working of system – design of system – project work system design – work break down structure – project execution plan – project procedure manual project control system – planning scheduling and monitoring – monitoring contracts and project diary. Project implementation stages direction – communication in a project – coordination guidelines for effective implementation reporting in project management – project evaluation and its objectives types and methods.

### **Reference:**

Planning & Management of Medical Care Hospital Services(Back Ground Papers) Conducted by Department of Medical Care and Hospital Administration NIH &FW, New Delhi.

Building a Hospital – A Premier for Administrator - John Rea,J Jaffrey J Fronmelt Malcolm D.Maccoun.

Site Selection for Health Care Facilities - James Lifton, Owen B Hard y

Planning Health facilities for patient and visitors - Janet Reinstein Carpmqan Myro A Grant Deborah A.Simmons

Hospital waste management - John Blackman

How to evaluate equipment and service contract - Henry Alder

Hospital facilities planning and Design - G.D.Kuders

## **ENTREPRENEURSHIP**

### **17. ENTREPRENEUR DEVELOPMENT**

Subject Description :

This course presents the concepts, characteristics and role of entrepreneur and the basics of project finance and issues related to setting small business.

Goals :

To enable the students to develop the achievement motivation and to develop entrepreneurial competency.

Objectives:

On successful completion of the course the students will be able to understand

1. the concept, characteristics and role of entrepreneur
2. the need for developing rural entrepreneurship
3. the impact of government actions in entrepreneurship development.
4. the factor that motivate the people go for their own business.
5. the opportunities available for adapting for entrepreneurs career

Contents

#### **UNIT I**

Entrepreneur - meaning - importance - Qualities, nature types, traits, culture, Similarities and differences between entrepreneur and intrapreneur. Entrepreneurship and economic development - its importance - Role of entrepreneurship - entrepreneurial - environment.

#### **UNIT II**

Evolution of entrepreneurs - entrepreneurial promotion: Training and developing motivation: factors - mobility of entrepreneurs - entrepreneurial change - occupational mobility - factors in mobility - Role of consultancy organisations is promoting entrepreneurs - Forms of business for - entrepreneurs.

#### **UNIT III**

Project management: Sources of business idea - Project classifications - identifications - formulation and design - feasibility analysis - Preparation of Project Report and presentation. Financial analysis - concept and scope - project cost estimate - operating revenue estimate - Ratio analysis - investment Process - B E analysis - Profit analysis - Social cost benefit analysis - Project Appraisal methods - Project Report preparation.

#### **UNIT IV**

Project finance: Sources of finance - Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank - Appraisal of bank for loans. Institutional aids for entrepreneurship development - Role of DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureau - Approaching Institutions for assistance

#### **UNIT V**

Setting small scale industries - location of enterprise - steps in setting SSI unit - Problems of entrepreneurs - Sickness in small industries - reasons and remedies - Incentives and subsidies- Evaluating entrepreneurial performance - Rural entrepreneurship - Women entrepreneurship.

#### **REFERENCE**

1. Vasanth Desai "Dynamics of Entrepreneurial Development and Management" Himalaya Publishing House.
2. N.P.Srinivasan & G.P. Gupta "Entrepreneurial Development" Sultanchand & Sons.
3. P.Saravanavelu "Entrepreneurship Development" Eskapee publications.
4. S.S.Khanka "Entrepreneurial Development" S.Chand & Company Ltd.,
5. Satish Taneja, Entrepreneur Development ; New Venture Creation

## **GENERAL**

### **18. HOSPITALITY MANAGEMENT**

#### **UNIT I**

Introduction – Concepts - Scope of the Hospitality Industry – Service and Product of Hospitality– careers in Hospitality Industry –

#### **UNIT II**

Relationship of Hospitality to Travel & Tourism – Marketing & Promotion of Hospitality – and Tourism – The Impact of Hospitality Service in Travel & Tourism – Global Issues of Hospitality.

#### **UNIT III**

Lodging – Dynamics of the Lodging Industry – Classification of Lodging properties – Marketing of Lodging services – Hotel management operation – Administrative Department – Service Department .

#### **UNIT IV**

Food and Beverage Services – Forms of services – Types of Restaurant and ownership – Historical overview of cooking of the culinary Arts – Menu planning and Development – Trends in Beverage consumption – Non Alcoholic of Alcoholic Beverages .

#### **UNIT V**

Specialized segments of Hospitality Industry – Meeting, conventions of expositions – Reasons for growth of specialized Hospitality segments – Hospitality functions & Long term Residential Health care – Managing leisure segment of Hospitality industry

#### **References:**

1. John R. Walker – Introduction of Hospitality Management Pearson Education Inc , New Delhi – Second Edition -.
2. Kye-sung (Kaye) Chon – Raymond T. Sparrowe – “Welcome to Hospitality – an introduction – Cengage learning India (pvt) Ltd, - New Delhi – Second Edition.