### Marketing Specializations:

<table>
<thead>
<tr>
<th>ELECTIVE</th>
<th>CODE</th>
<th>MARKETING – SPECIALISATION (A)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective 1</td>
<td>112E60E21A</td>
<td>Brand Management</td>
</tr>
<tr>
<td>Elective 2</td>
<td>112E60E22A</td>
<td>Services Marketing</td>
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<tr>
<td>Elective 3</td>
<td>112E60E23A</td>
<td>Advertising and Sales Promotion</td>
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<td>Elective 4</td>
<td>112E60E24A</td>
<td>Consumer Behaviour</td>
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### Human Resource Specializations:

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<th>HUMAN RESOURCE – SPECIALISATION (B)</th>
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<tbody>
<tr>
<td>Elective 1</td>
<td>112E60E21B</td>
<td>Managerial Behaviour and Effectiveness</td>
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<td>Elective 2</td>
<td>112E60E22B</td>
<td>Industrial Relations and Labour Laws</td>
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<td>112E60E23B</td>
<td>Organisational Development</td>
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<td>Elective 4</td>
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### Finance Specializations:

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<tbody>
<tr>
<td>Elective 1</td>
<td>112E60E21C</td>
<td>Security Analysis and Portfolio Management</td>
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<td>Project Appraisal Planning and Control</td>
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<td>Management of Financial Services and Institutions</td>
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### Health Care Specializations:

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<tr>
<td>Elective 1</td>
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<td>Management of Hospital Services</td>
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<td>Health Related Laws And Ethics</td>
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<td>Marketing Of Health Care Services</td>
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<tr>
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<td>Hospital Operations</td>
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### Systems Specializations:

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<tr>
<td>Elective 1</td>
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<td>Information Technology For Management</td>
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<td>Enterprise Resource Planning</td>
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<td>Elective 3</td>
<td>112E60E23E</td>
<td>E Commerce and Technology Management</td>
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### International Business Specializations:

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<tr>
<td>Elective 1</td>
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<td>Global Business Ethics</td>
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<td>Cross Cultural and Global Management</td>
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<td>Elective 3</td>
<td>112E60E23F</td>
<td>Foreign Trade Policy</td>
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<td>Global Leadership And Skills Development</td>
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### Operations Specializations:

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<td>Elective 1</td>
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<td>Computer Aided Manufacturing (CAM)</td>
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<td>Decision Support Systems</td>
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<td>Supply Chain Management</td>
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Banking Specializations:

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<tr>
<td>Elective 1</td>
<td>112E60E21H</td>
<td>Mutual Fund Management</td>
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<td>Mergers and Acquisitions</td>
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<td>Elective 3</td>
<td>112E60E23H</td>
<td>Banking Theory, Law and Practice</td>
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<td>Bank Marketing</td>
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Tourism Specializations:

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<th>ELECTIVE</th>
<th>CODE</th>
<th>TOURISM – SPECIALIZATION (I)</th>
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<tr>
<td>Elective 1</td>
<td>112E60E21I</td>
<td>Tourism Concepts &amp; Principles</td>
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<td>112E60E22I</td>
<td>Travel Agency Management</td>
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<td>Elective 3</td>
<td>112E60E23I</td>
<td>Tourist Resources Of India</td>
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<td>Elective 4</td>
<td>112E60E24I</td>
<td>Event Management &amp; Mice</td>
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MARKETING ELECTIVE – I

SUB CODE: 112E60E21A

BRAND MANAGEMENT

UNIT – I: Introduction to the Brand
Brand- definition & concept, brand image & imagery, Brand benefits and brand value

Brand Association
Brand personality & personification, brand identity, brand positioning

UNIT – II: Brand Building
Consumer products, consumer durables, services, Rural commodities, corporate brand building, Retail branding

UNIT – III: Brand leveraging
Brand equity, brand extensions, brand repositioning, Brand Valuation

Brand Success
Strategic success, product success, brand association and creating a brand niche

UNIT – IV: Brand Strategies
Design & implementation of brand strategies

UNIT – V: Global Branding
Global brands, global brand planning system, global brand leadership, cross country synergy

SUGGESTED READINGS:
UNIT – I: Services Marketing
Introduction & evolution of services sector, characteristics of services, marketing Implications, service classification, Services marketing mix, Concept of the service product, core tangibles, augmented product, understanding supporting & facilitating services, Developing the service product

UNIT – II: Consumer behaviour & services
Evaluation of consumer dissatisfaction, Service perception& their implications to marketers, M.R. in Services Marketing

UNIT – III: Service process
Understanding the role of the fifth P, internal marketing, investing in people for, strategic service advantage, Role & Structure of Service process, managing demand & capacity, Understanding patterns of demand for services, Demand management strategies
Service Quality
Issues & concept of service quality, Dimensions of service quality, managing service quality

UNIT – IV: Segmentation & Service Strategies
Targeting & positioning of service, segmentation of markets for services, positioning through value chain, positioning alternatives.
Services Strategies, critical Success Factors for developing effective service strategies

UNIT – V: Pricing
Understanding Cost component of price, Pricing techniques, & strategies, Price bundling as a concept, Consumer expectation & pricing decision, Product – The Service Package
Promotion- Key issues in services promotion
Word of mouth - public relations & image management promotion tools & campaign planning, Integrated Services Marketing Communications

SUGGESTED READINGS:
UNIT – I: Advertising – An Introduction

Strategic Advertising Decisions
Setting Advertising Objectives – The Budget Decision – Preparing the Product and Media Brief.

UNIT – II: Copy Decisions
Visualization of Ad Layout – Elements of Ad Copy and Creation – Principles of verbal versus visual thinkers, Styles and Stages in advertising copy creation – Copy (Pre-) Testing methods and measurements.

UNIT – III: Media Decisions
Media Planning and Selection – Concepts of Reach, Frequency, Continuity, and Selectivity – Measures of Media Cost Efficiency – Media (Readership / Viewership) Research. The Internet as an Advertising Medium: Tracking Website visits, page views, hits, and click-stream analysis, permission marketing and privacy, ethical concerns.

UNIT – IV: Measuring Effectiveness

UNIT – V: Sales Promotion

REFERENCES:
2. O’ Guinn, Advertising and Integrated Brand Promotion, Cengage Learning, 2006
MARKETING ELECTIVE – IV

SUB CODE: 112E60E24A

CONSUMER BEHAVIOUR

UNIT – I: Consumer Behaviour – An Introduction
What is C B Why to study CB., Application of consumer behaviour principles to strategic marketing, Role of Marketing in Consumer behaviour, Market Segmentation and Consumer behaviour.

UNIT – II: Consumer as an Individual
Consumer needs and motivation, Personality and Consumer Behaviour, Psychographics Consumer Perception, attitudes, attitude formation and change, Learning.

UNIT – III: Consumer In A Social & Cultural Setting

UNIT – IV: Consumer Decision Making Progress
Personal influence and the opinion leadership. Diffusion of innovation process, Consumer Decision making process, Comprehensive models of consumer decision making. New Product purchase and repeat purchase.

UNIT – V: Consumer Behaviour Applications
Consumer Behaviour applicable to Profit and Non Profit Service Organizations, Societal Marketing Concept, Marketing Ethics, Consumer movement, Government Policy and Consumer Protection, Indian Consumer and Marketing Opportunities in India.

SUGGESTED READINGS:
HR ELECTIVE – I
SUB CODE: 112E60E21B
MANAGERIAL BEHAVIOUR AND EFFECTIVENESS

UNIT – I: Defining the Managerial Job

UNIT – II: Designing the Managerial Job

UNIT – III: The Concept of Managerial Effectiveness

UNIT – IV: Environmental Issues in Managerial Effectiveness
Organizational Processes – Organizational Climate – Leader – Group Influences – Job Challenge - Competition – Managerial Styles.

UNIT – V: Developing the Winning Edge
Organizational and Managerial Efforts – Self Development – Negotiation Skills – Development of the Competitive Spirit – Knowledge Management – Fostering Creativity and Innovation

REFERENCES:
UNIT – I: Industrial Relations
History of IR, Understanding /Appreciating IR/Employee Relations, Approaches of IR Theories of IR/Perspectives of IR, IR in globalised economy.

UNIT – II: Trade Unions
History of Trade Unions -Structure-Organisations – Problems, Trade Unions –Theories, functions, methods, Trade Unions ACT 1926, Management of Trade Unions in India

UNIT – III: Collective Bargaining
The nature of CB, The Legal framework of CB, Negotiating Techniques & Skills Workers Participation in Management - Evolutions, objectives of WPM, WPM in India Comparative Study of WPM in Global content

UNIT – IV: Labour legislation

UNIT – V:
The Employee Provident Fund Act & Miscellaneous Act 1952
The Payment of Gratuity Act 1972
The Workmen Compensation Act 1923
The Maternity Benefit Act 1961
ESI Act 1948
The Role of Government in IR
National Commission on Industrial Relations Recommendations
HRM & IR

REFERENCES:
UNIT – I: Organization and Its Environment

UNIT – II: Organizational Design

UNIT – III: Organizational Culture
Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture – Creating and Sustaining Culture – Culture and Strategy – Implications for Practicing Managers

UNIT – IV: Organizational Change

UNIT – V: Organization Evolution and Sustenance

TEXT BOOKS:

REFERENCES:
1. Thomson G. Cummings and Christopher G. Worley, Organizational development and Change, South Western Thompson, 2007
UNIT - I:

UNIT – II:
Compensation – Definition – Classification – Types – Incentives – Fringe Benefits

UNIT – III:
Theories of wages – wage structure – wage fixation – wage payment – salary administration

UNIT – IV:

UNIT – V:
Wages Boards – Pay Commissions – Compensation Management in Multi-National Organizations

REFERENCES:
FINANCE ELECTIVE – I
SUB CODE: 112E60E21C
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

UNIT – I: Introduction to Investment and Securities


UNIT – II: Fundamental and Technical Analysis


UNIT – III: Valuation of Securities


UNIT – IV: Derivatives management


UNIT – 5: Portfolio Management


REFERENCES:
5. “Bhalla & Tuteja”, Investment Management, Sultan Chand & Sons
FINANCE ELECTIVE – II
SUB CODE: 112E60E22C
PROJECT APPRAISAL PLANNING AND CONTROL

UNIT – I:
Meaning and importance of Project
Types of project
Project life cycle
Project planning & implementation

UNIT – II:
Project analysis
Market Analysis
Technical Analysis

UNIT – III:
Project financing
Financial Projections
Risk Analysis
Hurdle Rates
Appraisal Criteria.

UNIT – IV:
Options and Flexibility
Project Management

UNIT – V:
Network Techniques
Project Review.

REFERENCES:
FINANCE ELECTIVE - III
SUB CODE: 112E60E23C
MANAGEMENT OF FINANCIAL SERVICES AND INSTITUTIONS

UNIT – I: Non-Banking Financial Companies
Meaning – Features- Role of NBFC in India- LEASING AND HIRE PURCHASING-
Legal Aspects of Hiring and Leasing-Types of Leasing.-Rights of Hirer and Hire –
Purchase - Accounting Treatment of Leases - Lease Vs. Hire Purchasing

UNIT – II: Merchant Banking & Mutual Funds
Nature and Functions of Merchant Banking - Regulation of Merchant Banking - Present
State of Merchant Banking in India.- Types of Mutual Funds - Mutual Funds in India-
Developing, Launching and - Marketing of Schemes - Computation and Relevance of
NAV - Offshore Mutual Funds and Money Market Mutual Funds - Regulation of
Mutual Funds - Techniques of Investment Analysis.

UNIT – III: Factoring & Venture Capital
Issues of Factoring Services - International Factoring - Venture capital - Angel
financing - Ethical Considerations in Financial Services

UNIT – IV: Financial Institutions
Role of financial Institution in financial markets - Development Banking Institutions -
IDBI, IFCI, ICICI, IRBI,NABARD, SIDBI, and EXIM Bank - Objectives, operations,
schemes of financing

UNIT – V: Credit Rating
Credit Rating system – Growth factors CRISIL Ratings for short term instruments
Credit rating process

REFERENCES:
2. “M.Y.Khan”, financial services, The Mc Grow Hill Companies, 4th edition,
2007.
5. “N.K.Gupta and Monika Chopra”, Financial Markets Institutions & Services,
Ane Books India, 2008.
Publishing
FINANCE ELECTIVE – IV

SUB CODE: 112E60E24C

TAXATION MANAGEMENT

UNIT – I: Introduction

Direct Taxes, Indirect Taxes: Concept and Examples – Revenue Sharing between Centre and States – Finance Commissions: Role and Functions – Budgets – Tax Evasion and Tax voidance.

UNIT – II: Income Tax


UNIT – III: Corporate Taxes

Corporate Taxes – Service Tax, VAT – Chargeability – Tax Management

UNIT – IV: Central Excise Law


UNIT – V: Customs Law


TEXT BOOKS:


REFERENCE:

UNIT – I: Introduction
Functional areas in hospital services management – Difference types of hospital services – Human capital in hospitals- Specific characteristics of hospital services-Principles of hospital planning and execution-Government – Private – Corporate and public hospital systems in India.

UNIT – II: Managing Front Office
Front office – Administration of outpatient and inpatient – Emergency services in hospital- Communication system – Admission and discharge procedures.

UNIT – III: Records Management
Significance of record keeping- Types of medical records – Management – Medical statistics – Materials records – Creation and management of patient records and personnel records – Discharge records – Legal and other operational records- Automated hospital services management solution.

UNIT – IV: Laboratory Services and House Keeping

UNIT – V: Pharmacy and Intensive Care

REFERENCES:
UNIT – I:

UNIT – II:

UNIT – III:

UNIT – IV:

UNIT – V:

REFERENCE BOOKS:
1. The Law of Health Care Administrations – Stuart Showalter
2. Dynamics of Industrial Relations – C.B.Memoria
3. Industrial laws – N.D.Kapoor
HEALTH CARE ELECTIVE - III
SUB CODE: 112E60E23D
MARKETING OF HEALTH CARE SERVICES

UNIT – I:
Service marketing concepts: Marketing mix -4Ps in marketing.-Market segmentation- Distinctive nature of services marketing--Characteristics of services- Services marketing mix -3Ps of service marketing-People- Physical evidence: -Process-Service quality –Service quality dimensions.

UNIT – II:
Market Promotion: Importance of market Research - Definition and need for internal marketing-Word of mouth communication (w.o.m)-Customer Relationship Management (CRM)-Definition-Factors affecting the customer Relations-Different relationship markets-CRM strategy-customer loyalty ladder-Customer life cycle-Barriers for effective CRM

UNIT – III:
Pricing of Health services: Definition of price-cost-value-Factors to be considered for pricing of services - Pricing Objectives- profit oriented -Market skimming -.Market penetration –Operations and Patronage oriented objectives -Pricing Strategies - Cost based pricing-Competition based pricing -Demand based pricing--Price discounting- Odd pricing-Place differentiates-Quantity differentiates-Penetration pricing- Value pricing-Complementary pricing-Price bundling-Market Segmentation and pricing.

UNIT – IV:

UNIT – V:
Positioning the market offering: Developing a positioning strategy – promotional method in service sector – medical camp, conferences, internet medicine, public interest programmes, referral doctor system, advertising media – press, radio, television, films, hoardings, etc – media relations.-Branding

REFERENCE BOOKS
1. Text Book of Marketing services -The Individual Experience – Mr. Nimit Chowdhary and Mrs. Monika Chowdhary
2. Branding Concepts and Process - Mr. Debashis Pati
3. Marketing Management, Philip Kotler – Prentice Hall
UNIT – I:
Nursing Care and Ward Management – Meaning – Importance – Duties and Responsibilities – Documentation and records – Universal Precautions for infection Control

UNIT – II:

UNIT – III:

UNIT – IV:
Diagnostic services – Types of Laboratories and Tests – Laboratory equipment – Quality Assurance – Safety in the Laboratory – Blood Bank Management

UNIT – V:

REFERENCE BOOKS:
1. Hospital Facilities Planning - S.D.Kundies
UNIT – I: IT in the Organization

UNIT – II: Networks and IT

UNIT – III: IT Applications

UNIT – IV: Data Knowledge Management

UNIT – V: Managing IT

TEXT BOOK:

REFERENCE BOOK:
SYSTEMS ELECTIVE - II
SUB CODE: 112E60E22E
ENTERPRISE RESOURCE PLANNING

UNIT – I: Introduction

UNIT – II: ERP Solutions and Functional Modules

UNIT – III: ERP Implementation

UNIT – IV: Post Implementation
Maintenance of ERP – Organizational and Industrial Impact; Success and Failure factors of and ERP Implementation – Case Studies.

UNIT – V: Emerging Trends on ERP

TEXT BOOK:

REFERENCES:
UNIT – I: Introduction to E-COMMERCE
Electronic Commerce and Physical Commerce – Economic Forces – Advantages – Myths – Business Models

UNIT – II: Technology Infrastructure

UNIT – III: Business Applications
Consumer Oriented Ecommerce – Retailing and Models – Marketing on Web – Advertising, e-mail Marketing, e-CRM; Business Oriented e-commerce – e-Government, EDI on the Internet, SCM; Web Auctions, Virtual Communities and Web Portals

UNIT – IV: E-COMMERCE Payments and Security
E payments – Characteristics of payment of systems, protocols, E-cash, E-cheque and Micro payment systems – Trust issues and security assurance – verisign

UNIT – V: Legal and Privacy Issues in E-COMMERCE

TEXT BOOKS:

REFERENCES:
UNIT – I: Decision Support Systems

UNIT – II: Model Management

UNIT – III: Data Management Systems

UNIT – IV: Dialog Management

UNIT – V: Development of Decision Support System

TEXT BOOK:

REFERENCES:
UNIT 1

Introduction to Business Ethics: The nature, purpose of ethics and morals for organizational interests; Ethics and Conflicts of Interests; Ethical and Social Implications of business policies and decisions; Corporate Social Responsibility; Ethical issues in Corporate Governance.

UNIT 2

Ethics in Marketing and Consumer Protection – Healthy competition and protecting consumer’s interest, cultural impact on cultural diversification.

UNIT 3

Ethics in Workplace – Individual in the organization, discrimination, harassment, gender equality, RACE preferences in recruitment process.

UNIT 4

Environment Issues: Protecting the Natural Environment - Prevention of Pollution and Depletion of Natural Resources; Conservation of Natural Resources.

UNIT 5

Ethics in Accounting and Finance – Importance, taxation issues and common problems.

References:
1. Ethics, Law, and Business by William A. Wines
3. W. Michael Hoffman, Judith Brown Kamm, Robert E. Frederick, Edward S. Petry From the Tenth National Conference on Business EthicsSponsored by the Center for Business Ethics at Bentley College.
4. Environmental economics-M.Karpagam.
UNIT 1 International Organization
Approaches to the study of comparative employment policy, Convergence theory, The cultural approach, The institutionalist perspective.

UNIT 2 International HRM Models
Poole’s adaptation of the Harvard model, The Brewster and Bournois model of International HRM, International HRM, Problems of International Research
Internationalization of HR Activities
Types of International Business, inter country Differences affecting HRM, causes for International assignments failure, International Staffing Policy, Selecting International Managers, Adaptability & Screening, Managing Knowledge Workers

UNIT 3 Understanding Culture
Organisation culture & National culture, Cross – culture Theories, Cross – Culture Business Communication & Behaviour, Culture & Organisational Performance

UNIT 4
Training & Maintaining International Compensation
Training for Expatriate Managers, National Differences in Compensation, Factors Influencing International Compensation, Components of Remuneration Package.
Performance appraisal of International Manager
Expatriate Performance Management, Repatriation, International Labour relations, Problems and solutions.

UNIT 5
Human Resource Management in Europe & USA
The European community and origin & development, Controversy-Eurosclerosis or social dumping, Recent History and contemporary development in post Communist, Eastern European Management & Labour relations, Human resource Management and USA, Roots of American HRM & its wider impact of HRM
Human Resource Management and Japan
Some innovative Japanese Management techniques such as just in time theory, quality circles and Kaizen, Influence of Japanese Management Practices on Western Employment practices

References
UNIT I

International Trade: Theories of foreign trade – absolute and comparative advantage theories; Modern theory of trade – Hecksher Ohlin theory; Terms of trade; Theory of International trade in services; Balance of payments and adjustment mechanism.

UNIT II

Commercial Policy Instruments: Tariffs, quotas, anti dumping/countervailing duties; Technical standards; Exchange controls and other non-tariff measures.

UNIT III

India’s Foreign Trade and Policy: Direction and composition of India’s foreign trade; Export – Import policy; Export promotion and institutional set-up; Deemed exports; Rupee convertibility; Indian Joint ventures abroad; Project and consultancy exports.

UNIT IV

Instruments of Export Promotion: Export assistance and promotion measures; EPCG scheme; Import facilities; Duty exemption schemes; Duty drawback; Tax concessions; Marketing assistance; Role of export houses, trading houses and state trading organizations; EPZs and SEZs.

UNIT V

Foreign Investment Policy: Policy and frame work for FDI in India; Policy on foreign collaboration and counter trade arrangements; Indian joint ventures abroad; Project and consultancy exports.

REFERENCES

UNIT – I
Contextual base for Globalization of World Business Organization – Integration of World Economy – Development orientation of World Countries – Business Leaders and their domestic operations- Changing dynamics of business and emergence of global leadership

UNIT – II

UNIT – III
Leadership studies and current trends in the development of global leader – Michigan University Contribution for Leadership Development

UNIT – IV
Demand and Supply of Global leaders in South Asian Countries – On going trends in development of global leader in business schools – Organizational Efforts in creating global awareness for development of their managerial personnel as global leaders

UNIT – V
Training and Development Agencies and Institution for Global Leadership Development – Traits and Attributes required to be a global leader

Current and Back Issues of:

1. Academy of Human Resource Development
2. Academy of Management Journal
3. Leadership Studies of Michigan University
UNIT - I: Introduction
Computer Integrated Manufacturing (CIM) – Definition, Concept, Evolution and Benefits.

UNIT - II: Computers And Communication In CIM
Hardware, Software and Security Requirements for Implementing CIM Systems.
Communication Systems for CIMS – Communications Matrix, Network Architectures and Techniques. Overview of Creating and Maintaining a Manufacturing Systems Database.

UNIT - III: Design and Production

UNIT - IV: Manufacturing Systems

UNIT - V: Current Trends

TEXT BOOK:
   India, Second Indian Reprint, 2005.

REFERENCES:
UNIT - I: Introduction to Logistics and Competitive Strategy
Definition and Scope of Logistics – Functions and Objectives – Customer Value Chain – Service Phases and Attributes – Value Added Logistics Services – Role of Logistics in Competitive Strategy.

UNIT - II: Warehousing and Materials Handling

UNIT - III: Performance Measurement and Costs

UNIT - IV: Transportation and Packaging

UNIT - V: Current Trends

TEXT BOOK:

REFERENCES:
UNIT – I: Decision Support Systems

UNIT – II: Model Management

UNIT – III: Data Management Systems

UNIT – IV: Dialog Management

UNIT – V: Development of Decision Support Systems

TEXT BOOK:

REFERENCES:
UNIT - I: Introduction

UNIT - II: Strategic Sourcing

UNIT - III: Supply Chain Network

UNIT - IV: Planning Demand, Inventory And Supply

UNIT - V: Current Trends

TEXT BOOK:

REFERENCES:
UNIT – I: Mutual Fund:
   Concept - Genesis - Classification of mutual fund schemes - Portfolio classification - Operational classification - Advantages of investing in mutual funds - Role of mutual funds in the development of capital market and the economy

UNIT – II: Constitution and Organization of Mutual Funds:
   Sponsors - Trustees - Duties and responsibilities of trustees - Trust Deed - Custodians - Asset Management Company - Functions of an AMC

UNIT – III: Operational Activities of Mutual Fund:
   Designing, Launching and marketing and scheme - portfolio management - Investment - Investment strategies

UNIT – IV: Regulation of Mutual Funds:
   Securities Exchange Board of India SEBI (MF) Regulations - Accounting norms - Revenue account - Balance sheet - Disclosure norms - Net Asset Value (NAV) - Valuation system for NAV - Pricing of units and NAV

UNIT – V: Mutual Funds in India:
   Public sector mutual funds - Private sector mutual funds - Performance of such funds
   The UTI:
   Origin - Objectives - Schemes of the UTI - US 64 Imbroglio - Present status of UTI - Challenges for mutual funds in India in the liberalized environment

REFERENCE BOOKS:
1. Lalit K Bansal, Mutual Funds: Management and Working
2. Machiraju HR, Merchant banking: Principles and Practice
UNIT – I: Introduction
Mergers and Amalgamations: Concepts, need and reasons, legal aspects, procedural aspects relating to commencing of meetings and presentation of petition including documentation, economic aspects including effect on the interest of small investors; accounting aspects, financial aspects including valuation of shares, taxation aspects, stamp duty and allied matters, filing of various forms. Revival and Restructuring of Sick Companies.

UNIT – II: Takeovers
Takeovers: Meaning and concept, types of takeovers, legal aspects – SEBI takeover regulations, procedural aspects, economic aspects, financial aspects, accounting aspects, taxation aspects, stamp duty and allied matters, payment of consideration, bail out takeovers, takeover of sick units.

UNIT – III: Funding Of Mergers and Takeovers
Funding of Mergers and Takeovers: Financial alternatives, merits and demerits, funding through various types of financial instruments including preference shares, non-voting shares, buy-back of shares, hybrids, options and securities with differential rights, employer stock options and securities with different rights, takeover finance, ECBs, funding through financial institutions and banks, rehabilitation finance, management buyouts. Valuation of Shares and Business: Introduction, need and purpose; factors influencing valuation; methods of valuation.

UNIT – IV: Corporate Demergers / Splits and Divisions
Corporate Demergers / Splits and Divisions: Difference between demerger and reconstruction; modes of demerger – by agreement, under scheme of arrangement, by voluntary winding up; tax aspects, tax reliefs, Indian scenario, reverse mergers. Post Merger Re-organization – Accomplishment of objectives – criteria of success, profitability, gains to shareholders; post merger valuation; measuring post merger efficiency; factors in post merger reorganization.

UNIT – V: Financial Restructuring: Buy-Back of Shares
Financial Restructuring: Buy-back of shares – concept and necessity; SEBI guidelines; Government’s guidelines, procedure and practice for buy-back of shares. Alliances Integrating alliances into corporate strategy; preparing for alliance, cross cultural alliances; implementing and managing the alliances.

REFERENCE BOOKS:
UNIT – I:

General Relation between Banker and Customer, Banker's obligation and Rights, Rights of Lien and Set-off, Different types of Customers - (Deposit and borrowal a/cs,) - Minors, illiterates, Joint a/cs, Partnerships, Joint Stock Companies, Societies, Clubs, Trusts, Limited Liability Partnership, HUF

UNIT – II:

N.I.Act, 1881 - Parties to Negotiable Instruments, Essential Features of Cheques, Bill of Exchange, Promissory Notes, Holder - in - due Course, Payment in Due Course, Endorsements, Crossing of Cheques, Payment of Cheques, Bouncing of Cheques, Nomination

UNIT – III:

Types of Advances - Secured and unsecured Advances - Loans, CC, OD, BP, BD, BN, Modes of creating Charges - Lien, Pledge, Hypothecation, Mortgage (legal and Equitable Mortgage), assignment, Registration / Cancellation of Charges with ROC. Regn with RTO, Documents of Title to Goods

UNIT – IV:


UNIT – V:

Limitation Act, Recovery Proceedings, Filing of Suits, SARFAESI Act, DRT, Lok Adalat

REFERENCE BOOKS:
1. Banking Theory, Law and Practice - Sundharam & Varshney (Sultan Chand & Sons)
UNIT – I:
Marketing – Relevance of marketing to banking – Marketing Mix –
Components – Customer as a King – Marketing Plan: Bank’s Business Objectives –
Marketing Audit – SWOT Analysis – Marketing Objectives – Marketing Strategy –
Marketing Research – Need and Administration – Market Information System

UNIT – II:
Product Development in Bank Marketing – Need for New Products – Process of
Product Development – Constraints on Product Development – Product Management –
Non Fund Based Business – Sectorial Banking

UNIT – III:
Suitable Location for Bank Branch – Branch Layout – Branch Expansion Policy
in India
Role of Price in Bank Marketing – What does Price mean for a bank? How can
price be fixed? – Costing and Pricing Practices – Deregulation of interest Rates –
Service Changes

UNIT – IV:
Promotional Mix for Bank Marketing – Personal Promotional Efforts – Direct
Marketing – Public Relations – Social Banking – Customers Meets – Customer Service
– Norms for Customer Service – Advertising – Media Support – Good Promotional
Mix

UNIT – V:
Marketing Department of a Bank – Marketing Officer at the Branch Level –
Selection of Personnel Motivation – Development – Training Programme for Bankers –
Strategies for Bank Marketing in Rural Areas – Future of Bank Marketing

REFERENCE BOOKS:
2. R.K.Madhukar – Dynamics of Bank Marketing
3. K.K.Saxena – Bank Marketing, Concepts and Applications
TOURISM ELECTIVE - I
SUB CODE: 112E60E21I

TOURISM CONCEPTS & PRINCIPLES


Unit –III Types and Forms of Tourism: Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR.

Unit – IV  Tourist Transportation: Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.

Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits

Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass.

Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

Unit – V  A study of International Tourism Organisations: Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

Suggested Readings:

- Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
TOURISM ELECTIVE - II
SUB CODE: 112E60E22I
TRAVEL AGENCY MANAGEMENT

Unit – I  Travel formalities: Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. Travel Agency and Tour Operation Business: History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.

Unit – II  Approval of Travel Agents and Tour Operators: Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways. Study of various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour Operations business.

Unit–III  Functions of a Travel Agent: Understanding the functions of a travel agency - travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries.

Unit–IV  Functions of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation.


Suggested Reading:

- Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
- Chand, Mohinder, Travel Agency Management, Anmol Publication
- Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi
TOURISM ELECTIVE - III
SUB CODE: 112E60E23I

TOURIST RESOURCES OF INDIA

Unit – I  
**Natural Resources:** Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana)
Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty.
Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshadweep islands.

Unit – II  
**Popular Tourist Resources:** Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri Monuments- Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri’s Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow).

Unit – III  
**Pilgrimage Destinations:** Hindu - Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavan, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.
Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.
Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana
Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.
Saint: Kabir, Tulasi, Raidas, Sankaracharya.

Unit – IV  
**Fairs and Festivals:** Kumbha, Pushkar, Sonepur, Dadari, Tarnetar, Chhatha, Pongal/Makar–Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathyatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

Unit – V  

Suggested Readings:

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Mitra, Devla, Buddhist Architecture, Calcutta.
- Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
- Brown Percy, Indian Architecture (Islamic period), Bombay.
- Hawkins, R.E., Encyclopaedia of Indian Natural History.
- Vatsayana, Kapila, Indian Classical Dance, New Delhi.
TOURISM ELECTIVE - IV
SUB CODE: 112E60E24I

EVENT MANAGEMENT & MICE

Unit – I Event Management: Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow mahotsava and Taj Mahotsava)

Unit – II Concept of MICE. Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.

Unit – III Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.


Unit – V Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB.

Suggested Readings:
- Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.