

301 Project Management

Course Overview

The subject emphasizes on imparting the knowledge, skills, tools and techniques involved in carrying out project activities so as to ensure that projects are delivered within budget and schedule. The subject content would be spread over 32 hours (min.) on theoretical work and 16 hours (min.) on practical work.

Course Syllabus

Group I:

Concepts of Project Management: Meaning and Definition of Project, Characteristics of a project, Project Life Cycle Phases, Role of a Project Manager, The Planning Process: Work Breakdown Structure, Cost Planning – tools & techniques, cost estimation, Time Planning – tools & techniques.

Group II:

Project Appraisal: Technical Feasibility, Economic Feasibility, Financial Evaluation, Appraisal Under Risk and Uncertainty, Sensitivity Analysis, Social Cost Benefit Analysis: Rationale, Fundamentals of Shadow Pricing, Basic approaches to Social Cost Benefit Analysis.

Group III:

Scheduling: Graphic representation of project activities, Network Analysis, Network Techniques: PERT and CPM. Resource Allocation, Overview of MS-Project 2000. Control of Projects: control systems, control of constraints – cost and time.

Recommended Texts

- Harvey Maylor, *Project Management*, Pearson Education, New Delhi, 2nd Edition.
- Prasanna Chandra, *Projects: Planning, Analysis, Selection, Implementation & Review*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 6th Edition.
- United Nations Industrial Development Organisation, *Guide to Practical Project Appraisal – Social Benefit Cost Analysis in Developing Countries*, Oxford & IBH.
- Jack R. Meredith, *Project Management: A Managerial Approach*, Wiley Publications, 1st Edition.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group.

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

302 Business Analytics**Course Syllabus****Group I:**

Business Analytics: Definition, Evolution, Architecture, Benefits, Future; Business Analytics as Solution for Business Challenges, Effective Predictive Analytics, Integrating Analytics in Business Processes, Unstructured Data Analytics, Balanced Scorecard, Dashboards, KPI based on Dashboard and Scorecard, LOFT effect, Data Quality, Master Data Management, Data Profiling

Group II:

Data Modelling Concepts, Data Modelling Types and Techniques, Multidimensional modelling: measures, dimensions, attributes and hierarchies, Schemas, Data Marts, Data Integration: Extraction, Transformation and Load Processes, Data Warehouse: Definition, Architecture, Development and Implementation issues, Introduction to OLTP and OLAP, Data Mining: Definition, Concepts, Applications and Methods.

Group III:

Creating Data Marts using SQL server management studio and cube wizard – Identifying and defining measures, dimensions, attributes and hierarchies. Generating schemas Data Integration (ETL) for loading data to data marts. Applying Data transformations – Aggregate, Conditional Split, Copy Column, Derived Column, Sort, Multicast, Creating a cube (multidimensional BI semantic model) - Working with measures and dimensions, Deploying Analysis project using wizard, Queries, Analysis based on Time Dimension, Implementing reporting

Recommended Texts

- Fundamentals of Business Analytics by RN Prasad and Seema Acharya, Wiley India Publication
- Win With Advanced Business Analytics by Jean Paul Isson and Jesse S. Harroitt, Wiley Publication, 2013
- Successful Business Intelligence: Secrets to Making BI a Killer App by Cindi Howson, Tata McGraw Hill Edition 2012
- Analytics at Work by Thomas H. Davenport, Jeanne G. Harris and Robert Morison, Harvard Business Press
- Business Intelligence: A Managerial Approach by Efraim Turban, Ramesh Sharda, Dursun Delen and Daid King, Pearson Publication, 2012
- Delivering Business Intelligence with Microsoft SQL Server 2012, by Brian Larson, Tata McGraw-Hill Edition

Instructions

1. Theory: Group-I and Group-II carry 30 marks each (External and Internal).
2. Practical: Group-III carries 40 marks which will be jointly evaluated by Internal and External experts.
3. Six questions to be set, three to be attempted, not more than two to be attempted from each group.
4. Duration of the paper will be two hours.
5. Written paper will be from Group-I and Group-II only.

303 Advertising and Sales Management

Course Overview

The primary objective is to make students familiar with basics of Sales Management and the duties & roles played by salesmen. The growing significance of process of advertising deserves the same focus and attention.

Course Syllabus

Group I:

Nature and Scope of Sales Management, Organising, Recruitment and Selection of Sales Personnel, their Training and Development, Supervision & Appraisal, Motivating Sales Personnel, Carving Territories, Routing, Quota Sales Call Planning, Sales Forecasting, Sales Organisation – Structure and Control.

Group II:

Nature & Scope of Advertising Research, Consumer Behaviour and Advertising, Media Planning, Merits and Demerits of various media types, Emerging media, Process of advertising – Copy testing, Advertising Budget

Group III:

Measuring Advertising Effectiveness, Deceptive advertising, Advertising Ethics and Unethical Practices, Role of Advertising Agencies, Legal framework of Advertising.

Recommended Texts

- Condiff, Still & Govani, *Sales Management*, Prentice-Hall of India, New Delhi, 5th Edition, 1998.
- Wright, Winter and Zeigler, *Advertising*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 1990.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group.

Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

304 Marketing Research

Course Overview

The basic objective of the subject is to find out the solutions of number of questions, that need to be answered and the number of decisions, that need to be made with respect to the choice of techniques to be used to solve a research problem.

Course Syllabus

Group I:

Nature, Scope and Concept of Marketing Research, Marketing Research Process, Marketing Research and MIS, Marketing Decision Support Systems, Problem Analysis and Identification of MR Objectives, Sources of Information: Primary and Secondary Data, Research Designs and their applications: Exploratory, Descriptive and Causal Research. Sampling Decisions: Basics, Methods/Techniques and Determination of Sample Size.

Group II:

Measurement Process: Measurement in Marketing, Difficulties in Measurement, Concepts of Validity and Reliability, Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes and their Measurement, Attitude Scaling Procedures, Thurston Scale, Likert Scale, Paired Comparison Scale, Semantic Differential Scale and Multi-Dimensional Scale (MDS) and Their Applications, Multivariate Analysis: Factor Analysis, Discriminant Analysis, Cluster Analysis and Conjoint Analysis.

Group III:

Report Writing and Presentations, Use of Statistical Package for Social Sciences (SPSS) in Marketing Research, Applications of Marketing Research: Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research, Motivation Research.

Recommended Texts

- Iacobucci, *Marketing Research*, Thomson Publications, Mumbai, 2006.
- Kinner, T.C. and Taylor, J.R., *Marketing Research: An Applied Approach*, McGraw-Hill, New York, 5th Edition, 1995.
- Green, Tull and Album, *Research for Marketing Decision*, Prentice-Hall of India, New Delhi, 7th Edition.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group.

Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Assignment / Project Work carrying 25 marks

Class Participation and Attendance to be of 5 marks

305 Management of Industrial Relations

Course Overview

The course has been designed to make the students aware of the sensitivity of employer-employee relationship.

Course Syllabus

Group I:

Economy and labour force in India. Industrial relations, Importance, present status, concepts and models. The role of government in Industrial Relations. Industrial Relations and Technological Change, Changes in IR Post-liberalization. Trade Union – objectives, functions, New Role of Trade Union in the context of globalization.

Group II:

Industrial Dispute – nature & causes of industrial disputes. Machinery for solving industrial disputes under Industrial Disputes Act, 1947 at national and state level. Comparative study of industrial relations in developed and developing economies .Role of ILO.

Group III:

Collective bargaining – meaning, characteristics, need, importance, process, causes for failure of collective bargaining. Concept, forms and models of workers' participation in management, schemes of workers' participation in management in India and their evaluation.

Recommended Texts

- Venkataratnam, C.S., *Industrial Relations*, Oxford University Press, 2007.
- Mamoria, Mamoria, Gankar, *Dynamics of Industrial Relations*, Himalaya Publishing House, Mumbai, 2007.
- Singh, B.D., *Industrial Relations: Emerging Paradigms*, Excel Books, New Delhi, 2007.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group.

Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

306 Human Resource Planning and Development

Course Overview

This module is designed to consider the theory and role of human resource planning and development in organizations, and link it to policies and practices required in organizations for effective people management. The module aims to develop knowledge and skill in a range of HRD activities in organizations and to relate these to the professional standards. It covers the practical application of personnel theory.

Course Syllabus

Group I:

Macro level manpower planning and micro level manpower planning, human resource planning and the government. Organizational Human Resource Planning: factors affecting, process, and barriers. Stock taking, Work Force Flow Mapping. Models and Techniques of Manpower Demand and Supply Forecasting, Behavioural factors in Human Resource Planning; Wastage Analysis, Retention, Redeployment and Exit Strategies.

Group II:

Career Management and Career Planning, Career Development, Managing Change. Performance Planning, Coaching, Potential Appraisals, Multi-skilling, Training Retraining, (studying these trends in Indian and international context) .HRD evolution, concepts, goals and challenges, HRD climate and processes. Organizing for HRD, HRD strategies and experiences in India. HRD in culturally diverse environment, Human Resource Valuation and Accounting.

Group III:

Role of an HRD Professional, Task Analysis, Motivational aspects of HRD. Developmental Supervision and Leadership (identifying corporate leaders and analyzing their role in building up their organizations). Counseling and Mentoring,

Recommended Texts

- Papalia, Diane, *Human Development*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2004.
- Randy L. Desimone, Jon M. Werner, and David M. Harris, *Human Resource Development*, Thomson South-Western Press, 3rd Edition.
- Lawrence S. Kleiman, *Human Resource Management: A Managerial Tool for Competitive Advantage*, Wiley, 2006.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group.

Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

307 Management of Financial Institutions**Course Overview**

The basic objective of this course is to acquaint the students of finance with the working, performance and regulations of commercial banking, development finance, and investment finance and about the various risks faced by financial institutions.

Course Syllabus**Group I:**

Financial Institutions in India: An overview, types and their role in economic development, Banking system in India: An overview, structure of Indian banks: public, private and foreign banks, their role and performance, Reserve Bank of India: Its functions and role as a central bank.

Group II:

Development Banking in India: concept evolution, structure and promotional role. Micro-Financing: concept, models, and its role in poverty alleviation, Banking sector reforms in India.

Group III:

Non-Banking Finance Companies (NBFCs): Introduction, evolution, progress and growth, regulatory framework, problems and prospects, Insurance Industry in India: evolution, growth, insurance sector reforms. An overview of risks faced by FIs, types of risks: credit risk, liquidity risk, interest rate risk, market risk, foreign exchange risk, technology and operational risk.

Recommended Texts

- Anthony Saunders and Marcia Million Cornett, *Financial Markets and Institutions*, Tata McGraw-Hill Education Private Limited, 3rd Edition, 2009.
- L.M. Bhole, *Financial Institutions and Markets*, Tata McGraw-Hill Publishing Company Limited, 5th Edition, 2009.
- R.M. Srivastava, *Management of Indian Financial Institutions*, Himalaya Publishing House, Mumbai, 2008.
- Khan M.Y., *Indian Financial System*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 5th Edition, 2007.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group.

Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

308 Financial Services and Markets

Course Overview

This course is aimed at providing the basic understanding of financial markets that how the markets are inter-linked, structured and regulated. The course also provides an overview of various financial services, their emerging role, regulations and as to the performance related issues.

Course Syllabus

Group I:

Financial system in India: An overview structure and growth, major problems and deficiencies, Financial markets in India: Structure and significance; Financial Market Environment; Money Market in India: Constituents, Regulations and Recent Development, Capital Market in India: Constituents, Regulations and Recent Development, New Issue Market, Mode of Raising Capital from Primary Market, SEBI Guidelines relating to primary market.

Group II:

Financial Services in India: Nature types, Regulatory Framework, Major problems faced by Indian Financial Services Sector. Leasing; Meaning, types, financial legal and tax aspects, hire purchase. Factoring: types, legal and financial Aspects, Forfeiting: meaning and mechanics, Mutual Funds: Meaning, types, structure and significance, SEBI guidelines relating to MFs.

Group III:

Merchant Banking in India: Role and functions, SEBI guidelines relating to merchant banking, venture capital: meaning, characteristics, and SEBI guidelines relating to venture capital funds. Credit rating: Meaning, types and functions of credit rating agency, process and methodology of credit rating.

Recommended Texts

- M.Y. Khan, *Financial Services*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 4th Edition, 2006.
- L. M. Bhole, *Financial Institutions and Markets*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 4th Edition, 2007.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group.

Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

309 Production Planning and Control

Course Overview

As the subject has derived greater attention in Business Management thus the students would be made conversant with the tools of PPC which would be useful in coordinating the activities of production system by proper planning and control systems.

Course Syllabus

Group I:

Production Planning and Control functions, Types of production systems, Sales Forecasting: Forecasting techniques, Forecast errors. Aggregate Planning: concept, relevant costs, methods Material Requirement Planning, Capacity Planning.

Group II:

Linear Programming: Basic concepts, Applications. Operations Scheduling: Forms of schedules, Job shop scheduling, Batch shop scheduling, scheduling for continuous production systems. Inventory models, Inventory control systems.

Group III:

Statistical Quality Control Methods: Process control charts, Process Capability. Acceptance Sampling: Operating Characteristic curve, Sampling Plans. Dispatching and Expediting, Recording progress and feedback.

Recommended Texts

- Elwood S. Buffa, *Modern Production/Operations Management*, Wiley Series, 8th Edition.
- Lee J. Krajewski, *Operations Management*, Prentice-Hall of India, New Delhi, 6th Edition.
- William S. Messina, *Statistical Quality Control for Manufacturing Managers*, John Wiley & Sons, 1987.
- R. Paneerselvam, *Production and Operations Management*, Prentice-Hall of India, New Delhi, 2nd Edition.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group.

Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks

310 Inventory Management

Course Overview

The objective of this course is to provide the student an appreciation of the crucial role of Inventory and Materials Management in the efficiency, competitiveness, and profitability of a business organization and to introduce the student to the formulation and application of methods and models for Inventory Management.

At the conclusion of the course students should be able to:

- (1) monitor inventory levels and projected item availability;
- (2) perform basic warehousing operations including receiving, putting away, picking and shipping; and
- (3) analyze and develop inventory management policies under deterministic and stochastic environments.

Course Syllabus

Group I:

Fundamental concepts of Inventory: Introduction, Functions of inventories, Importance of Inventories in a manufacturing organisation; Types of Inventories, Factors Affecting Inventory Control, Classification of inventories; Codification of inventories; Simplification & Standardization of Inventories; Selective Inventory Control Techniques: ABC, HML, FSN, VED analysis etc., Material Requirement Planning.

Group II:

Inventory Management and Control: Inventory costs concepts, Inventory Control Concepts: Lead Time, Re-order point, Requirement of Materials; Safety Stock, Standard Order Quantity, Service Levels; Inventory Control Models: Static & Dynamic Inventory Control Models; Economic Order Quantity with & without shortages, EOQ under Fluctuating Demand, EOQ with Quantity & Price discounts, Economic Production Quantity, FOQ & FOC Systems, Probabilistic Inventory Control Models.

Group III:

Inventory Checking & Accounting, Evaluation of Inventory Performance; Materials Handling & Warehouse Management; JIT and Inventory Management, ERP and Inventory Management; Supply Chain Management & Inventory Management; Operations Research in Inventory Control: Application of Linear Programming, Queuing Theory in Inventory Control; Inventory Information Systems, Applications of Computers to Inventory Management & Control.

Recommended Texts

- Elwood S. Buffa, *Modern Production/Operations Management*, Wiley Series, 8th Edition.
- Kanishka Bedi, *Production and Operations Management*, Oxford University Press, 9th Impression, 2006.
- Lee J. Krajewski, *Operations Management: Processes and Value Chains*, Prentice-Hall of India, New Delhi, 8th Edition.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks.

311 Database Management

Course Syllabus

Group I:

Database Preliminaries: File concept, Database concept, File vs. Databases. DBMS objectives and 3-Schemes Architecture. History of evolution of databases. Hierarchical, Network, relational and Semantic model. Relational Database theory: Tables and Relations; Relational Model Operators; Relational model integrity rules; Normal forms; SQL as language of DBMS.

Group II:

Software organisation of typical DBMS: DBMS Software structure, Catalogues, Data dictionary, Query Translator, Query Optimizer and Access planner. Transaction Processing System: concurrency control manager, Recovery manager, Buffer manager, Client-server databases.

Group III:

Introduction to oracle 8i, triggers, functions, procedures and packages, PLSQL Programming environment.

Recommended Texts

- Date C.J., *An Introduction to Database Management Systems*, Narosa Publishing House, Third edition, 1998.
- Abraham Silberschatz, Henry F. Korth and S. Sudarshan, *Database Management System*, McGraw-Hill, 3rd edition, 1997.
- Ivan Bayross, *Oracle Developer 2000*, BPB Publications, New Delhi, 1999.

Instructions

1. Theory: Group-I and Group-II carry 30 marks each (External and Internal).
2. Practical: Group-III carries 40 marks which will be jointly evaluated by Internal and External experts.
3. Six questions to be set, three to be attempted, not more than two to be attempted from each group.
4. Duration for the paper will be two hours. Written paper will be from Group-I and Group-II only.

312 Telecommunications for Business**Course Syllabus****Group I:**

Computers and Communications: The Information Technology: The Concept of Global Village; On-line Information Services; Electronic Bulletin Board Systems. The Internet; Interactive Video; Communications Channels; Communications Networks; Local Networks; Managerial Issues Related to Telecommunication.

Group II:

Client/Server Computing; Communication Servers; Digital Networks; Electronic Data Interchange and its Applications; Enterprise Resource Planning Systems; Inter-Organizational Information Systems; Value Added Networks; Wireless Networks.

Group III:

Managing in the Market space; Electronic Commerce and Internet; Applications of Internet, Internet and Extranet in Business Organizations; Using Internet for Business EIS; Internet as a Vehicle for transacting Business.

Recommended Texts

- Derfler, Frank J., *Guide to Linking LANs*, Emeryville, California, Ziff-Davis Press, 1992.
- Darrel, Frank J., *Guide to Connectivity*, 2nd ed., Emeryville, California, Ziff-Davis Press, 1992.
- Estabrooks, Maurice, *Electronic Technology, Corporate Strategy and World Transformation*, Wastport, Quorum Books, 1995.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks.

313 Multinational Financial Management

Course Overview

The course has been developed to acquaint the students with the basic terminology linked with Foreign Exchange markets, measurement of foreign exchange exposure and hedging against such risk.

Course Syllabus

Group I:

International Finance: Major dimensions and recent trends in the globalised financial markets. Foreign Exchange Market: Organization, Spot market and Forward market, Currency Quotes, Spread, Spot rates, Forward rates, Cross rates. Forward Contracts and their significant features, Premium and Discounts. International Parity Relationships and Forecasting Foreign Exchange Rates: Exchange Rate Theories (PPP, IRP, IFE). Currency Futures, Currency Options and Swaps.

Group II:

Foreign Exchange Exposure and Management, Types of Exposure: Transaction Exposure, Translation Exposure and Economic Exposure. Measurement of Exposure, Strategies for Exposure Management. Exposure Management Techniques. Parameters and Constraints on Exposure Management.

Group III:

Cost of Capital for Foreign Investments. Capital Budgeting for MNCs. Financing Foreign Trade. Multinational Cash Management. International Taxation Environment.

Recommended Texts

- Michael S. Eun and Bruce G. Rusnick, *International Financial Management*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 3rd Edition, 2004.
- Levi M., *International Finance: Financial Management and International Economy*, McGraw-Hill, New York, 4th Edition.
- Shapiro A., *Multinational Financial Management*, John Wiley & Sons Inc., 7th Edition.
- Julian Walmsley, *The Foreign Exchange and Money Markets Guide*, John Wiley & Sons, New York, 2nd Edition, 2000.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks.

314 International Marketing

Course Overview

The course has been developed so as to acquaint the students with environment, procedural, institutional and decisional aspects of International Marketing.

Course Syllabus

Group I:

Nature & Scope of International Marketing, its differentiation from domestic marketing. Economic environment in International Marketing. Emergence of trading blocks like E. U. and steps/stages involved in their formation (Customs union to common currency). Constraints in International marketing, i.e. Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers. Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements.

Group II:

India and World trade, Export & Import policy. Direction and Quantum of India's Exports. Institutional infrastructural framework for export promotion in India, i.e. EPCs, ECGC, Commodity Boards etc. Registration, Production and clearance of goods for exports.

Group III:

Shipping and Transportation. Documentation for Exports. International Marketing mix-identification of markets, International Product life-Cycle, Promotion and Pricing in International marketing. Various forms of International business- Joint-ventures, Turnkey projects.

Recommended Texts

- Onkvisit, Shaw, *International Marketing-Analysis and Strategy*, Prentice-Hall of India, New Delhi, 4th Edition, 2004.
- Subash C. Jain, *International Marketing*, Thomson Learning, Mumbai, 6th Edition.
- Philip R. Cateora and John L. Graham, *International Marketing*, McGraw Hill Company, 12th Edition, 2004.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks.

317 Management of Retail Organisation

Course Overview

The objective of this course is to introduce students to the basic scope, benefits and types of retailers; and understand the steps involved in designing an appropriate retail organization structure.

Course Syllabus

Group I:

Retailing-Definition and Scope. Retailer's Role in Distribution Channels - Benefits of Retailing, Benefits to Customers, Benefits to manufacturers and wholesalers, Benefits to the economy. Evolution of Retailing-Factors behind the change of Indian retailing industry.

Group II:

Theories of Institutional Change - Wheels of Retailing, Dialectic Process, Retail Accordion, Natural Selection. Classification of Retailers – Store-based retailers, Non-store Retailer. Retailing Environment - Economic environment, Legal environment, Technological environment, Competitive environment.

Group III:

Designing a Retail Organization Structure - Defining Organisational objectives, Identifying Organisational tasks. Forms of Retail organization – levels of organization. Retail Organization Structures - Independent store organizational structure, Department store organizational structure, Chain store organisational structure.

Recommended Texts

- Berman B. and Evans J. R., *Retail Management*, Pearson Education, New Delhi, 2002.
- Michael Levy M. and Barton A. Weitz, *Retailing Management*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2006.
- Lamba A. J., *The Art of Retailing*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2003.
- David Gilbert, *Retail Marketing Management*, Pearson Education, New Delhi, 2003.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks.

318 Retail Consumer Behaviour

Course Overview

The objective of this course is to understand the role of retail customer in the success of a retail store; and understand the service quality in retail stores.

Course Syllabus

Group I:

Demographic Analysis - Age distribution population, Income Urbanization, shrinking household, working women, diversified minorities. Consumer Buying Behavior - Buying considerations, Buying situations, Buying centers, Buying influences, Consumer Buying Process, Types of consumer decision - making, buying scenes.

Group II:

Geographic Analysis – regional market, metro geography, non-metro geography. Gaining Strategic advantage through customer service – nature of customer service, customer service strategies.

Group III:

Customer Evaluation of Service Quality - Gaps Model for improving the Quality of Service - knowledge gap, standards gap, delivery gap, communications gap. Service Recovery-listening to the customer, providing a fair solution, resolving problems quickly.

Recommended Texts

- Schiffman and Kanuk, *Consumer Behaviour*, Prentice Hall of India, New Delhi, 8th Edition, 2003.
- Hall Loudon, D. & Della Bitta, *Consumer Behaviour*, McGraw-Hill Publishing Company, New York, 3rd Edition.
- Berman B. and Evans J. R., *Retail Management*, Pearson Education, New Delhi, 2002.

Instructions

The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. The question paper will consist of nine questions, three from each group. Candidates will be required to attempt five questions in all, selecting not more than two questions from each group

The internal paper will carry 50 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 10 marks

Class Participation and Attendance to be of 10 marks.