

1.1 COMMUNICATION SKILLS - I

L T P

3 - 2

Rationale

Interpersonal communication is a natural and necessary part of organizational life. Yet, communicating effectively can be challenging because of our inherent nature to assume, overreact to and misperceive what actually is happening. Poor communication or lack of communication is often cited as the cause of conflict and poor teamwork. In today's team-oriented workplace, managing communication and developing strategies for creating shared meaning are crucial to achieving results and creating successful organizations. The goal of the Communicating Effectively in English course is to produce civic-minded, competent communicators. To that end, students must demonstrate oral as well as written communication proficiency. These include organizational and interpersonal communication, public address and performance.

DETAILED CONTENTS

1. COMMUNICATION SKILLS 6 hrs
 - 1.1 Verbal and Non-verbal Communication
 - 1.2 Process of Communication
 - 1.3 Barriers to Communication; Overcoming Strategies
 - 1.4 Listening and Speaking Skills and Sub-Skills
2. Spoken English-Introduction, Features of Spoken English

(Note: This module is only for practice. This should not be included in the final examination)

2. DEVELOPING ORAL COMMUNICATION SKILLS

- 2.1 Greeting, Starting a Conversation
- 2.3 Introducing Oneself
- 2.4 Introducing Others
- 2.5 Leave Taking
- 2.6 Thanking, Wishing Well
- 2.7 Talking about Oneself
- 2.8 Talking about Likes and Dislikes

3. GRAMMAR AND USAGE

- 3.1 Punctuation
- 3.2 Articles-a, an, the
- 3.3 Framing Questions
- 3.4 Verbs-Classification: Main Verb, Auxiliary Verb, Transitive & Intransitive Verbs, Phrasal Verbs
- 3.5 Word Formation

4. WRITING SKILLS

- 4.1 Writing Paragraphs

4.2 Picture Composition

5. READING SKILLS

- 5.1 Vocabulary Enhancement
- 5.2 Techniques of Reading: Skimming, Scanning, Intensive and Extensive Reading

SEMESTER-I

1.2 BUSINESS ORGANIZATION

L T P

Hrs / weeks 4 2-

Module Rationale

The purpose of the subject is to develop an understanding of basic concept of Business, Commerce and Industry.

Detailed Contents

1. Concept of business, trade, commerce & industry & importance. Distinctive features of different forms of business organization, The essential requisite for business success;
2. Sole proprietor, partnership- characteristics, registration, partnership deed, partner's rights, duties and liabilities, dissolution of partnership. Commerce in Indian organization of business.
3. Joint stock companies -Concept, characteristics, types, formation of company.
4. Co-operative and state ownership: forms of organization, nonprofit organizations, forms of business organizations in new millennium. Acquisition & Mergers.

Note: At least two visit to industry/field in a semester

Suggested Books

- C.R. Basu : Business Organization & Principles of Management
- P.C. Tulsian & Vishal Pandey : Business Organization & Management
- Y.K. Bhushan : Fundamentals of Business organization & Management
- C.B. Gupta : Business Organization & Management

Tutorial Assignment

1. Prepare a partnership deed
2. Explain Business organizations
3. Explain Non profit organizations
4. Concept of Business, Trade, Commerce & Industry

SEMESTER-I

1.3 PRINCIPLES OF MANAGEMENT

L T P

Hrs / weeks 4 2-

Module Rationale

The study and understanding of principles, concepts and functions of management is very essential for the management students. The basic knowledge of this subject will enable students to take effective steps for performing various office duties.

Detailed Contents

1. Management : An Introduction : Meaning, definitions, characteristics, Objectives, Importance of Management, Level of Management, Skills of Management, Management Vs Administration, Principle of Management
2. Managerial Planning : Meaning, objectives, nature, importance and elements of planning, planning process, requisites of effective planning
3. Organizing : Nature, Characteristics, purpose, importance of organizing, steps in organizing process
4. Staffing : Nature, Scopes and significance of staffing, meaning, nature and significance of manpower planning
5. Directing : Concept, characteristics and importance of directing, principles and techniques of directing
6. Controlling : Meaning, definitions, nature, objectives and importance of control, control process, essentials for an effective control system
7. Coordination: Meaning, nature, characteristics, need & significance of coordination, coordination, process of coordination.

Suggested Books

Principles of Management : C.B. Gupta
Principles & Practice of Management : L.M. Prasad
Principles & Practice of Management : T.N. Chhabra
Tutorial Assignment

1. Importance of Management
2. Requisites of effective planning
3. Principles of Management
4. Elements of planning

Note: Visit an Industrial Organization

Teacher may invite experienced managers from Industries and other organizations to deliver extension lectures.

SEMESTER-I

1.4 BUSINESS ECONOMICS

L T P

Hrs / weeks 4 2 -

Module Rationale

The objective of this subject is to make familiar the students with the basic concept of economics prevailing in the business world. They will learn about consumption, production, market, utility and competition etc.

Detailed contents

1. Managerial Economics: Meaning, nature and scope. Objectives of firm, equilibrium, opportunity cost, marginal and incremental principles.
2. Theory of Demand: types of demand, determinants of demand, individual demand, and market demand. Law of demand, Elasticity of demand and its determinants. Change in demand, demand forecasting-introduction.
3. Utility: Types of utility, Law of diminishing, Marginal Utility.
4. Theory of production and costs: Concept of production function, Law of variable proportion & relation to scale, theory of cost in short run and long run, revenue function.
5. Characteristics of perfect competition, Monopoly, Monopolistic Competition,

Oligopoly. Suggested Books

- | | | |
|--------------------------|---|-----------------------|
| 1. Koutsoyiannis | : | Modern Microeconomics |
| 2. Varshney & Maheshwari | : | Managerial Economics |
| 3. Mote, Paul & Gupta | : | Managerial |
| 4. Ferguson & Gould | : | Economics |
| | : | Micro Economics |

Tutorial Assignment

1. Elasticity of demand and factors which determine elasticity of demands
2. Application of law of diminishing marginal utility
3. Explain income and price effect
4. Explain factors of production
5. Explain monopoly and monopolistic competition

SEMESTER – 1

1.5 BUSINESS MATHEMATICS & STATISTICS

L T P Hrs / weeks 4

Module Rationale

Mathematics is very essential for all kind of business transactions as it is the backbone of all commercial activities.

Detailed Contents

1. Introduction to business mathematics, Scope and importance of business mathematics. Concept of profit and loss Terms and formulas, and simple problems.
2. Simple Interest, Compound interest (Reducing Balance and flat interest, rate of interest) Equated monthly installment (EMI) and problems.
3. Definition of matrix, types of matrices, addition of matrices, multiplication of a matrix by Non zero scalar, subtraction of matrices and numerical.
4. Definition of statistics, its scope in management & limitation of statistics.
5. Measures of central tendency: mean, mode, median, geometric mean, harmonic mean, arithmetic mean.
6. Measures of Dispersion-quartile deviation, average deviation and standard deviation-relative measures of dispersion.

Suggested Books

1. Elementary Mathematics of Class 10+2 CBSE New Delhi
2. Business Statistics by R.P. Hooda

Tutorial Assignment

The Teacher must give at least five problems of each topic as home assignment to be done independently by the student and side wise evaluation of the same must take place regularly.

SEMESTER – 1

1.6 COMPUTER FUNDAMENTALS

L T P Hrs / Weeks

Module Rationale

This subject will expose the students to various aspects of operating computers and its use in corporate sector. This will enable the students to develop the skills to handle and manipulate various kinds of data and information. It will also update the knowledge of the students related with cyber laws.

Note:

1. Teaching of Theory should be dovetailed with practical work. There will be a theory exam also.
2. The following topics may be taught in the laboratory along with the practical exercises.

Detailed Contents

1. Computer organization, block diagram of a computer, CPU, Memory, Input devices, keyboard, mouse, output devices, Visual Devices and printer, scanner.
2. Special features, various applications of MS -word and MS-Excel, Power-point
3. Local Area Networks and Data-nets
 - Basic of Networking - LAN, WAN, Topologies
 - Types of LAN
 - Network Components
 - Network Topology
4. Mail and message System: E-mail, Document and Picture transmission, Voice mail

Suggested Books:

1. Fundamental of computer : V Rajaraman
2. MS Office for everyone : Sanjay Saxena

List of Practical

1. Give a PC, name its various components and list their functions.
2. Identification of various parts of a computer.
3. Practice in installing a computer system by giving connection and loading the system software and application software.

4. Installation of Window 98, 2000 etc.

(1) Features of Windows as an operating System

- Start
- Shut Down and Restore
- Creating and operating on the Icons
- Opening, closing and sizing the windows

- Using Elementary job commands like creating, saving, modifying, renaming, finding and deleting a file.
- Creating and operating on a folder

- Changing setting like date, time color (background and foreground)
- Using shortcuts
- Using on-line help

5. MS Word

- File Management

Opening, Creating and saving a document, locating files, copying contents in some different files, protecting files, giving password protection for a file.
- Page setup
- Editing a document
- Formatting a document

Using different fonts, changing font size and color, changing the appearance through bold/Italic/underlined, highlighting a text, changing case, using subscript and superscript, using different underline methods.
- Aligning of text in a document, justification of document, inserting bullets and numbering
- Formatting paragraph, inserting page break and column breaks
- Use of Headers, Footers
- Inserting date, time, special symbols, importing graphic images, drawing tools
- Table and borders
- Print preview, Zoom, page setup, Printing options
- Using Find , replace options

6. MS Excel

Starting Excel, open worksheet, enter Edit data formulas to calculate values format data, create Chart, Printing Chart, Save worksheet, switching from other spreadsheet.

7. Internet and its application

8. E-mail : Create E-mail account with different user mails

Semester- II

2.1 COMMUNICATION SKILLS - II

L T P

4 - 2

Rationale

Interpersonal communication is a natural and necessary part of organizational life. Yet communicating effectively can be challenging because of our inherent nature to assume, overreact to and misperceive what actually is happening. Poor or lack of communication is often cited as the cause of conflict and poor teamwork. In today's team-oriented workplace, managing communication and developing strategies for creating shared meaning are crucial to achieving results and creating successful organizations. The goal of the Communicating Effectively in English course is to produce civic-minded, competent communicators. To that end, students must demonstrate oral as well as written communication proficiency. These include organizational and interpersonal communication, public address and performance.

1. LISTENING COMPREHENSION

- 1.1 Locating Main Ideas in a Listening Excerpt
- 1.2 Note-taking

2. ORAL COMMUNICATION SKILLS

- 2.1 Offering-Responding to Offers
- 2.2 Requesting-Responding to Requests
- 2.3 Congratulating
- 2.4 Expressing Sympathy and Condolences
- 2.5 Expressing Disappointments
- 2.6 Asking Questions-Polite Responses
- 2.7 Apologizing, Forgiving
- 2.8 Complaining
- 2.9 Persuading
- 2.10 Warning
- 2.11 Asking for and Giving Information
- 2.12 Giving Instructions
- 2.13 Getting and Giving Permission
- 2.14 Asking For and Giving Opinions

3. GRAMMAR AND USAGE

- 3.1 Prepositions
- 3.2 Pronouns
- 3.3 Determiners
- 3.4 Conjunctions
- 3.5 Question and Question Tag
- 3.6 Tenses (Simple Present, Simple Past)

*One chapter revising the topics discussed during the first semester.
(Punctuation, Articles, Framing questions, Verbs, Word formation)

4. WRITING SKILLS

4.1 Writing Notice

4.2 Writing Circular

4.3 Writing a Memo

4.4 Agenda for a Meeting

4.5 Minutes of the Meeting

4.6 Telephonic Messages

* Writing a paragraph will be a continuous exercise through out the session.

(Writing will be based on verbal stimuli, tables and graphs.)

5. READING SKILLS

5.1 Vocabulary Enhancement

5.2 Techniques of reading: Skimming, Scanning, Intensive and Extensive Reading.

2.2 BASIC MANAGERIAL SKILLS

L T P Hrs / weeks 4 2

Module Rationale

The study and understanding of basic managerial skills is very essential for the students.

Detailed Contents

1. Team & team work :
Meaning, features, types of team, team work, team building, members, team development, team functioning, group formation.
2. Stress Management:
Meaning, nature symptoms, causes, consequences of stress, removing / overcoming of stress, management of stress, conflict in organization, conflict management.
3. Time Management:
Meaning, Nature & importance of time management.
4. Decision Making :
Meaning, importance & characteristics of decision making, steps in decision- making process.
5. Leadership:
Definitions and feature of leader, Need or importance of Leadership, leadership style, Characteristics or traits of effective leader.

Suggested Books:

- | | |
|-------------------------------|---------------|
| 1. Organizational Behaviour : | T. N. Chabbra |
| 2. Principles of Management: | C.B.Gupta |

Tutorial Assignment:

1. Meaning of team.
2. What is stress management.
3. What are the causes of stress.
4. Importance of time management.
5. Define leadership.

2.3 BUSINESS ENVIRONMENT

L T P

Hrs / weeks 4 2 -

Module Rationale

This will groom the students about globalization, privatization, monetary, fiscal, technological and other macro and micro business environment

Detailed Contents

1. Business Environment: Meaning, nature, scope and objectives of Business environment.
2. Globalization and Liberalization of Indian Economics and its impact on Business and Trade.
3. Technological Environment: features, impact & status of technology in India.
4. Privatization: nature, objectives, history of Privatization
5. Monetary and Fiscal Policy: Monetary Policy, Money market or Fiscal Policy.
6. E-commerce environment in India

Suggested Books:

Essentials of Business Management : K. Awasthapa

Tutorial Assignment

1. Explain Business Environment
2. Objectives of Business environment.
3. Impact of Globalization on Business
4. E-commerce environment in India

Note : Industry Visit

2.4 ORGANIZATIONAL BEHAVIOUR

L T P Hrs / weeks 4 2

Module Rationale

The main objective of this course is to familiarize the students with basic concepts of human behavior, principle practices and organizational processes on behavioral dimensions.

Detailed Contents

1. Introduction:

Meaning of organizational Behaviour, Definition, importance, nature & scope of organizational Behaviour, Understanding people and organization

2. Individual Behaviour :

Personality and its influence on organizational behaviour, Characteristic of Personality.

3. Attitude:

Meaning of Attitude

4. Group Dynamics:

Formal organization, Informal organization, definitions, nature & Understanding of groups, Types of groups, reasons for formation of groups, importance of groups to the organization, group cohesiveness, factors influencing group cohesiveness, quality circle, benefit of quality circles.

5. Organization Development:

Characteristics, need of Organization Development, steps in Organization Development, Change agent, Role of change agent.

6. Organizational Culture:

Concept, characteristic, Need, factors influencing climate and culture.

Suggested Books

- | | | |
|-------------------------------|---|--------------|
| 1. Organizational Behavior | : | T.N.Chabbra |
| 2. Human Resources Management | : | V.S.P. Rao |
| 3. Organizational Behavior | : | K. Aswathapa |

Tutorial Assignment

1. How to overcome stress.
2. What is personality.
3. Formal vs Informal organization
4. Explain quality circle

Group work and presentation and role plays on general functions and duty of managers involving their attitudes personality and behaviour.

Module Rationale

This module aims to explain the basics of accounting to students. It introduces the basic terminology related to financial statements, the book keeping process & key accounting tasks etc.

Detailed Contents

1. Basic Accounting: nature, scope and objectives of accounting, accounting as information system, users of accounting information. Accounting equation, accounting concepts and conventions. Principles of financial accounts.
2. Journal and Ledger: Double entry system, journal and recording of entries in journal with narration, Ledger-posting from journal to respective ledger accounts.
3. Trail Balance: need and objectives, Application of Trial Balance, Different types of errors escaped trail balance preparation, Rectification of errors.
4. Final Accounts: concept of adjustment, preparation of Trading Account and Profit and Loss Account. Preparation of Balance Sheet.

Suggested Books:

- | | | |
|-----------------------------------|---|------------------------|
| 1. +1 Accountancy | : | D.K. Goel, Rajesh Goel |
| 2. An Introduction to Accountancy | : | S.N.Maheshwari |
| 3. Fundamental of Accounting | : | Mukherjee & Hanif |

Tutorial Assignment

1. Objective of Accounting
2. Preparation of Balance Sheet
3. Principle of Financial Accounts
4. Preparation of trading account and profit and loss count

Note : Question Paper should have at least two Numerical problems

2.6 COMPUTER APPLICATIONS

L T P

Hrs / weeks 2 - 4

Module Rationale

Computer plays a very vital role in present day life, more so, in the professional life of management diploma holders. In order to enable the students use the computers effectively in problem solving, this course offers the modern programming language C along with exposure to various engineering application of computers.

Detailed Contents

1. Algorithm and program Development:
 - 1) Steps in development of a programme.
 - 2) Flow- Charts, algorithm development.
 - 3) Programme Designing.
 - 4) Introduction to computer languages, interpreter, compiler
HLL/ML/Assembly language.
2. Programme Structure (C Programming)
3. I/O statements, assignment, variables, arithmetic operation- their precedence,
Data types standard I/O function, formulated I/O.
4. Control Statements:
If else logical and relational operators while do- while, breaks switch statements.
1. Functions:
Function declaration, parameter passing cell- by value storage classes (local,
global and static variables).
2. Arrays
Single and multi dimensional arrays, character arrays.
3. Pointers:
Pointers to various data types, pointers in parameter passing pointers to function.
4. Structures:
Definition of a structure, pointers to structure, and union, array of structure.
5. Strings:
Strings processing, functions and standard library functions.

6. Files:
File manipulation using standard function type mouse.

LIST OF PRACTICALS

1. Use of spread sheet/Matlab/Mathematical/Eureka (or any other package) for engineering computers.
2. Use of design packages (appropriate design packages may be selected depending upon the availability) on Estimating and Costing, Analysis of rates and other areas.
3. Use of CAI packages.
4. Programming for DAS and control.
5. Exercise on data acquisition.
6. Exercise on control- on/off switch, and proportional control.
7. Programming exercise on executing C programme.
8. Programming exercise on editing C programme.
9. Programming exercise on defining variables and assigning values to variables.
10. Programming exercise on arithmetic and relational operators.
11. Programming exercise on arithmetic expressions and their evaluation.
12. Programming exercise on reading a character.
13. Programming exercise on writing a character.
14. Programming exercise on formatting input using print
15. Programming exercise on formatting output using scan.
16. Programming exercise on simple if statement.
17. Programming exercise on IF.....else statement.
18. Programming exercise on switch statement.
19. Programming exercise on go to statement.
20. Programming exercise on do- while statement.
21. Programming exercise on for statement.
22. Programming exercise on one- dimensional arrays.
23. Programming exercise on two- dimensional arrays.

Suggested books:

1. Programming in C by Sachaum series McGraw Hills.
2. Programming in C by Manapatra, Khanna Publishers New Delhi.
3. Elements of C by M.H.Lewin, Khanna Publishers New Delhi.
4. Vijay Mukhi Series for C & C++.

Semester- III

SEMESTER-III
3.1 PRODUCTION MANAGEMENT

L T P

Hrs / weeks 4 1-

Module Rationale

To keep the student abreast with the basic concepts of production management, production planning and control and inventory management etc.

Detailed Contents

1. Production Management: Concept, role, relevance and scope of production management, different types of production, production facilities, plant location, plant layout.

2. Production, planning and control, 2.1 Concept of PERT and CPM (Introduction)
2.2 Routing, scheduling and dispatching 2.3 Concept of value addition.

3. Inventory management- Objective and techniques of Inventory management, Just In Time (JIT) concept, First in First out (FIFO), Last in Last out (LIFO).Economic order quantity(EOQ), ABC analysis, reorders point, short shelf life items, Bin card system.

Suggested Books:1. Production and operation management : BS Goel
Management : Lockyar 2. Production

SEMESTER-III

3.2 TOTAL QUALITY MANAGEMENT

L T P Hrs / weeks 4

1 - Module Rationale

The main objective of the course is to familiarize the students with various aspects of total quality management. The students are to be made aware of various aspects of total quality management and their implications.

Detailed Contents

1. Introduction: definition of quality, total quality, and total quality management, total quality management gurus-Deming, Juran, Crosby, Taguchi, Ishikawa, Feigenbaum. Evolution of quality concept, need for quality management in context of ongoing reform processes.
2. Components of Total Quality Management: Total employee involvement, statistical quality control, just in time and waste elimination.
3. Cost of Quality: Failure cost, appraisal cost, prevention cost and others.
4. Miscellaneous Aspects of Total Quality Management: ISO 9001: 2001-quality management system, Elementary Knowledge of KAIZEN; Plan, Do, Check, Act Cycle (PDCA Cycle)

Suggested Books:

1. Total Quality Management : Dr. DD Sharma
2. Total Quality Control Essentials : Sarv Singh Soni, McGraw Hill, New York

Assignments:

1. Prepare a case study of a company which has obtained ISO-9001

SEMESTER-III

3.3 BUSINESS LAW

L T P

Hrs / weeks 4 1 - Module Rationale

This will update the knowledge of students about the laws related to business. The knowledge of different business laws are very essential for the survival and growth of any organization. It gives confidence, clarity in decision making.

Detailed contents

1. Indian contract Act,1872.

Essentials of a contract.

Offer & Acceptance.

Capacity of Parties.

Free Consent.

2. Sale of Goods Act 1930.

Nature of contract of sale.

Conditions & warranties

Transfer of ownership & delivery.

Rights of an unpaid seller.

3. Indian partnership Act,1932

Definition & registration of partnership.

Rights, duties & Liabilities of partners.

Dissolution of partnership firm

4. The companies Act, 1956.

Nature & types of company.

Formation of a company.

Memorandum of association.

Prospectus & allotment of shares.

Meeting of proceeding.

5. Negotiable Instrument Act.1881.

Negotiable instruments & it parties.

Promissory notes, bills of exchange & cheques

Negotiation.

Presentment & Discharge

6. The consumer protection Act (out line only)

Suggested Books

Elements of Mercantile Law : N.D. Kapoor Business Law

: M C Kuchhal Tutorial Assignments

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students

SEMESTER-III

3.4 FINANCIAL MANAGEMENT

	L	T	P
Hrs / weeks	4	1	

- Module Rationale

The objective of this subject is to acquaint the students with the basic concepts of Finance to enable them in taking decisions in their jobs. This exercise will be used to develop computational ability and analytical skill in this field.

Detailed Contents

1. Financial Management: meaning, nature, scope of finance, functions, its relationship with other areas, functions of financial executives, organizational structure of finance department.
2. Working capital management: Definition, need for working capital, factors effecting working capital, advantages of adequate working capital and disadvantages of access and inadequate working capital, management of working capital, analysis of working capital, forecast.
3. Budget and Budgetary Control: Meaning, advantage, preparation of various types of budgets, break even analysis, advantages and limitations of the break even analysis. Suggested Books:

1. Management Accounting : I.M. Pandey
2. Management Accounting : R.K. Mittal

Tutorial Assignments:

1. Scope of Financial Management
2. Preparation of Balance Sheet
3. Explain double entry system

SEMESTER-III

3.5 ENTREPRENEURSHIP DEVELOPMENT

L T PHrs / weeks 4

1 - Module Rationale In view of the dwindling job opportunities in government departments and organized sector, the students of management are required to be given inputs on entrepreneurship development and self-employment. The purpose is to impart necessary knowledge and skills to students so as to enable the students to set-up and manage their own entrepreneurship ventures.

Detailed Contents1. ENTREPRENEURSHIP: Concept, Meaning entrepreneur, need, scope and importance of entrepreneurship Competencies/Qualities of an entrepreneur.

2. ENTREPRENEURIAL SUPPORT SYSTEM: District industry centers (DISc), Commercial banks, State financial corporations, small industrial service institute(SISIs), small industries development bank of India(SIDBI)National bank for Agriculture and rural development (NABARD), National small institute corporation (NSIC) and other relevant institutions/ organization at state level.

3. MARKET SURVEY AND OPPORTUNITY IDENTIFICATION (BUSSINESS PALANNING) : How to start a small scale industry, Assessment of demand and supply in potential areas of growth, Considerations in product section, Data collection for setting up small ventures.

4. PROJECT REPORT PREPARATION: Preliminary project report, Techno-economic feasibility report, Project viability.

5. LEGAL ASPECTS OF SMALL BUSINESS: Elementary knowledge of income tax , sales tax, patent rules, excise rules.

6. ENVIRONMENTAL CONSIDERATIONS: Concept of ecology and environment Suggested

Books:

Entrepreneurship Theory and Practice	:	B.S. Rathore and J.S.
SainiEntrepreneurial Development in India	:	C.B. Gupta and R.
SrinivasanEntrepreneurship Development	:	Khemka, Sultan Chand

Tutorial Assignments:Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students

SEMESTER-III
3.6 PERSONALITY DEVELOPMENT AND INTERVIEW SKILLS

L T P Hrs /
weeks 4 1 -

Module Rationale

This will guide the students in modifying and improving their internal and external personality traits and will groom the students to face job interviews including their relationship management and behaviour.

Detailed Contents

1. Effectiveness in Relationship
2. Making a right choice
3. Enhance effectiveness and productivity
4. Managing Behavior
5. Building Trust
6. Interview Skills
Matching your suitability with the requirements of the Employer
Resume Designing
Value of Grooming
Group Discussion
Telephone Interview
Mock Interview
Psychometric Test
Suggested Books:
1. Tourism & Travel Management : Ghosh
2. Tourism Employment analysis & Planning : Riley

SEMESTER-III

INDEPENDENT STUDY & PRESENTATION

L T P

Hrs / weeks - -

5Module Rationale This course had been introduced to have novel experience with the aim of developing in students the communications (written & oral), ability and habit of self study which will make them self learner. This is not a subject for which there is external theory examination.

Through this course, the students will have the opportunity of self & independent study by searching literature. They will prepare papers & presentations. The teachers will provide topics for self learning. There will be an internal & external assessment for the work done & performance.

The topic must be chosen from the curriculum only. Situational approach should be adopted through case studies relating to real life of individual, family, organization etc. in Indian or International context.

Following will be the assessment criteria:Preparation of study papers :

50%Presentation & viva : 50%Mark will be divide as under:

Preparation of the study papers (internal)

1. Selection of topic =10 Marks
2. Contents = 10 Marks
3. First draft = 10 Marks
4. Final draft =10 Marks
5. Power Point = 10 Marks

Total =50 Marks Presentation and viva

Presentation =25 Marks

Viva Voce = 25 Marks

Note: Concerned teachers should prepare an exhaustive list of topics for independent study presentation. The student may select the topic of his/her interest in consultation with teacher.

SEMESTER-IV

4.1 BUSINESS ETHICS & VALUE

L T P

Hrs/ Weeks 4 1 -

Module Rationale

In this module, students will learn about the importance of ethics & values in business and understanding how ethics & values add value to relationships with both vendor & customer.

Detailed Contents

1. Introduction to values & Business ethics

Meaning & types of value, relationship between values & behavior, attitudes & values, value systems for managers, meaning of ethics, various forms of business ethics.

2. Display of Values

Display of values by business enterprises main features of social responsibility of business.

3. Importance of business ethics: Ethics in business, objections of bringing ethics into business, ethical guidelines for managers, application of business Ethics in the case of MNC's, technology & business ethics.

4. Individual values & organizational values: Basic characteristics of individual values, factors responsible for individual values formation, types of individual values, relationship between individual values & behavior, organizational values & the economic goals to be achieved.

Suggested Books

Business Ethics : C.S.V. Murthy

Human Resource Management: C.B. Gupta

Human Resource Management : L.M. Parsa

Tutorial Assignment

1. Explain sources of ethics.
2. Need for business ethics.
3. Ethics V/s moral & values.

Case Study on Business Ethics

SEMESTER-IV

4.2 MANAGING MEN

L T P

Hrs / Weeks 4 1 -

Module Rationale

This will help the students in understanding various dimensions of motivation and theories of motivation. This will guide the student to improve and customize their communication and also to understand the subject matter of morale.

Detailed Contents

1. Morale: meaning, importance, factors influencing morale, impact of Morale on productivity, measures for building High Morale.
2. Absenteeism: meaning, concept, cause, effect, control over absenteeism.
3. Labour Turnover: concept, causes, effects, measurement of labour turnover and control over labour turnover.
4. Training & Development: Meaning, Need, importance and type of training, training methods, Concept, definition, importance, steps in the organization of a management development program, Methods/techniques of Management development programmes.
5. Career Planning & Succession Planning: Concept, need, objective, process of career planning, development, succession planning, career planning vs succession planning.
6. Performance Appraisal: Meaning, objective, methods of performance Appraisal, problem with performance Appraisal essential characteristics of an effective appraisal system.

Suggested Books

Personal Management	:	Dr. N.K. Sahni
Organization Behaviour	:	LM Parsad
Human Resource Management	:	C.B. Gupta
Human Resource Management	:	V.S.P. Rao

Tutorial Assignment

1. Career planning V/s Succession Planning.
2. Methods of Management Development program.
3. Types of training.

SEMESTER-IV

4.3 RETAIL BASICS

L T P

Hrs / Weeks 4 1 -

Module Rationale:

The objective of this module is to develop fundamental knowledge of retailing at the macro level. The course is designed to define retailing, provide an overview to consider it from various perspectives, demonstrate its impact and note its special characteristics and also familiarize the candidate with the retailing theories and practices that retailers use in today's business environment.

Detailed Contents

1. Introduction to Retail- Definition, functions of a Retailer, retail selling process, retail evolution.
2. "Retail Environment, Marketing vs. Retailing, Store Classification of formats.
3. Retail Life Cycle – Innovation / Acceleration / Maturity / Decline
4. National Retail Scene – Growth potential- Analysis / Impediments / Opportunities
5. Careers in Retail – Attributes / Employment Opportunities / Future of Retail
6. Multi-Channel Retailing

Recommended Books

- Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi
- George H, Lucas Jr., Robert P. Bush, and Larry G. Gresham Retailing, All India Publishers & Distributors, Chennai
- Retailing Management, Barry Berman, Pearson Education,
- A Strategic approach, Joel R. Evans, Asia
-

Tutorial Assignment

1. Explain the meaning of Retail.
2. What are the functions of retailer.
3. Marketing Vs Retailing.

Note: Industry visit to a retail store to understand its working.

SEMESTER-IV

4.4 MARKETING MANAGEMENT

L T P

Hrs / Weeks 4 1 -

Module Rationale

This course is aimed at developing basic knowledge skill about the concept and strategies of marketing management.

Detailed contents

1. Basic Concepts of Marketing:

Meaning & Importance of Marketing, Marketing Concepts, Difference between selling & marketing, Meaning of Marketing Environment, Meaning of Market segmentation.

2. Product concept & classification.

Meaning of product, product Mix and product Line, Classification of products, product diversification, New product development, Product Life Cycle (PLC), Marketing Strategies at different stages of PLC, Meaning & importance of branding, Meaning of packaging.

3. Pricing Strategy;

Objectives, role & Importance of Price, factors influencing price determination.

4. Distribution;

What is a channel of distribution, factors influencing the choice of channel.

Suggested Books:

Marketing Management : Philip Kotler

Principle of Marketing : Boone and Kurtz

Marketing Management : Rajan Saxena

Marketing Management : T.N. Chhabra, S.K. Grover

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SEMESTER-IV

4.5 RESEARCH METHODOLOGY

L T P

Hrs / Weeks 4 1 -

Module Rationale

This course is aimed at developing basic knowledge skill about the concept of research methodology. This will enable students to develop appropriate methodology for their project research studies making them acquainted with basic research fundamentals.

Detailed Contents

- 1. Introduction:** Meaning of Research, objectives of research, types of research.
- 2. Meaning of Research Design,** Types of Research Designs, Definitions & basic concept.
- 3.** Types of data, methods of data collection.
- 4.** What is sampling and its use, types of sample designs: Meaning of probability and Non-Probability Sampling?
- 5. Report writing-** meaning, significance, steps in report writing, layout of the research report, precaution for writing research reports.

Suggested Books:

Research Methodology-Methods & Techniques : C.R. Kothari

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

Semester-IV

4.6 Banking law & Practice

L T P

Hrs / Weeks 4 1 -

Module Rationale

In this module, the students will learn about the relationship between a bank & a customer and how to long term & profitable relationship can be established with the customers.

Detailed Contents

1. Types of customers & account holders:

1.1 Individuals including minor

1.2 Partnership firms

1.3 Joint stock companies

1.4 Trusts

1.5 Clubs & associations

1.6 Joint Hindu family etc

1.7 NRI Banking

1.8 Foreigners & foreign companies

1.9 Farmers

1.10 Online trading platforms

2. Different type of borrowing facilities granted by banks:

Cash credit

Terms loans

Over drafts

Demand loans

Bills discounted

Letter of credits.

3. Types of securities & methods of charging them

3.1. Mortgage

4. Retail Lending:

Housing loans

Car loans

Educations loans

Personal loans

Consumer loans.

5. Lockers,

ATM (Automated teller machine)

Internet banking

Demit accounting

Credit cards

Tele banking

Pension payments

Cash management

Portfolio management.

Suggested books:

2. Modern banking law by E.P. Ellinger & Eva Lomnicka.

3. Banking laws and regulation by Geoffrey P Milles.

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

Semester-IV

INDEPENDENT STUDY & PRESENTATION

L T P

Hrs / Weeks - - 3

Module Rationale

This course had been introduced to have novel experience with the aim of developing in students the communications (written & oral), ability and habit of self study which will make them self learner. This is not a subject for which there is external theory examination.

Through this course, the students will have the opportunity of self & independent study by searching literature. They will prepare papers & presentations. The teachers will provide topics for self learning. There will be an internal & external assessment for the work done & performance.

The topic must be chosen from the curriculum only. Situational approach should be adopted through case studies relating to real life of individual, family, organization etc. in Indian or International context.

Following will be the assessment criteria:

Preparation of study papers :40%

Presentation & viva :60%

Note: concerned teachers should prepare an exhaustive list of topics for independent study and presentation. The student may select the topic of his/her interest in consultation with teacher.

INDEPENDENT STUDY & PRESENTATION

L T P

Hrs / Weeks - - 3

Module Rationale

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The topic must be chosen from the curriculum only. Situational approach should be adopted through case studies relating to real life of individual, family, organization etc. in Indian or International context.

Following will be the assessment criteria:

Preparation of study papers :40%

Presentation & viva :60%

Note: concerned teachers should prepare an exhaustive list of topics for independent study and presentation. The student may select the topic of his/her interest in consultation with teacher.

SEMESTER-V (IPM)

5.1 HUMAN RESOURCE MANAGEMENT-1

L T P

Hrs / Weeks 4 1 -

Module Rationale

This course aims at helping the students in understanding various issues related to Human Resource Management in organization.

Detailed Contents

1. Human Resource Management: meaning, nature, scope, objective, importance and functions of Human Resource management.
2. Organization of personnel department, role of personnel managers, qualities & qualifications of personnel manager, professionalization of personnel management in India.
3. Human Resource Management in a Dynamic Environment: impact of Technology on Human Resource Management.
4. Human Resource Management in a changing environment: Economic Liberalization & Human Resource Management, Human Resource Management in IT Industry, changing role of Human Resource Management.
5. A case study on each of the above topic.

Suggested Books:

Human Resource Management : VSP Rao

Tutorial Assignment

1. Changing Role of HRM
2. Role of personnel manager
3. Impact of technology on HRM

SEMESTER-V (IPM)

5.2 Human Resource Development

L T P

Hrs / Week 4 1 -

Module Rationale

Management of Human Resources requires an adequate attention of managers at all levels. Every manager is required to possess the skill to utilize fully the capacities and potentials of the human resources available in the organization. An efficient human resource development manager must guide the work force, influence their behavior and motivate them to contribute maximum towards the achievements of organization goals.

Detailed Contents

1. HRD: Introduction, concept, characteristics, objectives of HRD, Need for HRD, HRD as a total system, functions of HRD & personnel Management.
2. Philosophy & Strategies: HRD matrix, HRD Philosophy, HRD Policy, HRD Strategies, HRD Organization, Barriers of HRD Programmes, Suggestions to make HRD effective in Indian organization, Attributes of HRD Managers, HRD in Indian Industry.
3. HRD System: process of designing, HRD system, Principles in designing HRD Strategies, Factors affecting in HRD System.
4. HRD Mechanism: Pre-requisite for HRD, variables in HRD Mechanism, HRD outcomes, HRD Climate & Culture, Concept of Climate, HRD Climate & organizational climate, factors affecting HRD Climate, Indian culture & HRD.

Suggested Books

Human Resource Development, concept & practices by Santosh Gupta & Sachin Gupta.

Tutorial Assignment

1. Problems in HRD in India.
2. Challenges of the personnel Manager.
3. Why is Executive Development necessary?
4. Explain Factors affecting HRD climate.
5. Suggestions to make HRD effective in Indian Organization.

SEMESTER-V (IPM)

5.3 HUMAN RESOURCE PLANNING

L T P

Hrs/ Week 4 1 -

Module Rationale

This will abreast the students of intricacies of Recruitment, Selection, placement and induction, The students will be also learn various aspects of internal mobility, promotion and demotion etc.

Detailed Contents

1. Human Resource Planning: meaning, importance, objectives, process of HR planning.
2. Recruitment: Definition, sources of recruitment, methods of recruitment.
3. Selection; Definition, purpose, process of selection.
4. Placement: Meaning, benefits of proper placement.
5. Induction: meaning, objective, induction programme, steps of job rotation.
6. Internal mobility: purpose, transfer- meaning, purpose, types, benefits, transfer policy.
7. Promotion: purpose & advantages, bases of promotion, promotion policy.
8. Demotion: meaning, causes, Employee Separation, resignation, retirement, layoff retrenchment, Discourage& dismissal.

Suggested Books:

Human Resource Planning :Deepak Kumar Bhattacharya

Strategies and Techniques :Greenwood, Qvorum Books

Tutorial Assignment

1. Explain Human Resource planning.
2. Selection V/s Recruitment.
3. Human Resources Planning at different levels in organization.

SEMESTER-V (IPM)

5.4 STRATEGIC HUMAN RESOURCE MANAGEMENT

L T P

Hrs / Weeks 4 1 -

Module Rationale

This will help the students in learning various facets of Strategic Management and application their knowledge about Strategic Management.

Detailed Contents

1. Meaning & formulation and implementing HR Strategies:

Meaning developing HR Strategies, setting out of HR Strategies, conducting a strategic review, implementing HR Strategies.

2. Improving Business process through HR Strategies:

How HR impact on organizational performance, how HR Strategies make an impact, the strategic role of HR specialist.

3. Strategies for improving organizational effectiveness.

4. Resourcing Strategies:

Definition and objectives:

5. Reward Strategies:

Effective reward Strategies, Formulating employee relation Strategies.

Suggested Books:

Business Policy & Strategic Management : Azhar Kazmi

Tutorial Assignment

1. Improving business process through HR strategies.
2. Strategies for improving organizational effectiveness.

SEMESTER-V (IPM)

5.5 ORGANIZATION CHANGE & EFFECTIVENESS

L T P

Hrs / Weeks 4 1 -

Module Rationale

The students will learn about various dimensions of organizational change, power politics and Corporate Governance etc.

Detailed Contents

1. Dynamics of Change: Concept, nature, forces of Change, resistant to change, overcoming resistant to change, management of change.
2. Organization Development: Concept, Characteristics, benefits, limitations and techniques of organization development.
3. Organizational Climate: Definition, Characteristics, Component of organizational Climate, Organization Culture, Factors influencing, Organizational Climate and Culture, Role of Managers and employees in influencing climate, improving organizational climate and moral.
4. Organizational Effectiveness: Definition, Factors affecting Organizational effectiveness, impact of Organizational climate on effectiveness.
5. Power & Policies: introduction, types of power & its influences, inter-group behavior & collaborations, conflicts management-introduction, classification, remedies.
6. Corporate Governance, management gender issues.

Suggested Books:

- Organizational Behaviour : L.M. Parsad
- Organizational Behaviour : S.P. Robbins, 7th edition New Delhi, Prentice Hall
- Organizational Behaviour : Awasthapa, Himalaya Publishing House, New Delhi
- Organizational Behaviour : Chandan Jit S, Viakas Publishing House Pvt. Ltd,

Delhi.

SEMESTER-V (IPM)

5.6 LABOUR LAWS

L T P

Hrs / Weeks 4 1 -

Module Rationale

Objectives of this course is to provide adequate knowledge, critical understanding of labour law in operations in India, and help in improving skills in handling legal issues in industrial relations and other labour matters.

Detailed Contents

1. Trade union Act 1926: objectives, provision of Act, Definition under Act, Registration of Trade Unions, Duties and Liabilities of Trade Unions.
2. Industrial Employment (Standing orders) Act 1946: objectives, main features of Act, important definition under Act, Provisions of Act, Submission of the Profit standing orders.
3. Industrial Dispute Act 1947: Feature, objectives, scope and main provisions of the Act.
4. Payment of wages Act 1936: Feature, objectives, scope and main provisions of the Act.
5. Case studies on above mentioned laws.

Suggested Books:

Dynamics of Industrial Relation : Mamoria, Mamoria, Gankas

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SPECIALISATION IN MARKETING MANAGEMENT

SEMESTER-V

5.1 CONSUMER BEHAVIOUR

L T P

Hrs / Weeks 4 1 -

Module Rationale

Objective of this course is to familiarize students & to make them aware of the basics concepts of consumer behavior and the factors influencing buying decision making process.

Detailed Contents

1. Introduction :

Concept & importance of Consumer Behavior. Difference between customer & Consumer, Types of consumer, Consumer decision making process.

2. Consumer Motivation:

Maslow Theory, Consumer Perception, factors affecting consumer Behavior- social cultural, personal.

3. Nature of Consumer Attitudes, components of attitudes; their formation & change, attitudes model of understand & predict behavior.

4. Understanding reference group and their influence, family-role of children and women in decision making, family Life cycle.

5. Purchase process , Post purchase Behaviour.

6. Case study on related topics.

Suggested Books:

Consumer Behaviour : Leons Schiffman

Consumer Behaviour : S Ramesh , Pearson Education

Marketing Management : Phillipper Kotler

Case studies in Consumer Behaviour -30 cases : ICFAI University Press

SEMESTER-V

5.2 SALES MANAGEMENT

L T P

Hrs / Weeks 4 1 –

Module Rationale

The purpose of this course is to develop skill and strategies of sales management & to improve the competencies to tackle different sales related problems.

Detailed Contents

1. Introduction :

Characteristics, objectives, importance and functions of Sales Management.

2. Recruitment and selection of sales force- Training of sales personnel, motivating of sales personnel, method of motivation, compensation of sales force.

3. Sales Budget:

Meaning, features, factor affecting sales budget, steps in formulating sales budgets, importance of sales budget.

4. Controlling Sales Force:

Meaning , Importance , Steps in controlling sales force, techniques of controlling sales force .

5. Sales Organization :

Meaning , Features, Importance, Type of departments.

6. Case studies on above mentioned topics.

Suggested Books:

1. Advertising & Sales Management :S. H.H Kazmi
2. Advertising & Sales Management : Mukesh Trehan

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SEMESTER-V

5.3 PRODUCT MANAGEMENT

L T P

Hrs / Weeks 4 1 –

Module Rationale

The program will enhance the knowledge of the student about new product development, product pricing, brand management and product management as a whole.

Detailed Contents

1. Product Management:

Meaning of Product.

2. Introduction of New Product & withdrawal of Product:

Product planning as per segmentation of market, competitor analysis, customer analysis.

3. Product pricing and control, product differentiation:

Consumer perception and competition.

4. Brand:

Meaning objective, types, importance, Brand image creation, after sales services , Brand Equity sources & Benefits, measurement of Brand Equity.

Suggested Books:

Product Management : Donald R. Lehman

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SEMESTER-V

5.4 MANAGING MASS COMMUNICATION

L T P

Hrs / Weeks

4 1 –

Module Rationale

This course will benefit the student in understanding the ground realities of mass communication, developing media strategies, role of media, cost and evaluation of media.

Detailed Contents

1. Mass Communication

Concept, meaning, definition, importance of media, types of mass communication, market analysis and identifying target market, establish media objectives.

2. Develop & implementing media strategies, qualitative aspects of Media vehicles source, media Characteristics.

3. Role of Media, types of media , media planning & strategies, media & Ad related decision.

4. Media Evaluation cost of Media, Support Media ,Internet-features, types of internet, advantages and disadvantages.

Suggested Books:

Mass communication : S. P Tulsian

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SEMESTER-V

5.5 MARKETING OF SERVICES

L T P

Hrs / Weeks 4 1 –

Module Rationale

The basic purpose of the course is to develop the knowledge of students in a new area of marketing of services in order to make them professional in this area of marketing.

Detailed Contents

1. Marketing of Services: meaning & type of service, imperative of service marketing.
2. Services Marketing Mix;
 - 2.1 Produce and pricing
 - 2.2 Place and promotion
 - 2.3 People, Physical evidence and process.
3. Managing quality in services.
4. Customer retention and loyalty.
5. Sectoral application:
 - 5.1 Financial Services,
 - 5.2 Tourism and hospitality services,
 - 5.3 Health services,
 - 5.4 Educational services,
 - 5.5 Telecommunication services,
 - 5.6 Product support services.

Suggested Books:

Principles of Marketing	:	Philip Kotler
Service Marketing	:	Christophe H. Lovelock
Service Marketing- The Indian Context	:	Srinivasan

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SEMESTER-V

5.6 INTERNATIONAL MARKETING

L T P

Hrs / Weeks 4 1 –

Module Rationale

In this module, student will learn about the imperatives of operating in a global market. Marketing strategies for an emerging market can vary based on the market's specific environment. They will get to understand the environment in various global markets and identify and entry strategies of key players in the new and emerging market of the world.

Detailed Contents

1. Introduction to international marketing:

Meaning, nature , scope of international market, international marketing management process- an overview, major world market and their characteristics.

2. Global market place:

Drivers of globalization , global firms, Components of Business environment , elements of SWOT analysis.

3. International Trade System:

Tariff and non tariff barriers, World Trade Organization, quota embargo, exchange control and environments that makes a country attractive to foreign firms for entry.

4. Entry Strategies:

Unique International marketing challenges, objective of market entry, cultural , political, legal and economics conditions affect market entry strategies.

Suggested Book

1. Global Marketing Management : Keegan, Prentice Hall
2. Global and Business : Deniels
3. International Marketing : Shrinivasan
4. International Marketing Research : Kamar, Prentice Hall

Note: Case studies of global companies to understand their strategies.

SPECIALISATION IN RETAIL MANAGEMENT

SEMESTER-V

5.1 RETAIL MARKETING & ITS ENVIRONMENT

L T P

Hrs / Weeks 4 1 –

Module Rationale

The objective of this module is to develop fundamental knowledge of challenges in retail development, drives of retail chain, evolution of organized retail in India and the legal dimensions of retail sectors in India.

Detailed Contents

1. Retail Marketing:

Concept, importance and need of marketing in organized retail sector, retail marketing mix.

2. The evolution of Retailing in India, changing retail scene in India, organized and unorganized retailing in India.

3. Drivers of retail change in India, changing income profiles and reducing diversification between rural and urban India. Changing consumption patterns.

4. Challenges to retail development in India, Treats of new entrants, Threats of Substitute , bargaining power of suppliers, bargaining power of shoppers.

5. Social Marketing in retailing, customer relationship marketing in retailing and public relations.

Suggested Books

Retail Management : Swapana Pradhan

Retail Marketing : Dravid Gilbert

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SEMESTER-V

5.2 RETAIL & MERCHANDISE MANAGEMENT

L T P

Hrs / Weeks 4 1 –

Module Rationale

This module aims at providing the fundamental knowledge about how to apply retail strategies, business models in retail and role and responsibilities of merchandisers.

Detailed Contents

1. Relating –meaning, nature, classification of retailing activities , functions of retailing , retailing as a career. Retail selling process, upselling & cross selling.
2. Developing and applying retail strategies, strategic retail planning process, retail formats departmental stores, discount stores, super markets, warehouse clubs, retail pricing.
3. Business Models in Retail, concepts of Life Cycle Retail , Variety of Merchandising Mix and Retail Models.
4. What is Merchandise, evolution of merchandising, factors affecting merchandising functions, role and responsibility of merchandisers, merchandise planning process, tools used for merchandise, procurement method.

Suggested Books:

Retail Management : Swapana Pradhan

Retail Marketing : Dravid Gilert

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to students.

Note: Factory visits to be conducted to give students an idea of how various categories and how they can be arranged .

SEMESTER-V

5.3 STORE PLANNING & LAYOUT

L T P

Hrs / Weeks 4 1 –

Module Rationale

This module will impart the students with the knowledge of store layout, organization of retail stores, store design and visual merchandise etc.

Detailed Contents

1. Development of retail organization, size and space allocation, factors affecting the location of retail stores, store design and visual merchandise etc.
2. Stores layouts and space planning , types of layout, controlling cost and reducing inventory loss and a store layout, planning the shelf space & placement of products.
3. Store Design:

Importance of store design, exteriors store design , interior store design , fixtures & lighting , music equipments.

4. Visual Merchandising

Concept, and role of visual merchandising, visual merchandising techniques displays, design, mannequins , props & signage.

Suggested Books:

Retail Management- A strategic Approach : Barry Barmen

Retail Management : Swapana Pradhan

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignment on all major areas of the above syllabi to the students.

Note: Visit to various stores.

SEMESTER-V
RETAIL SHOPPER BEHAVIOUR

L T P

Hrs / Weeks 4 1 –

Module Rationale

This module will help the student in learning about the influence of reference group and environment on shopper's behaviors.

Detail Contents

1. Shopper Behavior:

Definition, scope , importance and limitations, consumer research, understanding consumer and various consume segments.

2. Personality

Theories, self concept and its implications, learning theories and shopper attitudes, communication and persuasion.

3. Environmental influence on shoppers, social & cultural influences and its relevance on shoppers, purchasing decision, nature and process of social satisfaction.

4. Reference Groups, Family life Cycle, Family Purchase Decision and its marketing implementation.

Suggested Books:

The Art of Retailing : A.J Lamba

Retail Management –A Strategic Approach : Barry Barmen

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignment on all major areas of the above syllabi to the students.

SEMESTER-V

5.5 RETAIL OPERATIONS MANAGEMENT

L T P

Hrs / Weeks 4 1 –

Module Rationale

This subject will enhance the knowledge of students about material handling, store promotion techniques, aspects related to security store and retail operation etc.

Detailed Contents

1. Retail Operations:

Understanding of retail operations, common store operations, functions of store manager, promotion , planning & execution of retail operations , elements of retail operation.

2. Store security, housekeeping standard , grooming standards of staff (store staff, housekeeping and security guard), parking, space problem at retail centers, store records & accounting systems, coding system and implementations, store appearance & housekeeping.

3. Material handling in stores, emerging concept of mall management, factors influencing mall establishing, development of amusement business with in shopping mall.

4. Store promotion techniques, managing promotional campaigns, events and retail fair managements.

Suggested Books:

Retail Management : Swapana Pradhan

Retail Management –A Strategic Approach : Barry Barmen

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignment on all major areas of the above syllabi to the students.

SEMESTER-V

5.6 CATEGORY MANAGEMENT & SALES PROMOTIONS

L T P

Hrs / Weeks 4 1 –

Module Rationale

This subject will expose the students to retail promotions strategies, retail promotional mix, retail promotional events etc.

Detailed Contents

1. Define category management , assign a role to the category, assess the category, creating a marketing strategy, choose tactics for category assortment, pricing, promotion etc. components of category management, category management business process.
2. Retail Promotional Mix Advertising, Public Relations, Sales Promotions and Techniques.
3. Retail Promotional Strategies, determining promotional objectives, establishing overall budget, selecting promotional mix, devising category mix, reviewing and revising.

Suggested Books:

Retail Management : Swapana Pradhan

Retail Management –A Strategic Approach : Barry Barmen

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignment on all major areas of the above syllabi to the students.

SEMESTER-VI (IPM)

6.1 HUMAN RESOURCE MANAGEMENT-II

L T P

Hrs / Weeks 5 2 -

Module Rationale

This course is aimed to understand the various issues related to manpower management in organization.

Detailed Contents

1. Job analysis: concept, objectives, uses, process.
2. Job Description: meaning, uses, contents of job description.
3. Job Specification: meaning.
4. Job Enlargement: meaning, concept.
5. Job Enrichment: meaning, process, techniques of job enrichment.
6. Quality of work Life: meaning, concept, principle, technique for improving QWL.
7. Job Satisfaction: concept, job satisfaction and work behavior.
8. Work Environment: elements of work environment, meaning of Fatigue, Monotony & Boredom, Methods of reducing Fatigue.
9. Case study on each of topic.

Suggested Books:

Human Resource Management: C.B. Gupta, Sultan Chand & Sons, New Delhi

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SEMESTER-VI (IPM)

6.2 COMPENSATION ADMINISTRATION

L T P

Hrs / Weeks 5 2 -

Module Rationale

This course will benefit the students in learning wages and salary management, incentives and fringe benefits & legal framework with compensation of employees.

Detailed Contents

1. Compensation: introduction, nature, objective of compensation, planning, components of pay structure in India.
2. Wages & salary Management: concept, objective, principles of wages & salary managements, elements of wages & salary system, factors influencing compensation level, wages policies, wages policies in India, minimum wages Act, 1948, Payment of wages Act, 1936, wage boards, Bonus, The payment of Bonus Act 1965, wage differentials, choices in Designing a compensation system, Managerial Compensation.
3. Incentive and Employee Benefits: Characteristics of wage system, methods of wage payment, incentive Plans, individual incentives, organization wide incentive plans. Successes& Failure of incentive plans. Group or Team based incentive plans, incentive scheme for indirect workers.
4. Fringe Benefits: need for fringe benefits, objectives of fringe benefits, types of fringe benefits.

Suggested Books:

Human Resources Management :C.B. Memoria

Human Resources Management :Biswajeet Patnayak

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SEMESTER-VI (IPM)

6.3 LABOUR WELFARE & SOCIAL SECURITY

L T P

Hrs / Weeks 5 2 -

Module Rationale

This will assist the students in understanding various facets of labour welfare and social security aspects of working class and its legal framework.

Detailed Contents

1. Labour Welfare:

Concept, importance & Objective of Labour welfare.

2. Statutory Welfare Provisions:

- (i) The Factories Act 1948
 - (ii) The Contract Labour (Regulation & Abolition) Act 1970.
 - (iii) The Mines Act, 1952
 - (iv) The Plantation Labour Act, 1951.
 - (v) The Motor transport workers Act, 1961.
- #### 3. Social Security: Concept & Evaluation
- (i) The workmen's Compensation Act 1923.
 - (ii) The Employee's State Insurance Act 1948 (The ESI Act).
 - (iii) The Maternity Benefits Act 1961.
 - (iv) The Employee's Provident Funds & Miscellaneous Provisions Act 1952.
 - (v) Employee's family Pension scheme, 1971.
 - (vi) The payment of Gratuity Act, 1972.

Suggested Books:

Human Resources Management : VSP Rao

Tutorial Assignment

1. Labour Welfare Practices in India.
2. Labour and Employers view on welfare.
3. Labour welfare movement in India.
4. Current trends on the problems of labour welfare in an industrial society today.

SEMESTER-VI (IPM)

6.4 INDUSTRIAL RELATIONS

L T P

Hrs / Weeks 5 2 -

Module Rationale

The objective of this course is to familiar with the labour problems and proper approach to labour management relation.

Detailed Contents

1. Industrial Relation:

Meaning, significance & objective of Industrial Relations, factors influencing Industrial Relations, Essentials conditions for sound Industrial Relations.

2. Industrial Conflict:

Forms of Industrial disputes, causes of industrial disputes, industrial disputes – preventive machinery, industrial dispute settlement machinery.

3. Trade Union:

Definition, objective, functions, union structure, growth of trade union, movement & membership, Union Problems, measures to strengthen trade union movement in India.

4. Workers Participation's

Meaning, definition, objective, forms of participation, govt. policy & participation, effective workers participation in management.

5. Collective Bargaining:

Concept, features, objectives, type of bargaining, process of collective bargaining, collective bargaining in India, factors inhibiting collective bargaining, conditions essentials for effective bargaining, suggestion for effective implementation of collective bargaining.

6. Employee Grievances:

Features, forms of grievances, effects, need for a grievance procedure , essential prerequisites of a grievance procedure, grievance management in Indian Industry.

7. Case studies relation above mentioned topics.

Suggested Books:

Human Resource Management by VSP Rao

Tutorial Assignment

1. Concept and scope of IR
2. Essentials of successful collective bargaining
3. Objectives of workers participation in India
4. Requirements of Successful workers participation in India
5. Essential prerequisites of a grievance procedure

SEMESTER- VI

6.5 PROJECT WORK / PRACTICAL TRAINING

L T P

Hrs / Weeks - - 5

Six weeks training is some reputed concerns/Business Organization for grooming students in actual work environment.

During training the students will:-

1. Keep daily record of training in a note book/diary (evaluation process specific)
2. Prepare Project report.

Marks will be divide as under:-

Training Diary = 50 Marks

Project Report = 200 Marks

Viva Voce = 150 Marks

Project report and training diary will be assessed by the teacher concerned. Viva Voce will be conducted by External Examiner.

SEMESTER-VI

6.1 SALES PROMOTION

L T P

Hrs / Weeks 5 2 –

Module Rationale

This course will benefit the students in learning various tools and techniques of sales promotion budget of sales promotion and the importance of sales promotion of today's marketing environment.

Detailed Contents

1. Sales Promotion:

Meaning, objective and strategy, factors influencing sales promotion growth, advantages and drawbacks of sales promotion, Pull & Push strategies, consume Promotion, trade promotion, promotion for sales force.

2. Sales Promotion & Consumer Behavior:

Attribution & Dissonance Theories, consumer price perception, perceived risk & attitudes, deal proneness, consumer decision making, how promotion affect sales.

3. Sales Promotion objectives & Budgets Allocation:

Nature of sales promotion objectives, sales promotion budget, characteristics of successful sales promotion, sales promotion evaluation.

4. Sales Promotion Tools & Techniques:

Price Deals, Price Packs, Refunds & Rebates, coupons, contests & sweepstakes, premiums, trade allowances & Deals Exchange or Buy back offers, display, Trade Fairs & event Sponsorship.

5. Case study on above mentioned topics

Suggested Books:

Advertisement & Sales Promotion : S.H.H. Kami and Satish K. Batra

Tutorial Assignment

Developing and presenting a sales promotion strategy for a hypothetical product by student.

Note: Field visits to identify various type of sales promotions and their essentials.

SEMESTER-VI

6.2 ADVERTISING MANAGEMENT

L T P

Hrs / Weeks 5 2 –

Module Rationale

The objective of this subject is to make the students acquire the knowledge & techniques of advertisement management & providing them opportunities to develop effective advertisement.

Detailed Contents

1. Advertising:

Meaning, scope and importance of advertising, distinction between advertising; publicity & propaganda. Types of advertising- consumer advertising, advantages to business & profession, product advertisement, organization advertisement.

2. Advertising in marketing Mix, Economic and social implication of advertising- economic effect of advertising, social issues in advertising, Advertisement Department vs. Advertisement Agencies, organization of advertisement agencies.

3. Message, copy, types of copy, illustration, campaign planning, creativity in advertising, headlines, subhead lines and body.

4. Evaluation of advertising effectiveness:

Introduction, Ad objectives & plans, Areas of assessment of effectiveness, pre-placement evaluation of Ad, post6 testing, interpretation of Research finding.

5. DAGMAR Approach- assessment and criticism of DAGMAR

Suggested Books:

Advertising Management : Mohendra Mohan

Advertising Management : Borden and Marsal

Tutorial Assignment

1. Presentation on uses and abuses of advertising.
2. Impact of advertising on society.

Note : Field visit to an advertising agency to understand how advertisement are created.

SEMESTER-VI

6.3 E-MARKETING

L T P

Hrs / Weeks 5 2 –

Module Rationale

This course will make the students learn the new avenue of marketing which includes e-Marketing, e-payment, e-customers etc.

Detailed Contents

1. E-Marketing: definition, history of e-Marketing, features of e-marketing, importance of e-marketing.
2. E-Marketing Situation, e-marketing strategies, e-marketing objective.
3. E-customers-Access/Distribution, Added Value, Relationships, e-worries, researching customers.
4. Re-Mix-Place & Promotion, Product, Price Pricing Models, People & Physical Evidence, Process.
5. E-tools-Database, interactive TV, Mobiles, and Kiosks & Alternatives, Customer Relationship Management in e-marketing.
6. Electronic Payment System: overview of electronic payment technology, electronic & digital cash, online credit and based system.

Suggested Books:

E-Marketing (4th ed.) : Strauss.j.

Electronic Commerce : Ravi Kolakata

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SEMESTER-VI

6.4 RURAL MARKETING

L T P

Hrs / Weeks 5 2 –

Module Rationale

This will help students in learning the dynamics of rural marketing including innovation of rural marketing, rural marketing mix, rural market segmentation and Importance of growing Indian rural market.

Detailed Contents

1. Rural Marketing:

Concept, evolution, meaning, importance, nature and characteristics.

2. Segmentation of Rural Market:

Meaning , basis of Segmentation , benefits of market segmentation , target marketing.

3. Rural Marketing mix:

4P's , rural marketing mix additional P's of Rural Marketing, PLC, Marketing of Agricultural Products.

4. Principles of Innovation for Rural Marketing:

Needs of innovation of Rural Marketing , principles of Innovation for Rural Market, Rural Marketing Strategies, and Distribution Channels for Rural Marketing.

Suggested Books:

Rural Marketing Concepts & Policies: Balram Dogra

Rural Marketing : T. P Gopaldaswami

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

Note : Case study on Rural Marketing

SEMESTER-VI

6.1 TECHNOLOGIES IN RETAIL

L T P

Hrs / Weeks 5 2 –

Module Rationale

In this course the students learn about the role of information technology in retail business, collection and manipulation of data, role of information technology in logistics management.

Detailed Contents

1. Role of IT in business, advantages of IT applications to retail, concept of tele- retailing and its advantages.
2. Retail information systems payment system at POS, approaches to EPOS, EPOS products and supplier.
3. Auto identification, data capture & product marking smart cards, retail management information systems.
4. Concept of E-retailing, role of E-retailing, some major brands & their E-retailing system.
5. Mobile-Retailing, emerging trends in India, Transfer of Payment and Billing by mobile phones.

Suggested Books:

Retail Management : George H., Lucas Jr. Robert

Retail Management : Swapana Pradhan

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SEMESTER-VI

6.2 SUPPLY CHAIN MANAGEMENT

L T P

Hrs / Weeks 5 2 –

Rational Module

This module will help the students in understanding of Logistics, process and to acquire skill and monitoring, the ability to provide end customers satisfactions and financial effectiveness.

Detailed Contents

1. Supply Chain Management: - meaning, evolution, role of supply chain, Concept:- Channels functions, processes, flexibility.
2. Supply chain drivers:- Key drivers, performance measures, designing the distribution network, transportation-systems, alternatives, costs.
3. Forecasting Demand & Inventory Management- objectives, techniques of Inventory Management, EOQ, reorder point, ABC analysis, replenishment level (introducing to student automatic replenishment system), Merchandise Planning- Assortment Plans, Open to Buy, Managing Returnable – Product Recall, Damaged & Defective Merchandise.
4. Sourcing & Vendor Development - Evaluation, Selection, Procurement, Planning & Analysis. Coordination in Supply Chain.
5. Pricing & Revenue Management, Importance of Information Technology in Supply Chain.

Suggested Books

Retail Management : Swqapana Pradhan

Retail Marketing ; Dravid Gilert

The Art of Retailing : A.J. Lamba

Retail Management : Barry Bermen

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

Note: Teacher should make students acquainted to the automatic replenishment system.

SEMESTER-VI

6.3 RETAIL BRAND MANAGEMENT

L T P

Hrs / Weeks 5 2 –

Module Rationale

This module will provide an understanding of how branding strategies are formed in retail sector, branding techniques in retailing, retail promotional tools and decisions, & event management.

Detailed Contents

1. Brand:

Meaning, definition, importance of a Retail Brand, some common branding strategies of retailing sector.

2. Branding Techniques in Retailing, Major Retail Brands, retail branding in India, future of retailing in India.

3. Retail Promotional decisions & tools-retail advertising, Public relations & retailing, salesmanship & customer delight techniques.

4. Retail Brand Promotion and Event management, Publicity by outdoor activities and brand promotion by retail fair, exhibitions, etc.

5. Brand equity:

Source & Benefits. Designing Marketing Program to build brand equity. Measurement of Brand Equity.

Suggested Books:

Retail Management : Chetan Bajaj

Marketing Management : Philip Kotler

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all major areas of the above syllabi to the students.

SEMESTER-VI

6.4 CUSTOMER RELATIONSHIP MANAGEMENT

L T P

Hrs / Weeks 5 2 –

Module Rationale

The objective of this module is to develop fundamental knowledge of challenges in retail development, drivers of retail chain, evolution of organized retail in India and the legal dimensions of retail sector in India.

Detailed Contents

1. CRM BASIC:

Understanding the customer, understanding the customer service, meaning of CRM, objective of CRM, contributing disciplines for CRM, CRM for retail.

2. Building Customer Relationship:

Why do people do business with you, way to address human needs, building relationship through valuing the customer, building rapport, emotional bank account, the value equation, empathy v/s sympathy.

3. Value propositions to customers, service propositions to customers profiling of customers to solve problems of customers. Rate management of the customers for retailing customer-loyalty programmes.

4. The store & CRM each store may introduce some different.

Recommended Books

- Peeru Mohammed: Customer Relationship Management.
- Grover S. K: Marketing : A Strategic Orientation.
- P. Kotler: Marketing Management
- R. Saxena: Marketing Management.
- Stanton: Marketing Management.
- Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi.
- Barry Merman, Joel R. Evans, Retail Management, Pearson Education.
- A. J Lamba, The Art of Retailing, Tata Mcgraw Hill Publishing Co. Ltd. New Delhi.

Tutorial Assignment

Teacher of concerned subject is required to give tutorial assignments on all areas of the above syllabi to the students.

**STUDY AND EVALUATION SCHEME FOR DBM/DBM(IPM) (67) DIPLOMA COURSE
w.e.f. SESSION 2011 FOR FIRST SEMESTER**

Sr. No	Subject	STUDY SCHEME		EVALUATION SCHEME								Total Marks
				Internal Assessment				External Assessment (Examination)				
				Theory		Practical		Written Paper		Practical		
				Max. Marks	Hrs	Max. Marks	Hrs	Max. Marks	Hrs	Max. Marks	Hrs	
1.1*	Communication Skills-I (030011)	3	-	2	25	100	3	50	2	200		
1.2	Business Organization(106712)	4	2	-	50	100	3	-	-	150		
1.3	Principles of Management(106713)	4	2	-	50	100	3	-	-	150		
1.4	Business Economics(106714)	4	2	-	50	100	3	-	-	150		
1.5	Business Mathematics & Statistics (106715)	4	2	-	50	100	3	-	-	150		
1.6	Computer Fundamentals(106716)	2	-	4	50	100	3	50	-	250		
1.7	Independent Study & Presentation	-	-	3	100	-	-	-	-	100		
<i>Student Centred Activities</i>		-	-	2	25	-	-	-	-	25		
Total		21	8	11	375	600	100	100	100	1175		

*Common with that of other Diploma Programmes

**STUDY AND EVALUATION SCHEME FOR DBM/DBM(IPM) (67) DIPLOMA COURSE
w.e.f. SESSION 2011 FOR SECOND SEMESTER**

Sr. No	Subject	STUDY SCHEME		EVALUATION SCHEME						Total Marks	
				Internal Assessment			External Assessment (Examination)				
				Theory	Practical	Written Paper	Practical				
				Max. Marks	Max. Marks	Max. Marks	Hrs	Max. Marks	Hrs		
		Hrs/week									
		L	T	P							
1.1*	Communication Skills-I (030011)	3	-	2	25	-	100	3	50	2	200
1.2	Basic Managing Skills(106722)	4	2	-	50	-	100	3	-	-	150
1.3	Bussiness Environment(106723)	4	2	-	50	-	100	3	-	-	150
1.4	Organizational Behaviour(106724)	4	2	-	50	-	100	3	-	-	150
1.5	Accounting Fundamentals(106725)	4	2	-	50	-	100	3	-	-	150
1.6	Computer Applications(106726)	2	-	4	50	50	100	3	50	-	250
1.7	Independent Study & Presentation	-	-	3	100	-	-	-	-	-	100
<i>Student Centred Activities</i>		-	-	2	-	25	-	-	-	-	25
Total		21	8	11	375	100	600	-	100	-	1175

* Common with that of other Diploma Programmes

Study & Evaluation Scheme of DBM/DBM (IPM)

Fourth Semester

Sr.NO	Subject	Study Scheme Hrs/ week L P T			Evaluation Scheme						Total	
					Internal Assessment			External Assessment (Examination)				
					Theory Max Marks	Practical Max.Mark s	Practical Max.Marks	Written Paper Max.Marks	Hrs.	Max.Marks		Hrs.
4.1	Business Ethics & Values	4	1	-	50			100	3	-	-	150
4.2	Managing Men	4	1	-	50			100	3	-	-	150
4.3	Retail Basics	4	1	-	50			100	3	-	-	150
4.4	Marketing Management	4	1	-	50			100	3	-	-	150
4.5	Research Methodology	4	1	-	50			100	3	-	-	150
4.6	Banking Law & Practical	4	1	-	50			100	3	-	-	150
	Independent Study & Presentation			3	50	50						100
	Student Centered Activities			2		25						25
	Software related to store operations			3	25	75						100
	case study			2	75							75
Total		24	6	10	450	150		600	-			1200

FIFTH SEMESTER (Retail)

Sr.NO	Subject	Study Scheme Hrs/ week			Evaluation Scheme						Total
		L	P	T	Internal Assessment		External Assessment (Examination)				
					Theory	Practical	Written Paper		Practical		
							Max.Marks	Max.Marks	Hrs.	Max.Marks	
5.1	Retail Marketing & Its Environment	4	1	—	50	—	100	3	—	—	150
5.2	Retail & Merchandise Managemet	4	1	—	50	—	100	3	—	—	150
5.3	Store Planning & Layout	4	1	—	50	—	100	3	—	—	150
5.4	Retail Shopper Behaviour	4	1	—	50	—	100	3	—	—	150
5.5	Retail Operation Management	4	1	—	50	—	100	3	—	—	150
5.6	Category Management & Sales promotion	4	1	—	50	—	100	3	—	—	150
	Student Centred Activities	—	—	2	—	25	—	—	—	—	25
	Practical In SAP	—	—	3	25	75	—	—	—	—	100
	Independent study & Presentation	—	—	3	50	50	—	—	—	—	100
	Case Study	—	—	2	75	—	—	—	—	—	75
Total		24	6	10	450	150	600	18	—	—	1200

FIFTH SEMESTER (Marketing Management)

Sr.NO	Subject	Study Scheme Hrs/ week L P T			Evaluation Scheme								
					Internal Assessment			External Assessment (Examination)			Total		
					Theory		Practical		Written Paper			Practical	
					Max Marks	Max.Marks	Max.Marks	Hrs.	Max.Marks	Hrs.		Max.Marks	Hrs.
5.1	Consumer Behaviour	4	1	—	—	—	—	100	3	—	—	150	
5.2	Sales Management	4	1	—	—	—	—	100	3	—	—	150	
5.3	Product Management	4	1	—	—	—	—	100	3	—	—	150	
5.4	Managing Mass Communication	4	1	—	—	—	—	100	3	—	—	150	
5.5	Marketing of Services	4	1	—	—	—	—	100	3	—	—	150	
5.6	International Marketing	4	1	—	—	—	—	100	3	—	—	150	
	Student Centred Activities	—	—	—	—	—	2	—	—	—	—	25	
	Independent study & Presentation	—	—	—	—	—	3	50	—	—	—	100	
	Practical in MIS	—	—	—	—	—	3	75	—	—	—	100	
	Case Study	—	—	—	—	—	2	75	—	—	—	75	
Total		24	6	10	—	—	—	600	—	—	—	1200	

FIFTH SEMESTER (IPM)

Sr.NO	Subject	Study Scheme Hrs/ week			Evaluation Scheme						Total
		L	P	T	Internal Assessment		External Assessment (Examination)				
					Theory	Practical	Written Paper		Practical		
							Max.Marks	Max.Marks	Hrs.	Max.Marks	
5.1	Human Resource Management-I	4	1	—	50	—	100	3	—	—	150
5.2	Human Resource Development	4	1	—	50	—	100	3	—	—	150
5.3	Human Resource Planning	4	1	—	50	—	100	3	—	—	150
5.4	Strategic Human Resource Management	4	1	—	50	—	100	3	—	—	150
5.5	Organization Change & Effectiveness	4	1	—	50	—	100	3	—	—	150
5.6	Labour Laws	4	1	—	50	—	100	3	—	—	150
	Independent Study & Presentation	—	—	3	50	—	—	—	—	—	100
	Student Centred Activities	—	—	2	25	—	—	—	—	—	25
	Practical in MIS	—	—	3	75	—	—	—	—	—	100
	Case Study	—	—	2	75	—	—	—	—	—	75
Total		24	6	10	450	150	600	—	—	—	1200

SIXTH SEMESTER (IPM)

Sr.NO	Subject	Study Scheme Hrs/ week			Evaluation Scheme							
		L	P	T	Internal Assessment		External Assessment (Examination)				Total	
					Theory	Practical	Written Paper		Practical			
							Max.Marks	Hrs.	Max.Marks	Hrs.		
6.1	Human Resource Management-II	5	2	—	50	—	100	3	—	2	150	
6.2	Compensation Administration	5	2	—	50	—	100	3	—	—	150	
6.3	Labour Welfare & Social Security	5	2	—	50	—	100	3	—	—	150	
6.4	Industrial Relations	5	2	—	50	—	100	3	—	—	150	
6.5	Project Works	—	—	5	—	—	—	—	—	400	400	
	Student Centred Activities	—	—	2	—	25	—	—	—	—	25	
	Independent Study & Presentation	—	—	3	50	—	—	—	—	—	100	
	Case Study	—	—	2	75	—	—	—	—	—	75	
Total		20	8	12	325	75	400	—	—	400	1200	

SIXTH SEMESTER (Retail)

Sr.NO	Subject	Study Scheme Hrs/ week L P T			Evaluation Scheme									
					Internal Assessment				External Assessment (Examination)					
					Theory		Practical		Written Paper		Practical			
					Max Marks	Max.Marks	Max.Marks	Hrs.	Max.Marks	Hrs.	Max.Marks	Hrs.	Total	
6.1	Technologies in Retail	5	2	—	—	—	—	100	3	—	—	—	—	150
6.2	Supply chain Management	5	2	—	—	—	—	100	3	—	—	—	—	150
6.3	Retail Brand Management	5	2	—	—	—	—	100	3	—	—	—	—	150
6.4	Customer Relationship & Management	5	2	—	—	—	—	100	3	—	—	—	—	150
6.5	Project Works	—	—	5	—	—	—	—	—	—	—	400	—	400
	Student Centred Activities	—	—	2	—	—	—	25	—	—	—	—	—	25
	Independent Study & Presentation	—	—	3	—	—	—	25	—	—	—	—	—	100
	Case Study	—	—	2	—	—	—	—	—	—	—	—	—	75
Total		20	8	12	—	—	—	50	12	400	12	400	—	1200

SIXTH SEMESTER (Marketing Management)

Sr.NO	Subject	Study Scheme Hrs/ week L P T			Evaluation Scheme						Total			
					Internal Assesment			External Assessment (Examination)						
					Practical			Written Paper				Practical		
					Max Marks	Max.Marks	Hrs.	Max.Marks	Hrs.	Max.Marks		Hrs.	Max.Marks	Hrs.
6.1	Sales Promotion	5	2	2	50	100	3	100	3	400	12	400	150	
6.2	Advertising Management	5	2	2	50	100	3	100	3	400	12	400	150	
6.3	E- Marketing	5	2	2	50	100	3	100	3	400	12	400	150	
6.4	Rural Marketing	5	2	2	50	100	3	100	3	400	12	400	150	
6.5	Project Works			5	-					400			400	
	Student Centred Activities			2			25						25	
	Independent Study & Presentation			3	50								100	
	Case Study			2	75								75	
Total		20	8	12	325	400	75	400	12	400	12	400	1200	