

DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT
BUSINESS ENVIRONMENT

Objective:

- To bring about understanding of Social, Economic and Managerial Environment influencing business and industrial management in India.
- To acquaint the students with emerging global trends in business environment.

Contents:

Sr. No.	Topic
Economic Environment	
1	Concepts and significance of economic environment – at national and international level
2	Economic System: Laissez faire, capitalism, socialism and mixed economy
3	National Income
4	Monetary and Fiscal Policy (finance commission)
5	Industrial Policy
6	Latest five year plan
Social Environment	
7	Concept and significance of social environment, Interdependence of business and society, Culture and organization: Nationally and Globally
8	Social responsibility of business and trusteeship management, Business ethics, Management education in India
9	Population and Census
10	Chambers of Commerce, CII, FICCI, ASSOCHAM, NASSCOM
11	Sustainability
Technological Environment	
12	Impact of technology on organization
13	Process of technological adaptation and development, Patents, Technological Collaborations, Government guidelines, technology assessment at government level
14	ISO standards and Bureau of Indian Standards
15	Ecological implications of technology and Biotechnology
International Business Environment	
16	International Business : An Overview, types of International Business
17	Balance of Payments and Macroeconomic Management
18	Theories and Institutions: Trade and Investment, Government Influence on Trade and Investment, Bilateral and Commodity Agreements, Tariff and non-tariff barriers, WTO, Regional blocks, Management in International Firms Production, Operations and Service
19	Global competitiveness and global competition
20	World Economic growth and the environment, country evaluation and selection

References:

1. Saleem, Shaikh (2006), Business Environment, Pearson.
2. Cherunilam Francis (2008), Business Environment, Himalaya.
3. Cherunilam Francis (2006), International Business Environment, Himalaya.
4. Mithani D.M. (2005), International Economics, Tata McGraw Hill.
5. Soderston B. (2000), International Economics, <<Publisher>>.
6. Ashwathappa (2006), Business Environment, Himalaya.

**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT
FINANCIAL MANAGEMENT**

Objective:

The purpose of this course is to acquaint the students with the broad framework of financial decision making and to develop skills in using the techniques of financial analysis of business problems acquiring necessary finance at the minimum possible cost.

Contents:

Aim and Objectives of Financial Management; Financial Analysis and Control; Cost Volume Profit Analysis; Operating and Financial Leverage; Time Value of Money; Investment and Capital Structure Decisions; Instruments of Long Term Finance; Cost of Different Sources of Raising Capital; Weighted Average Cost of Capital; Optimum Capital Structure; Valuation and Rates of Return; Methods of Capital Budgeting; Short Term Financing Investments; Management of Working Capital-Cash Receivables and Inventory Management; Internal Financing and Dividend Policy, Financial Models.

References:

1. Pandey I.M., Financial Management, Vikas Publishing, 2006.
2. Archer, Stephen H. etc. Financial Management. New York, John Wiley, 1990.
3. Bhalla V.K. Financial Management and Policy, 2nd ed., New Delhi, Anmol, 1998.
4. Brealey, Richard A. and Myers Stewart C. Principles of Corporate Finance, 5th ed. New Delhi, McGraw Hill, 1996.
5. Hampton, John, Financial Decision Making, Englewood Cliffs, New Jersey, Prentice Hall Inc. 1997.
6. Van Horne, James C. Financial Management and Policy, 10th ed. New Delhi, Prentice Hall of India, 1997.

DEPARTMENT OF BUSINESS & INDUSTRIAL MANAGEMENT
HUMAN RESOURCE MANAGEMENT

Objective:

In a complex world of industry and business, organizational efficiency is largely dependent on the contribution made by the members of the organization. The Objectives, of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management. The basic objective of the course is to reflect the latest thoughts, concepts and practices, in the area of HRM. With this broad objective the goals of the course will be;

- (a) To make the participants acquaint themselves about the important concepts and issues, so as to improve their competences in the area of HRM.
- (b) To help the participants develop as effective professional managers and leaders.
- (c) To help the participants in developing analytical abilities.

Contents:

- 1) Introduction to Human Resource Management
- 2) Human Resource Management Environment .
- 3) Human Resource Planning; an overview
- 4) Career and Succession Planning
- 5) Job Analysis and Job design
- 6) Recruitment and Selection; an overview
- 7) Training and Development
- 8) Performance Appraisal; an overview
- 9) Employee Welfare
- 10) Industrial Relations & Trade Unions; an overview
- 11) Dispute Resolution & Grievance Management
- 12) Employee Empowerment
- 13) Managing ethical issues in Human Resource Management

References:

- 1. Aswathappa, K., Human Resource and Personnel Management Tata McGraw Hill, New Delhi.
- 2. De Ceuzo, D A & Robbins S P., Human Resource Management, New York John Wiley.
- 3. Guy, V & Mattock J. The New International Manager, London; Kogan Page.
- 4. Holloway. J. ed. Performance Measurement and Evaluation; New Delhi,Sage.
- 5. Monappa k & Saiyadain M. Personnel Management, New Delhi, Tata McGraw Hill.
- 6. Stone, Lioyed and Leslie W.Rue, Human Resource and Personnel Management Richard D. Irwin, Illinois.

**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT
MARKETING MANAGEMENT**

Objective:

To give students a basic understanding of the character and scope of Marketing and help them to develop skills in the analysis and resolution of management problems.

Contents :

Conceptualizing Marketing Management; The concept of marketing; The marketing system; Analysis marketing opportunities; Marketing Environment; Consumer Markets & Buying behaviour; Organizational Buying behaviour and markets; Researching & Selecting Marketing Opportunities; Marketing Information Systems & Marketing Research; Market Measurement & Forecasting; Market Segmentation; Targeting & Positioning; Developing Marketing Strategies; The Marketing Planning Process; New Product Development; Marketing Strategies in different stages of product life cycle; Marketing strategies for market leaders, challengers, followers, nichers; Marketing strategies for global marketplace;

Corporate strategic Planning Business Strategic Planning, Marketing Plan Planning Marketing Policies; Product, brand, packaging and service decisions; pricing decisions; Distribution decisions, Communication & Promotion mix decisions selling decisions; Implementing, Marketing & Controlling The Marketing Effort; Marketing organization & Implementation, Marketing Control; Rural Marketing; Online Marketing (E-Commerce Commerce); Relationship Marketing; Supply Chain Management.

References:

1. Philip Kotler : Marketing Management – Analysis, Planning, Implementation & Control Prentice Hall.
2. William Stanton : Fundamentals of Marketing McGraw-Hill.
3. Ejerome MC Carth – Basic Marketing, An Managerial Approach: Richard D. Irwin Inc. Ontario.
4. Eugene W. Kelley- Marketing Management : Richard D. Irwin Inc. Homewood.
5. William Kazer – Perspective and Viewpoints : Illinois.
6. Edward W. ; Cundiff Richard; R. Still Norman; A. P. Govoni – Fundamentals of Marketing: Printice Hall Inc., N. Jersey.

DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT

NEW BUSINESS DEVELOPMENT

Objectives :

The focus of this paper is on the starting and managing new business enterprise .

Contents:

Entrepreneurship , Analysis of Entrepreneurship , Study of environmental factors in making of an entrepreneur , classification of industries – Large scale , Medium Size and small scale cottage & home industries , Khadi and Village industries etc . Activities involved in starting new enterprises , Sources of Information for obtain in relevant data for preparing a project report , Agencies involved in providing assistance for starting a new industrial unit product selection , Machinery and raw material procurement , Allotment of industrial shades , recruitment , selection and training of labour force and other personnel , state aid to industries in the areas of finance , raw material , marketing and technical know how and machinery procurement , provision for the development of industrial instrument .Regulatory requirements and procedures for availing of assistance from Government and other institutions , elements of a project cost ,Techniques of project evaluation , preparation of project feasibility report , project financing – Role of commercial banks and state and central level Institutions .Procedures for registration of new industrial Units .Project Planning and Implementation – Use of PERT & CPM, EDP , Women entrepreneurship , Preparation of business plan ,Introduction to MS project

References:

- 1.Chandra , Prasanna , projects – Planning , Analysis , selection , Impelementation and review , New delhi : Tata Mcgraw hill Publishing Company Ltd .
- 2.Desai, Vasant , Dynamics of Entrepreneurial Development and Management – Mumbai – Himalaya Publishing House

DEPARTMENT OF BUSINESS & INDUSTRIAL MANAGEMENT

PRODUCTION AND OPERATIONS MANAGEMENT

Objectives :

The course is designed to acquaints the students with the basic problems of manufacturing and service operations and with different types of decisions required with different types of decisions required which planning , scheduling ,and control of these operations .The course also aims at making efficient plant location and layout , How replenishment and control of materials and maintenance of facilities play in improving productivity and quantity of output .

Contents :

Nature and scope of production and operations management; Facility Location; Types of manufacturing systems & Layouts; Layout Planning and analysis; Material Handling – Principles – Equipments, Line balancing – Problems; Operations decisions – production Planning and control – In mass production – In Batch /Job order manufacturing; Capacity planning ,Process Planning – Aggregate planning – Scheduling, Maintenance management concept – work study , method study, Work measurement, Work sampling, Work environment – Industrial safety; Material management – Overview Material Planning and inventory Control; JIT ; Materials planning Budgeting and Material requirement planning,Purchase management , Stores management ,Quality assurance – Acceptance sampling , Statistical process control, Total quality management , ISO – 9000 , Safety management.

References:

1. K. Ashwathappa and k.Shridhar Bhatt ; Production and Operations managemet , Himalaya publishing , Mumbai , Latest edition
2. Adam , E E & Elbert R.J ; Production and Operations managemet , Prentice Hall of India , Latest edition
3. Buffa , ES , Modern Production Management , John woeley Publishing company , Latest edition .
4. S.A Chunawala and D.R Patel ; Production and Operations managemet , Himalaya publishing , Mumbai , Latest edition
5. Gaither Norman , Production and operations management , the Dryden press
6. B.Mahadevan ; Operations Mgmt – Theory and Practices , Dorling Kindersley (India) , First Impression , 2007
7. James B. Dilwarth , Operations managemet - Design , Planning and control for manufacturing and Services .

**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT
RESEARCH METHODOLOGY**

Objectives:

To equip the students with the basic understanding of research methodology. To provide an insight into the applications of research in business. To provide an understanding of how the research is done and how it helps the manager take better decision making

Contents:

1. Nature and scope of Research methodology
2. Problem formulation and statement of research objective
3. Value and cost of information
4. Organization structure for research
5. Research process
6. Research design
7. Research Design: methods of data collection(survey and observation)
8. Instrument design process
9. Scale development techniques
10. Qualitative research
11. Sample Design
12. Field Work and tabulation of data (Data preparation and Description, Exploring, displaying, and examining data)
13. Statistical technique (measures of Association, Hypothesis testing)
14. Analysis of Data (Multivariate analysis)
15. Report writing
16. Case presentations

References:

- 1 Business Research Methods Cooper and Schindler (CS)
- 2 Marketing Research by Naresh Malhotra
- 3 Marketing Research by Boyd and Westfall
- 4 Business Research methods by Zikmund
- 5 Essential marketing research by Kumar Akar