

MASTER OF BUSINESS ADMINISTRATION (F. T.)

COURSE CURRICULUM

SEMESTER – FOUR

SESSION 2015 – 2016

CONSUMER BEHAVIOUR

COURSE NO. MBA 401

Max. Marks (Ext. Exam):70

Min. Pass Marks:28

OBJECTIVES:

The basic objective of this course is to develop and understanding about the consumer decision-making process and its applications in marketing function of firms.

COURSE CONTENTS :

- Unit – I** Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy; Consumer Behaviour and its linkages with the decision making process in Marketing Management.
- Unit – II** Information Search Process; Evaluative Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer Perception. Understanding the Research framework in Consumer Behaviour and the use of Consumer Characteristics in Market segmentation.
- Unit – III** Consumer Attitude Change; Influence of Personality and Self Concept on Buying Behaviour; Factors influencing the Consumer Behaviour -Culture, Social Class, Social Group and family, life style.
- Unit – IV** Psychographics and Lifestyle; Reference Group Influence; Diffusion of Innovation and Opinion Leadership Family Decision-Making.
- Unit – V** Industrial Buying Behaviour; Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer Behaviour Studies in India.

SUGGESTED READINGS:

1. Assael, H. Consumer Behaviour and Marketing Action, Ohio, South Western, 1995.
2. Engle, J F. etc. Consumer Behaviour, Chicago, Dryden Press, 1993.
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1989.
4. Hawkins, D I. Etc. Consumer Behaviour; Implications for Marketing Strategy, Texas, Business, 1995.
5. Mowen, John C. Consumer Behaviour, New York, MacMillan, 1993.
6. Schiffman, L G and Kanuk, L L. Consumer Behaviour, New Delhi, Prentice Hall of India, 1994.

ORGANIZATIONAL DEVELOPMENT AND EFFECTIVENESS

COURSE NO. MBA 402

Max. Marks (Ext. Exam):70

Min. Pass Marks:28

OBJECTIVES:

The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioural science.

COURSE CONTENTS:

- UNIT-I** Organization Change – Concept of Change. An Overview; Approaches to Problem Diagnosis, Pressures for change, Types of change. The change process.
- UNIT-II** Goals of planned change, Some major Techniques of Planned Change, Resistance to change; Strategies to overcome Resistance to change.
- UNIT-III** Steps in OD, General OD Competencies, OD Skills.
- UNIT-IV** Designing Interventions – Interpersonal, Team, Inter-group and System.
- UNIT-V** Evaluation of OD, Ethics of OD, Professional, Future of OD.

SUGGESTED READINGS:

1. Abad, Ahmad. Etc., 'Developing Effective Organization'. New Delhi, Sri Ram Centre for Industrial Relations.
2. De Nitish., 'Alternative Designs of Human Organizations'. London, Sage, 1988
3. French, W H and Bell, CH., 'Organisation Development'. New Delhi, Prentice Hall of India, 1991
4. French, W L etc., 'Organization Development Theory, Practice and Research'. 3rded. New Delhi, Universal Book stall, 1990

MANAGEMENT OF FINANCIAL SERVICES

COURSE NO. MBA 403

Max. Marks (Ext. Exam):70

Min. Pass Marks:28

OBJECTIVES:

The main objective of this course is to help students to learn the various financial services and their role in the overall financial system.

COURSE CONTENTS:

UNIT-I Introduction to financial Services - characteristics of services - Distinctiveness of financial services - financial systems and markets - concepts, Nature and Scope in India - Financial Intermediaries - Corporate financial services - Retail financial services - financial institutions changing technologies and regulations – The management and development of financial services, sales and service outlets in

UNIT-II Management of Risk in Financial Services; Stock Exchange Operations; Mutual Funds; Merchant Banking Services.Managing of issue shares and bonds-Mobilizing of Fixed Deposits-Inter-Corporate Loans-

UNIT-IIIRegulatory and supervisory frame work - Role of RBI, SEBI, and Ministry of Finance, Govt. of India- finance Bill and financial services - supervision and regulation of banking companies in India - Regulatory/ Institutional / and Environmental constrains.

UNIT-IV Other Financial services- Leasing and Hire Purchase; Debt Securitization; Housing Finance, Credit Rating; Credit Cards.

UNIT-V Banking and Insurance; Venture Capital, Factoring for Failing and Bill Discounting, Insurance;

SUGGESTED READINGS:

1. Bhalla, V.K. Management of Financial Services, Anmol, New Delhi, 2001
2. Bhalla, V K And Dilbag, Singh International Financial Centres, New Delhi, Anmol, 1997
3. Ennew, C, Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional Publ., 1990
4. Gordan, E and K. Natarajan Emerging Scenario of Financial Services, Himalaya Publishing House, 1997
5. Meidan, Arthur Brennet, M. Option Pricing: Theory & Applications, Toronto, Lexington Books, 1983
6. Kim, Suk and Kim, Seung, Global Corporate Finance: Text and Cases, 2nd ed., Miami Florida, Kolb, 1993

SPIRITUALITY MANAGEMENT**COURSE NOMBA 404**

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

- UNIT-I Introduction** -Definition ,Need ,Objectives, Nature, Scope, Basic concepts of Spirituality Management, Spirituality as Leadership, Pros and Cons of Spirituality in Management.
- UNIT - II Influence of Religion on Spirituality** - Role of Religion in context of Classical Management, Traditional Management and Modern Management. Comparison of Classical Management with Modern Management in Today's era. Work as Meditation. Problems with Pluralism.
- UNIT - III Love and Spirituality in Management** - Compassion of Humankind. Other Ethical references for Good Leadership and Management in Business and Organisation of Today's World.
- UNIT-IV Positive Psychology and De-attachment** - Asakti (Attachment) and Anasakti (Non-Attachment) with References to Spirituals. Teaching of Spiritualism by Charu Talwar and Charles T. Tart. The Bhagavad Gita's Teaching of Spirituality.
- UNIT - V Workplace Spirituality** - The movement in Spirituality in Management in Modern Era. Values and Leading of Spirituality at workplace. Conclusions & Recommendations for Spirituality.

SUGGESTED READINGS:

1. Clark, W.H., *The Psychology of Religion*, Macmillan, New York, NY, 1958.
2. Conger, J.A., "Introduction:: Our Search for Spiritual Community", in Conger, J.A. and Associates, *Spirit at Work: Discovering the Spirituality in Leadership*, Jossey-Bass, San Francisco, CA, 1994.
3. Charu Talwar (November 2006) Punjab University, Chandigarh, India.
4. Bhagavad Gita
5. Benefiel, M. (2005). *Soul at work: Spiritual leadership in organizations*. New York: Seabury Books.
[ISBN #1596270136]
6. Fry, L.W. (2005). Toward a paradigm of spiritual leadership. *The Leadership Quarterly*, 16(5), 619-722.

MASTER OF BUSINESS ADMINISTRATION (F – T)

COURSE CURRICULUM

SESSION 2015 – 2016

SEMESTER – FOUR

SPECIALIZATION - MARKETING

SALES AND DISTRIBUTION MANAGEMENT

COURSE NO. MKT 01

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

OBJECTIVES:

The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organising and managing sales force and marketing channels.

COURSE CONTENTS :

- Unit – I** Nature and Scope of Sales Management; Setting and Formulating Personal Selling Objectives; Recruiting and Selecting Sales Personnel. Selling and Marketing concept – theories of selling – New business Vs serving business – Consumer goods selling – Industrial selling – International selling – Retail selling – Classification of sales people
– Characteristics of sales people – Personal selling: Objectives, Policies, Strategies under competitive settings
- Unit – II** Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans; Motivating Sales Personnel.
- Unit – III** Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis.
- Unit – IV** An Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organisational Patterns in Marketing Channels; Managing Marketing Channels.
- Unit – V** Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.

SUGGESTED READINGS:

1. Anderson, R. Professional Sales Management! Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992
2. Anderson, R. Professional Personnel Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992
3. Buskirk, R H and Stanton, W J Management of Sales Force. Homewood Illinois, Richard D. Irwin, 1983
4. Dairymple, D J Sales Management; Concepts and Cases, New York, John Wiley, 1989
5. Johnson, EM etc. Sales Management: Concepts, Practices and Cases, New York, McGraw Hill, 1986
6. Stanton, William J etc Management of a Sales Force, Chicago, Irwin, 1995
7. Still, R. R. Sales Management, Englewood Cliffs, New Jersey, Prentice Hall, Inc., 1988

INTERNATIONAL MARKETING

COURSE NO MKT 02

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

OBJECTIVES:

The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.

COURSE CONTENTS:

- UNIT-I** International Marketing – Definition, Concept And Setting; Distinctions between International Trade, Marketing and Business; Economic Environment of International Marketing; International Institutions – World Bank, IMF, UNCTAD, WTO, Customs Union, Common Markets, Free Trade Zones, Economic Communities.
- UNIT-II** Constraints on International Marketing – Fiscal and Non-fiscal Barriers, Non-tariff Barriers; Trading Partners – Bilateral Trade Agreements, Commodity Agreements and GSP.
- UNIT-III** India and World Trade, Import and Export Policy, Direction and Quantum of India's Exports; Institutional Infrastructure for Export Promotion; Export Promotion Councils, Public Sector Trading Agencies, ECGC, Commodity Boards etc.
- UNIT-IV** Procedure and Documents – Registration of Exporters, Export Quotations, Production and Clearance of Goods for Exports, Shipping and Transportation, Insurance, Negotiation of Documents; Instruments Of Payments – Open Account, Bills of Exchange; Letter Of Credit – Export Finance.
- UNIT-V** International Marketing Mix – Identification of Markets, Product Policy, International Product Life Cycle Promotion Strategy, Pricing Strategy and Distribution Strategy; Various Forms of International Business; Marketing of Joint Ventures and Turnkey Projects.

SUGGESTED READINGS:

1. Bhattacharya, B. Export Marketing: Strategies for Success, New Delhi, Global Business Press, 1991.
2. Johri, Lalit M. International Marketing: Strategies for Success. University of Delhi, Faculty of Management Studies, 1980.
3. Keegan, Warren. Global Marketing Management. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995.
4. Onkvisit, Sak and Shaw. J.J. International Marketing; Analysis and Strategy. New Delhi, Prentice Hall of India, 1995.
5. Pripalomi, V.H. International Marketing. Prentice Hall.
6. Terpstra, Vern and Sarathy, R. International Marketing. Orlando, Dryden Press, 1991.
7. Walter, I and Murray, T. Handbook of International Business, New York, John Wiley, 1988.

MASTER OF BUSINESS ADMINISTRATION (F – T)

COURSE CURRICULUM

SESSION 2015 – 2016

SEMESTER – FOURTH

HUMAN RESOURCE MANAGEMENT

MANAGEMENT OF INDUSTRIAL RELATIONS**COURSE NO. HRM 01**

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

OBJECTIVES:

Organizational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.

COURSE CONTENTS:

- UNIT-I** Industrial Relations Perspectives; Industrial Relations and The Emerging Socio-economic Scenario; Industrial Relations and the State.
- UNIT-II** Legal Framework of Industrial Relations; Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and the Management.
- UNIT-III** Discipline and Grievance Management; Negotiation and Collective Settlements.
- UNIT-IV** Participative management and Co-ownership; Productive Bargaining and Gain Sharing.
- UNIT-V** Employee empowerment and Quality Management; Industrial Relations and Technological Change.

SUGGESTED READINGS:

1. Kochan, T.A. & Katz Henry, 'Collective Bargaining and Industrial Relations', 2nded. Homewood, Illinois, Richard D Irish, 1988
2. Mamkoottam, K, 'Trade Unionism, Myth and Reality', New Delhi, OxfordUniversity Press, 1982
3. Niland J R etc. 'The Future of Industrial Relations', New Delhi, Sage, 1994.4
4. Papola, T S & Rodgers, G. 'Labour Institutions and Economic Development in India', Geneva, ILO, 1992
5. Ramaswamy, E A, 'The Rayon Spinners The Strategic Management of Industrial Relations', New Delhi, Oxford University Press, 1994
6. Virmani, B. R., 'Participative Management vs. Collective Bargaining', New Delhi, Vision Books, 1988.
7. Webb. Sidney & Webb., Beatrice, 'Industrial Democracy', Melbourne, Longman, 1987

MANAGEMENT TRAINING AND DEVELOPMENT

COURSE NO. HRM 02

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

OBJECTIVES :

The purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

COURSE CONTENTS:

- UNIT-I** Training Process – an overview; Role, Responsibilities and Challenges to Training Managers.
- UNIT-II** Organization and Management of Training Function; Training Needs Assessment and Action Research.
- UNIT-III** Instructional Objectives and Lesson Planning; Learning Process; Training Climate and Pedagogy.
- UNIT-IV** Developing Training Modules; Training Methods and Techniques; Facilities Planning and Training Aids; Training Communication.
- UNIT-V** Training Evaluation; Training and Development in India.

SUGGESTED READINGS:

1. Beunet, Roger ed., 'Improving Training Effectiveness', Aldershot, Gower, 1988
2. Buckley R & Caple. Jim. 'The Theory & Practice of Training'. London, Kogan & Page, 1995
3. Lynton, R Pareek, U., 'Training for Development'. 2nded. New Delhi, Vistaar, 1990
4. Pepper, Allan D., 'Managing the Training and Development Function'. Aldershot, Gower, 1984
5. Rae, L., 'How to Measure Training Effectiveness', Aldershot, Gower, 1986
6. Reid, M A etc., 'Training Interventions: Managing Employee Development'. 3rded. London, IPM, 1992
7. Senge, P., 'The Fifth Discipline: The Art and Practice of the Learning Organization'. London, Century, 1992

MASTER OF BUSINESS ADMINISTRATION (F – T)

COURSE CURRICULUM

SESSION 2015 – 2016

SEMESTER – FOURTH

SPECIALIZATION - FINANCE

INTERNATIONAL FINANCIAL MANAGEMENT

COURSE NO. FIN 01

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

OBJECTIVES:

The objective of this course is to give students an overall view of the international financial system and how multinational corporations operate.

COURSE CONTENTS :

- UNIT-I** Multinational Financial Management – an overview; Evolution of the International Monetary and Financial System.
- UNIT-II** Managing short-term assets and liabilities; Long-run Investment Decisions, The Foreign Investment Decision; Political Risk Management.
- UNIT-III** Multinational Capital Budgeting, Application and Interpretation.
- UNIT-IV** Cost of Capital and Capital Structure of the Multinational Firm.Dividend Policy of the Multinational Firm.
- UNIT-V** Country Risk Analysis; Long-term Financing.Foreign Exchange Market.

SUGGESTED READINGS :

1. Abdullah, F A Financial Management for the Multinational Firm.Englewood Cliffs, New Jersey, Prentice Hall Inc., 1987
2. Bhalla, V K International Financial Management 2nded. New Delhi, Anmol, 2001
3. Buckley, Adrian. Multinational Finance. New York, Prentice Hall Inc., 1996
4. Kim, Suk and Kim, Seung. Global Corporate Finance: Text and Cases. 2nded. MiamiFlorida, Kolb, 1993
5. Shapiro, Alan C. Multinational Financial Management, New Delhi, Prentice Hall of India, 1995

CORPORATE TAXATION

COURSE NO. FIN 02

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

OBJECTIVES:

The objective of this course is to acquaint the participant with the implications of tax structure and corporate profit planning in operational as well as strategic terms.

COURSE CONTENTS:

- UNIT-I** Basic Concepts of Income Tax; Residential status of a Company; Computation of Income. Set off and Carry forward of Losses, Deductions and Exemptions in Additional Tax on Undistributed Profits.
- UNIT-II** Computation of Tax Liability; Companies Profit Surtax Act. Meaning and Scope of Tax Planning and Location of Undertaking.
- UNIT-III** Tax Planning Regarding Dividends Policy, Issue of Bonus Shares, Inter Corporate Dividends and Transfers.
- UNIT-IV** Tax Planning Relating to Amalgamation and Merger of Companies.
- UNIT-V** Tax Considerations in respect of Specific Managerial Decision like Make or Buy, Own or Lease, Close or Continue, etc.

SUGGESTED READINGS:

1. Ahuja, G K & Gupta, Ravi Systematic Approach to income Tax. Allahabad, Bharat Law House, 1999
2. Kyengar, A C Sampat Law of Income Tax. Allahabad, Bharat Law House, 1981
3. Kanga, J B and Palkhivala, N A Income Tax. Bombay, Vol. 1.3, N M Tripathi
4. Ranina, H P Corporate Taxation: A Handbook. 2nded., New Delhi, Oriental Law House, 1985
5. Singhanian, V K Direct Taxes: Law and Practice. Delhi, Taxman, 1991
6. Srinivas, E A Handbook of Corporate Tax Planning. New Delhi, Tata McGraw Hill, 1986

MASTER OF BUSINESS ADMINISTRATION (F – T)

COURSE CURRICULUM

SESSION 2015 – 2016

SEMESTER – FOURTH

SPECIALIZATION –HOSPITAL MANAGEMENT

HOSPITAL WASTE MANAGEMENT

COURSE NOHM01

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

OBJECTIVES:

The Objective of the Course is to familiarize the learner with the importance, techniques and the procedures involved in the management of Hospital Waste.

COURSE CONTENT

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|----------|--|
| UNIT I | Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures. |
| UNIT II | Hospital Hazards Management: Meaning – Need – Principles – Purpose. |
| UNIT III | Control of Hospital Acquired Infection: Types of Infection – Common Nosocomial Infection and their Causative Agents – Prevention of Hospital Acquired Infection – Role of Central Sterile Supply Department – Infection Control Committee – Monitoring and Control of Cross-Infection – Staff Health. |
| UNIT IV | Biomedical Waste Management: Meaning – Categories of Biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Standards for Waste Autoclaving, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage. |
| UNIT V | Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier – Methods of Excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of Organic Matter – Modern Sewage Treatment – Drawbacks of improper disposal of wastes – Solid and liquid. |

SUGGESTED READINGS:

1. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.

HEALTH CARE ECONOMICS**COURSE NOHM02**

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

OBJECTIVES:

The course is intended to provide an in-depth knowledge about the sources of funds and its effective utilization to achieve a better quality of health care services within a reasonable cost.

COURSE CONTENT

- UNIT I Managerial Economics – Introduction – Scope – relevance – hospital resources issues – Demand Analysis – Demand forecasting – purpose – methods – criteria for a good forecasting method – consumer durable goods – capital goods – determinants of market demand – law of demand – demand curve.
- UNIT II Concept of resource allocation – cost analysis – concepts – classification – short run – long run cost functions – Economics of size – economies and dis-economies of scale – input output analysis
- UNIT III Market Structure – pricing policy – pricing under perfect competition – under pure monopoly – Economic Fluctuations and business – business cycle – business policy – inflation - monetary and fiscal policies.
- UNIT IV Public – Government's role in different socio-economic systems, Budgets – Allocation of Medical field – central – state governments – structure – five year plans.
- UNIT V Medical Tourism : Role of Medical Tourism, Methods to attract Foreign Medical Tourists, Facilities available for foreign patients, Role of travel Agencies, Govt. Policy on Medical Tourism.

SUGGESTED READINGS :

1. Even J. Douglas : Managerial Economics – Theory, Practice and problems, Prentice Hall of India,
2. Dufty N.F. Managerial Economics – Wesley Publishing House, New York, 2007
3. Stills E. Addison : Managerial Economics, Homewood, Illinois, Dersey Press Inc, 2008.
4. Spencer M.H. : Managerial Economics, Homewood, Illinois, Richard C. Irwin Inc, 2009
5. Verma J.C. : Managerial Economics – Concepts and Analysis for Business Decisions in Indian Environment, Lawrence Publishing House, New Delhi, 2006.
6. Varshey R.L. & Maheswari K.L : Managerial Economics, Sultan Chand & Sons Publishers,
7. Thomas P.C. : Managerial Economics. 2005.
8. Salratore Dominick : Managerial Economics in Global Economy, Thomson, 2006.

MASTER OF BUSINESS ADMINISTRATION (F. T.)

COURSE CURRICULUM

SEMESTER – FOURTH

SPECIALIZATION –RURAL MANAGEMENT

SESSION 2015 – 2016

HUMAN RESOURCE DEVELOPMENT IN RURAL SECTOR

COURSE NORM 01

Max. Marks (Ext. Exam):70
Min. Pass Marks: 28

COURSE CONTENT

- UNIT - 01 Human Resource Development - Importance in Rural Development. Human Capital Formation - Importance - Efforts – Achievements
- UNIT - 02 Raising Nutritional and Educational Standards - Population Composition in rural areas. Role in rural health - Education - Energy - Agriculture and allied activities.
- UNIT - 03 Manpower Requirements and planning for rural development. UNIT - 04 National literacy mission - Scope and achievements
- UNIT - 05 Manpower requirements and planning for rural development. Training In rural areas - Recruiting the rural unemployed.

RURAL DEVELOPMENT PROGRAMMES

COURSE NORM 02

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

COURSE CONTENT

- UNIT – 01** Introduction to economics and rural economics - scope - concepts of Demand and supply and their determinants, welfare economics, production theory - input-output relationship - cobb douglas production Function - liner programming technique.
- UNIT – 02** law of variable proportions - meaning – principles, elements of farm management - steps in farm planning - risk and uncertainty in agriculture
- UNIT – 03** Measures To Meet the Uncertainty in Agriculture, Capital Formation - Vicious Circle - Problems And Solutions, Capital Formation In Agriculture And Rural Development
- UNIT – 04** stages in agricultural and economic development - rostow - mellor -Lewis - renisfie models, food security - meaning - importance - measures
- UNIT – 06** Food Subsidies - Agricultural Subsidies, Implications of New Economic Policies For Agriculture And Rural Development.

MASTER OF BUSINESS ADMINISTRATION (F. T.)

COURSE CURRICULUM

SEMESTER – FOURTH

HOTEL MANAGEMENT

SESSION 2015 – 2016

FOOD AND BEVERAGE SERVICE

COURSE NOHTM01

Max. Marks (Ext. Exam):70
Min. Pass Marks: 28

COURSE CONTENT

- Unit-1 ANCILLARY DEPARTMENTS:**
Pantry, Still room, Platter room, Hotplate, Wash up, Linen Store, Kitchen Stewarding- a brief description.
- Unit-2 ROOM SERVICE:** Types of room service Centralized / Decentralized / Decentralized Mobile. List of equipments. Trolley and tray setup. House rules of room service waiter. Room Service menu.
- Unit-3 BEER:** History (A brief description of how beer came into being).Ingredients. Brewing process: Bottom fermentation; Top fermentation. Storage of beer. types of beer (Ale, Lager, Draught, Wheat beers). Characteristics. Service of beer.
- Unit-4 WINES:** Introduction to wines. Definition of wines. Viticulture – Seasons, soil & area of growth. Composition of grape and its effect on the nature of wine. Wine makers calendar. Wine categories: RED, WHITE, and ROSE. Characteristics of wines - Still, natural, sweet, dry, vintage & non – vintage. Principal wine producing countries: France, Italy, Germany, Spain, Portugal, America, Australia.
- Unit-5 WINES OF OTHER COUNTRIES:** Italy. Germany. Wine of Spain with special reference to Sherry (in details).Wine of Portugal with special reference to port and Madeira. Australian wines. American wines.

SUGGESTED READINGS

1. Jalfrey L. Clarke Table & bar
2. Denis R. Lillicrap F&B Service
3. Matt. A. Casoo F&B Service
4. Tom Stevenson World Wine Encyclopedia
5. Michael M.Coltman Beverage Management

ASSIGNMENTS

1. Preparing charts:
 - A: Different regions of France and their characteristics.
 - B: Wine regions and characteristics wines of two other countries.
2. Collection of labels:
 - A: At least ten Beers. (Indian & Foreign)
 - B: At least Five Wines. (Indian & foreign)

Accommodation Operation & Management

COURSE NOHTM02

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

COURSE CONTENT

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|--------|---|
| UNIT-1 | CHECK IN PROCEDURES & HANDLING GROUP ARRIVALS: Greeting the guest. Registration: Types of registration, Importance of registration, Legal aspects of Registration. Allotment of rooms. Handing over keys Work flow chart. Types of groups. Rooming list. Pre arrival list. Welcoming & Handling of Check-in at the time of actual check - impost arrival activities with reference to grouptypes. |
| UNIT-2 | LINEN ROOM :Location. Equipment. Storage & Inspection: Stock taking. Marketing & Monogramming. Functioning. |
| UNIT-3 | UNIFORM ROOM: Purpose of uniform. No of sets, issuing process & exchange of uniform. Designing a uniform. Layout & planning of the uniform room. |
| UNIT-4 | LAUNDRY: Duties and responsibilities of laundry staff. Importance and principles. Flow process in Industrial Laundering. Stages in wash cycle. Equipment, Layout, Planning of Laundry. Laundry agents. Dry cleaning. |
| UNIT-5 | FIBRES AND FABRICS: Definition. Origin and classification. Characteristics of different fibers – Cotton, Linen, Silk, Polyester, Nylon |

SUGGESTED READINGS

1. Joan C. Branson Hotel, Hostel & Hospital Housekeeping.
2. Georgina Tucker The Professional Housekeeper.

ASSIGNMENT

1. Basic cleaning procedure in guest room :
 - a. Check-out room. Occupied room. Vacant room. Evening service.
2. Working in linen room:
 - a. Storage. B. Stock taking. C. Marking and monogramming.
 - d. Functioning – Clerical jobs in the Linen room and uniform room.
3. Laundry:
 - a. Identification and Operation of different equipment's. b. Laundry cleaning agents.
 - c. Flow process in Industrial Laundry – Layout, Planning and operation.
 - d. Dry cleaning method.
4. Stain Removal: Identification and removal of the stains using the specific Methods and reagents.
5. Identification of different weaves.
6. Identification and sampling of different Fabrics.
7. Sewing Room – Mending and use of sewing kit.

MASTER OF BUSINESS ADMINISTRATION (F. T.)

COURSE CURRICULUM

SEMESTER – FOURTH

INFORMATION TECHNOLOGY

SESSION 2015 – 2016

SYSTEM ANALYSIS & DESIGN AND SOFTWARE ENGINEERING**COURSE NOIT 01**

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

COURSE CONTENT

- UNIT-I Systems Concept; Characteristics of a System; Elements of System; Types of Systems; Decision Support System; System Development Life Cycle, Investigation, Analysis, Design, Implementation, Post Implementation Review and Maintenance.
- UNIT-II Systems Planning and Investigation: Basis for Planning in Systems Analysis - Dimensions of Planning, Initial Investigation, Needs Identification, Determining the User's Information Requirements, Feasibility Study, Feasibility Considerations, Steps in Feasibility Analysis - Feasibility Report.
- UNIT-III Tools of Structured Analysis: Data Flow Diagram (DFD), Entity Relationship Diagrams, Data Dictionary, and Process Modeling:
- UNIT-IV Structured English, Decision Tree & Decision Table, Object Oriented Analysis (OOA) and Object Oriented Design (OOD).
- UNIT-V Basics of Information Security, Types of Attacks, Viruses, Virus Control, Hackers, Overview of Risks associated with Internet, Intrusion Detection Risk Management, Disaster Recovery Plan, Cryptography and authentication, Managing Risk, Information Security Policy, Creating a secure environment, Internet Security Standards

SUGGESTED READINGS

1. Elias M Awad – SAD (Galgotia Publication, 2nd Ed.)
2. Kenneth E Kendall and Julie E Kendall – SAD (PHI Publication, 7 Ed.)
3. Grienstein and Feinman- E-commerce –Security, Risk Management and Control (TMH, 2nd Ed.)
4. AnkitFadia -Encryption-Protecting your Data (Vikas Publication, 1st Ed.)
5. Singh B –Network Security (PHI Publication, 1st Ed.)

DATA COMMUNICATION & NETWORK**COURSE NOIT 02**

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

COURSE CONTENT

Unit I	Fundamentals of Communication System; Communication Links, Communication System Formats; Character Codes, Digital Data Rates; Asynchronous and Synchronous Data. Types of signals: AM; FM; PM; PCM; PDM; TDMA; FDMA; SDMA; CDMA; ASK; FSK; PSK Features: Error detection and correction codes; Hamming codes.
Unit II	LAN topologies: Workstation; Server; Cables; Types of Ethernet; Broadband and base-band; Optical Fibers; Network Interface Card.
Unit III	Networks and accessories: LAN, MAN, WAN; Hub; Bridges; Switches; Routers; Gateways Cell Relay; Frame Relay; ISDN; B-ISDN
Unit IV	OSI Model; Broadcasting; Multicasting; Point-to-point communication; IP Addressing, Concepts of Port; Socket; ATM; Tunneling; Virtual Private Network. Network Operating systems: Unix; Linux; Windows.
Unit V	Mobile Communication: Applications of Mobile Communication; Wireless Communication: Bandwidth, Transmission Impairment, Interference, Terrestrial Microwave, Broadcast Radio, Infrared & Light Waves, Mobile Internet & WML: Mobile IP, Wireless TCP& UDP, WAP, WML

SUGGESTED READINGS

1. Widjaja L G - Communication Networks (Tata McGraw Hill, 2000)
2. Comer - Computer Networks and Internets (Pearson Education, 4th Ed.)
3. Stallings W - Data Computer Communication (Pearson Education, 2003, 7th Ed.)
4. Tanenbaum - Computer Networks (Prentice-Hall, 2004, 4th Ed.) 5) Black - Computer Networks (Prentice-Hall, 1999, 2nd Ed.)

MASTER OF BUSINESS ADMINISTRATION (F. T.)

COURSE CURRICULUM

SEMESTER – FOURTH

BANKLING AND INSURANCE

SESSION 2015 – 2016

GENERAL INSURANCE AND REINSURANCE

COURSE NOBIN 01

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

COURSE CONTENT

UNIT-I	The insurance market and organizational structure, types of insurances & their scopes, rules and regulations.
UNIT-II	objective of underwriting, underwriting process & rating practices, factor for underwriting, underwriting hazards, various forms in use.
UNIT-III	Policy forms and their construction, parts, terms/conditions, exclusions, clauses, memos and warranties; premium payment regulations, claim procedure & management.
UNIT-IV	Survey & assessment (types, methods etc). Rating in de tariffed scenario Reinsurance: What it is, Importance, Role, functions and rating.
UNIT-V	Methods and application to different classes of insurance, Reinsurance market, Forms and Practices including exchange control and taxation regulations and accounting.

SUGGESTED READINGS:

- 1) Practice of General Insurance – IC-11 by I.I.I. Publication
- 2) General Insurance IC-34 by Insurance Institute of India
- 3) Insurance Principals and Practices by M.J. Matthew (RBSA Publishers)
- 4) Fire Claims IC – 56 from I.I.I.
- 5) Reinsurance IC - 85 by Insurance Institute of India
- 6) Principals of Risk Management & Insurance by George Rejda (Pearson Education)

INSURANCE & RISK MANAGEMENT**COURSE NOBIN 02**

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

COURSE CONTENT

- UNIT - I Introduction and Scope of Insurance- Historical perspective, Conceptual Framework, Meaning, Nature and Scope of Insurance, Classification of Insurance Business viz., Life Insurance and General Insurance. Role of Insurance in Economic Development & Insurers' Obligation towards Rural and Social Sectors. Principles of Life Insurance and Governance of Insurance Business.
- UNIT - II Financial Aspects of Insurance Management-Role of Financial Institutions, Insurance Companies, Financial Market, Structure and functions, Mutual Funds, Housing Finance.
- Important Life Insurance Products and General Insurance Products
- Determination of Premiums and Bonuses Various Distribution Channels
- UNIT - III Risk Management and Underwriting Role of Actuaries- Product framing, Underwriting guidelines, Re-insurance; Preparation of Insurance, Documents, Policy Conditions
- UNIT-IV Settlement of Claims; Insurance Laws and Regulations with respect to following Acts. Insurance Act 1938, Life Insurance Corporation Act 1956, IRDA Act 1999, Consumer Protection Act 1986, Ombudsman Scheme, Income Tax Act, Wealth Tax Act 1957, Married Women's Property Act 1874.
- UNIT-V Code of Conduct in Advertisement, Financial Planning and Taxation, Bank Deposit Schemes, Unit Trust and Mutual Funds, Shares, Tax Benefits under Life Insurance Policies

SUGGESTED READINGS:

1. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)
2. Ganguly Anand - Insurance Management (New Age International Publishers, New Delhi)
3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York)
4. Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi)
5. Kakkar D.N. & Srivastava S.N. - Insurance & Risk Management (New Age Publication, New Delhi)

MASTER OF BUSINESS ADMINISTRATION (F. T.)

COURSE CURRICULUM

SEMESTER – FOURTH

RETAIL MANAGEMENT

SESSION 2015 – 2016

RETAIL SALES TECHNIQUE

COURSE NORET 01

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

COURSE CONTENT

- UNIT-I An overview of Sales Management, personal setting and salesmanship. Understand the importance of distribution management.
- UNIT-II Study and learn personal setting skills. Creating the Sales force. People, Process, Technology, and Performance.
- UNIT-III Hiring the Best, Terminating the Rest Training for Results. Sales Force Compensation. : Strategy and the Firm. Sales Force Organization and Architecture.
- UNIT-IV Sales Forecasting and Sales Planning. Motivating Salespeople and Performance Evaluations. The New Selling: From Communicating Value to Creating Value.
- UNIT-V The New Purchasing World: How Value is Reshaping Purchasing Decisions. Responding to the New Buying Reality: The Three Emerging Selling Modes. The New Transactional Selling: The New Consultative Selling The New Enterprise Selling.

SUGGESTED READINGS:

1. Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value
2. Sales Management-Concepts, Practices and Cases-WJ Stanton and RH Buskiak
3. John DeVincentis, Neil Rackham
4. Retail Success!: Increase Sales, Maximize Profits, and Wow Your Customers in the Most
5. Sales Management – Decisions, Strategies and Cases- Cundiff, Still and Govoni (PHI)

RETAIL MANAGEMENT**COURSE NORET 02**

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

COURSE CONTENT

- UNIT I** Overview of Retailing Environment and Management: Retailing, Definition and Concept, Functions of Retailing Driving Forces for Retailing, Building and Sustaining Relationships, Strategic Planning, Structural Change, Type of Retail Outlets, Market Structure, Retail Planning, Development and Control. The Customer and Retail Business: Knowing your Customers, Focusing on the Consumer, Mapping out Society, Learning, and Attitude. Motivation and Perception.
- UNIT II** Situational Analysis: Retail Institutions by Ownership. Retail Institutions by Store-based Strategy-Mix, Web, Nonstore-based and other Forms of Non Traditional Retailing. Targeting Customers and Gathering Information. Communicating with Customers. Promotional Strategies used in retailing. Choosing a Store Location: Trading Area Analysis, Site Selection,. Store Design and Layout, The Store and its Image, The External Store, Internal Store, Display, Visual Merchandising and Atmospherics.
- UNIT III** Managing Retail Business: Retail Organization and HRM, Retail Organisation and Operations Management, Financial Dimensions, Managing Retail Services. Service Characteristics, Branding, Perceptions of Service Quality.
- UNIT IV** Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing. International Retailing: Internationalization and Globalization, Shopping at World Stores, Going International, The Internalization Process, Culture, Business and International Management.

SUGGESTED READINGS:

1. Newman A.J. and Cullen P - Retailing: Environment and Operations (Vikas, 1stEd.)
2. Berman B and Evans J.R - Retail Management (Pearson Education, 9thEd.)
3. Michael Levi M and Weitz BW - Retailing Management (Tata McGraw Hill, 5thEd.)
4. Dunne Patrick M., Lusch Robert F. and Griffith David A - Retailing (Cengage Learning, 4thEd.)

MASTER OF BUSINESS ADMINISTRATION (F. T.)

COURSE CURRICULUM

SEMESTER – FOURTH

PRODUCTION MANAGEMENT

SESSION 2015 – 2016

SUPPLY CHAIN MANAGEMENT**COURSE NPM 01**

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

COURSE CONTENT

- UNIT-I Supply Chain Foundations: Supply Chain as a network of entities: Role and interactions between the entities. Value Chain Focus of Supply Chain. Impact of Supply Chain Management on Sales, Cost, Profit, Profitability, Balance Sheet, Profit and Loss Account, and Customer Accounts Profitability. Centralized and Decentralized Supply Chains: their coordination and aligning business activities.
- UNIT II Customer Orientation: Customer Satisfaction oriented Supply Chain Management strategy, Customer segmentation, Customer requirements analysis, Aligning supply chain to customer needs: Quick response logistics, Vendor Managed Inventory, Cross docking, Packaging Innovations, Third Party Logistic and Service concepts and applications.
- UNIT-III Procurement Logistics: Source Identification: Global Vs. Domestic Sourcing, Landed Cost Computation, Vendor Rating, Contract Negotiation, Consolidation, Self-Certified Vendor Management, Individual component Vs. Module Purchases. Vendor Development and Vendor Relationship Management, Vendor Performance Monitoring.
- UNIT-IV Manufacturing Logistics Management: Lean and Agile Manufacturing, Virtual Manufacturing, Just-in-Time Manufacturing, Lead-time Components and their Compression, Lot Streaming. Distribution Management:
- UNIT-V Distribution Channels: Structure and Operation, Distribution Cost Components, Pipe line Inventory and Response Considerations, Hub and Spoke Models, Cross docking, Carrier Selection, Vendor Consolidation, Vehicle Loading and Vehicle Routing Methods. Case Studies

SUGGESTED READINGS:

1. Text Book of Logistics and Supply Chain Management – Agarwal – McMillan
2. Business Logistics / Supply Chain Management – Ballou / Srivastava – Pearson
3. Supply Chain Management: Strategy, Planning & Operations, Sunil Chopra, Pearson
4. Global Operations and Logistics – Dornier / Ernst / Fender / Kouvelis – Wiley
5. A Logistic Approach to Supply Chain Management – Coyle/ Langley/ Gibson/ Novack/ BardiCengage
6. Introduction to Operations and Supply Chain Management – Bozarth / Handfield – Pearson

PRODUCTION AND OPERATION MANAGEMENT

COURSE NOPM 02

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

COURSE CONTENT

- UNIT –I** Production and Operations Management: Introduction and overview, Nature and Scope of Production Management, Operations Management Strategy framework, Understanding similarities and difference among products, goods and services ,Plant location; Layout planning.
- UNIT-II** Product Design-Significance of product design, product design and development process, the challenges of product development, Product Planning and Project Selection: Identifying opportunities evaluate and prioritize projects, allocation of resources
- UNIT -III** Material Handling and Store Management, Process types in manufacturing: project, jobbing, batch, line, mass, continuous; Process types in services: professional services, services shops, mass services, Capacity Planning Decisions, Facilities Location Strategies
- UNIT –IV** Production Planning & Control: Production planning techniques for various process choices, techniques of production control, aggregate planning techniques, Productivity Improvement Techniques: Work study; Method study; Work measurement: time study: stop watch time study; Work sampling.
- UNIT-V** Industrial Safety; Meaning Definition and Objectives, Total productive maintenance (TPM),Total Quality Management (TQM),Modern Production Management Practices-JIT,KANBAN,5-S,Kaizen and 3-M (Muri, Mura, Muda)

SUGGESTED READINGS:

1. Production and Operations Management BY K. SHRIDHARA BHAT
2. Production and Operations Management BY K.ASWATHAPPA

MASTER OF BUSINESS ADMINISTRATION (F. T.)

COURSE CURRICULUM

SEMESTER – FOURTH

DIESTAR MANAGEMENT

SESSION 2015 – 2016

DISASTER MANAGEMENT POLICY AND AGENCY

COURSE NO. DM 01

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

OBJECTIVE:

At the end of the course students are expected to appreciate the significance of disaster management, various approaches, elements and tools of disaster management. They should appreciate the importance of policy in disaster management and various dimensions of a sound disaster management policy.

- Unit - I** Disaster Management: Meaning, Approaches and Scope, Elements of disaster management.
- Unit - II** Disaster Management Policy: Significance of disaster management policy, Principles of disaster management policy, Policy options and approaches in disaster management, Essential components of disaster management policy, Formulation and execution of disaster management policy, Command and coordination in disaster management.
- Unit - III** Insurance Policies for Disaster Management: Evaluation of risk funding and risk transfer policies; catastrophe insurance pool; Reserve funds and contingent credit policies; Role of Government and market participants; Insurance policy design; Fiscal cost of relief and reconstruction; Grants and low interest loan for reconstruction; Case Studies and review of Disaster insurance models.
- Unit - IV** State and District Level Agencies: Disaster Management cells at state level and District level, District Magistrate office, Role and Responsibilities of DM in prevention, preparedness, mitigation, relief and rehabilitation; local bodies and role of different functionaries-
- Unit - V** Civil Society Agencies: NGOs, Religious and Cultural Organizations, Community based organizations, political parties and their affiliates, Philanthropic organizations, Recent case studies on the role played by various civil society organizations during disasters.

References:

1. H.K. Gupta (2003) Disaster management
2. Disaster Management in India - A Status Report. National Disaster Management Division, Ministry of Home Affairs, Govt. of India, 2004.

MASTER OF BUSINESS ADMINISTRATION (F. T.)

COURSE CURRICULUM

SEMESTER – FOURTH

TOURISM AND TRAVELLING MANAGEMENT

SESSION 2015 – 2016

TOURISM BUSINESS ENVIRONMENT

COURSE NO. TTM 01

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

Objective:

To spring student knowledge of International rules and trends in tourism global.

- | | |
|------------------|---|
| Unit -I | History of Tourism both International and National, Definition, nature, importance, components and typology of tourism. |
| Unit -II | Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc. |
| Unit -III | Growth and development of tourism in India, National Action Plan 1992. |
| Unit -IV | Impacts of tourism economics, social, physical and environmental, Tourism trends world over and its futuristic study. |
| Unit -V | Emerging trends in tourism health tourism, adventure tourism, ecotourism. |

References:

1. Aggrawal, Surinder , Travel Agency Management: Communication India, 1983.
2. Bhatia, A.K., Tourism Development, Principles and practices: Sterling Publishers (P) Ltd., New Delhi.
3. Anand, M.M., Tourism and Hotel Industry in India: Sterling Publishers (P) Ltd., New Delhi.
4. Brymer, Robert A., Introduction to Hotel and Restaurant Management, Hub Publications, Co., Iowa, 1984.
5. Burkart&Madlik, Tourism- Past, present and future, Heinemann, London.
6. Christopher J. Holloway: The Business of Tourism, Macconald and Evans, 1983.
7. I.I.T.T.M.: Growth of Modern Tourism Monograph: IITTM, New Delhi, 1989.
8. I.I.T.T.M.: Tourism as an Industry – monograph: IITTM, New Delhi, 1989.

MASTER OF BUSINESS ADMINISTRATION (F. T.)

COURSE CURRICULUM

SEMESTER – FOURTH

SESSION 2015 – 2016

SPECIALIZATION IN HEALTHCARE MANAGEMENT

HEALTH ECONOMICS THEORY AND POLICY

COURSE NO. HCM 01

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

Unit – I**Nature and scope of Economics:**

Basic Economic Concepts - Circular Flow of Economic Activity - Using Economics to Study Health Issues - Nature and Relevance of Economics to Health and Medical care, Concept of Health- Health Determinants, Valuation &-Measurement of Health Demand analysis.

Unit- II**Utility Analysis:**

Laws of Demand and Supply, The Demand for Health, The Demand for Medical Care, Concept of Elasticity, Production, Cost functions, Policies to Contain Costs Supply and cost analysis

Unit- III**Demand and Supply:**

Market forms- Demand and Supply of Medical and Healthcare Services, Price determination under various configurations

Unit- IV**Analyzing Medical care Markets**

The Medical Care Market Place, The competitive Market Model, Market Failure in Medical Markets, Government Intervention in Medical Markets.

Market for Healthcare Professionals Application of the Theory of Labor Markets in the case of Health Care Professionals, The Market for Physicians Services, Models of Physician Behavior, The Market for Nursing Services, The Market for Dental Services.

Unit- V**Healthcare system:**

Indian Healthcare system - Health Policies - Expenditure and Allocations Under Five-year Plans Role of Private Sector and PPP

References:

1. Dwivedi, D.N., *Microeconomic Theory*, Vikas Publications, New Delhi, 1996
2. James Henderson, *Health Economics and Policy*, South - Western College Publishing,

STRATEGIC MANAGEMENT IN HEALTHCARE

COURSE NO. HCM 02

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

Unit I

Introduction to strategic management: Organizational mission: Philosophy, policy, vision, values. Strategic management process, nature of strategic decisions, organizational Strategies, strategic business units. Strategic objectives, generic corporate strategy alternatives, porter's value chain: concept and applications.

Unit II

Industry characteristics analysis: Nature and degree of competition, buyer power, supplier power, entry barriers, competitive power of substitutes

Unit III

Organizational analysis: Strength and weakness analysis, identification of opportunities and threats, critical environmental variable, critical success factor, environmental Scanning.

Unit IV

Corporate strategy analysis: BCG growth share matrix, GE business portfolio matrix. Introduction to Balance Score card. Strategies for low market share firms, for dominant firms, for firms in stagnant industries, contingency planning. Functional strategy analysis, internal and external considerations, product life cycle. Implementation: Corporate culture, structure, human resource, rewards.

References:

1. Oster Sharon M. Strategic Management for non profit organizations, Oxford publishers, New Delhi.
2. Lawrence R. Jauch and WF Glueck, Business Policy and strategic management, 6th edition, Frank brothers, New Delhi, 2003.
3. Srivastava; Management Policy, and Strategic Management; Himalaya Publications, Mumbai. . Allio, Robert J; The practical Strategist - Business and corporate strategy for 1990s, Indus publications, 1994.
4. Kazhmi, Business Policy and strategic management, Tata McGraw Hill, New Delhi, 2002