

CP-201: Management Science

Time: 3 Hours

Max.Marks:100

External: 70

Internal: 30

Note: - The examiner will set eight questions in all. Question No.1, comprising of seven short answer type questions, shall be compulsory. In all, the students would be required to attempt five questions. All Questions will carry equal marks.

Objectives

The objective of this course is to develop an understanding of basic management science techniques and their role in managerial decision-making.

Course Contents

Management Science- Basic concept and its role in decision-making; Linear programming; meaning, scope & assumptions. Formulation of linear programming problem & solution by graphical & simplex methods. Some special cases like degeneracy, unboundedness, infeasibility and multiple optimal solutions. Sensitivity analysis. Integer programming, goal programming, dynamic programming and non-linear Programming. Transportation and Assignment models including trans-shipment and routing problems; some special cases like minimization, unbalanced problems, degeneracy in transportation models; Queuing theory; Inventory management techniques; PERT/CPM; Decision theory and decision trees; Game theory Simulation.

Suggested Readings:

1. Budnik, Frank S. Dennis Meleavey, Richard: Principles of Operations Research, 2nd ed., Richard Irwin, Hinois- All India Traveler Bookseller, New Delhi, 1995.
2. Gould, F.J. etc.: Introduction to Management Science, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1993.
3. Mathur, K and Solow, D.: Management Science, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1994.
4. Narang A.S.: Linear Programming and Decision-Making. New Delhi, Sultan Chand, 1995.
5. Sharma, J.K.: Operations Research: Theory and Application, New Delhi, MacMillan India Ltd., 1997.
6. Taha, H.A.: Operations Research- An Introduction, New York, MacMillan, 1989.
7. Thierouf, R.J. and Klekamp, R.C.: Decision-Making through Operations Research, New York, John Wiley, 1989.
8. N.D.Vohra: Quantitative Techniques in Management, Tata McGraw Hill, 2001.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

CP-202: Marketing Management

Time: 3 Hours

Max.Marks:100

External: 70

Internal: 30

Note: - The examiner will set eight questions in all. Question No.1, comprising of seven short answer type questions, shall be compulsory. In all, the students would be required to attempt five questions. All Questions will carry equal marks.

Objectives

The purpose of this course is to develop an understanding of the underlying concept, strategies and issues involved in the marketing of products and services.

Course Contents

Nature, cope and concept of marketing, Corporate orientations towards the marketplace; The marketing environment and Environment scanning; Marketing information system and Marketing research; Understanding consumer and Industrial markets; Market segmentation, Targeting and positioning; Product decision – product mix, product life cycle, new product development, branding and packaging decisions; Pricing methods and strategies; Promotion decisions-promotion mix, advertising, sales promotion, publicity and personal selling; Channel management- Types and functions, Selection, Co-operation and conflict management, vertical marketing implementation and systems, Marketing Logistics; Organizing and implementing marketing in the organization; Evaluation and control of marketing efforts; Ethics in Marketing; New issues in marketing- Globalization, Consumerism, Green Marketing, Direct Marketing, Network Marketing, Event Marketing.

Suggested Readings:

1. Kotler, Philip and Armstrong, G.: Principles of Marketing, New Delhi, Prentice Hall of India, 2002.
2. Kotler Philip: Marketing Management, 11th Edition, New Delhi, Prentice Hall of India, 2002.
3. Perreault, William D. and McCarthy, Jr.E.Jerome, Basic Marketing, 14th edition, TMH, 2002.
4. Rajan Saxena: Marketing Management, 2nd edition, Tata McGraw Hill, 2002.
5. Czinkota & Kotable: Marketing Management, Vikas Publishing New Delhi.
6. Ramaswamy, V.S. and Namakumari, S.: Marketing Management, Planning, Control, New Delhi, and Macmillan. 1990.
7. Zikmund: Marketing 7th edition, Thomson Learning, Mumbai.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

CP-203: Human Resource Management

Time: 3 Hours

Max.Marks:100

External: 70

Internal: 30

Note: - The examiner will set eight questions in all. Question No.1, comprising of seven short answer type questions, shall be compulsory. There would be one question in the form of case study. In all, the students would be required to attempt five questions. All Questions will carry equal marks.

Objectives

In a complex world of industry and business, organizational efficiency is largely dependent on the contribution made by the members of the organization. The objective of this course is to sensitize students to the various facts of managing people and to create an understanding of the various policies and practices of human resource management.

Course Contents

Concept and Perspectives on Human Resource Management; Human Resource Management in a changing environment; Corporate objectives and Human Resource Planning; Career and succession planning; job analysis ; Methods of manpower search; Attracting Selecting and retaining human resources; Introduction and socialization; Manpower training and development; Performance appraisal and potential evaluation; job evaluation and compensation; Employee welfare; Industrial relations & trade unions; Dispute resolution & grievance management; Employee empowerment.

Suggested Readings:

1. Aswathappa, K.: Human Resource and Personal Management, Tata McGraw Hill, New Delhi, 1997.
2. De Cenzo, D.A. & Robbins S.P.: Human Resource Management, the d., New York, John Wiley, 1994.
3. Guy, V & Mattock, J.: The New international Manager, London, Kogan Page, 1993.
4. Holloway, J.Ed.: Performance Measurement and Evaluation, New Delhi, Sage, 1995.
5. Monappa, A & Saiyadain M.: Personal Management, 2nd. New Delhi, Tata McGraw Hill, 1966.
6. Stone, Lloyd and Lesile W.Rue: Human Resource and Personal Management, Richard D.Irwin, Illinois, 1984.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

CP-204: Financial Management

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Time: 3 Hours

Max.Marks:100

External: 70

Internal: 30

Note: - The examiner will set eight questions in all. Question No.1, comprising of seven short answer type questions, shall be compulsory. There would be one question in the form of case study. In all, the students would be required to attempt five questions. All Questions will carry equal marks.

Objectives

The purpose of this course is to acquaint the students with the broad framework of financial decision-making in a business unit.

Course Contents

Introduction to financial management, Objectives of financial management; Time value of money; sources of finance, Investment decisions: Importance, Difficulties determining cash flows, methods of capital budgeting, Risk analysis: Cost of capital; Concept and importance, Computations of cost of various sources of finance; Weighted Average Cost of Capital; Capital Structure decisions; Theories of capital structure, factors determining capital structure. Optimum capital structure, Management of working capital- Cash, Receivables and Inventory Management, Internal Financing and Dividend Policy, Financial Modeling.

Suggested Readings:

1. Hampton, John: Financial Decision-Making, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1997.
2. Khan, M.Y. and Jain, P.K.: Financial Management, McGraw Hill, 2001.
3. Prasanna Chandra: Financial Management, McGraw Hill, 2002.
4. Pandey, I.M.: Financial Management, Vikas Publication House, 2000.
5. Van Home, James C.: Financial Management and Plocy, 10th ed., New Delhi, Prentice Hall of India, 1997.
6. Winger, Bernard and Mohan, Nancy: Principles of Financial Management, New York, Macmillan Publishing Company, 1991.
7. Kishore, Ravi M.: Financial management, Taxmann Publishers, New Delhi.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

CP-205: Business Research Methodology

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Time: 3 Hours

Max.Marks:100

External: 70

Internal: 30

Note: - The examiner will set eight questions in all. Question No.1, comprising of seven short answer type questions, shall be compulsory. There would be one question in the form of case study. In all, the students would be required to attempt five questions. All Questions will carry equal marks.

Objectives

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision-making.

Course Contents

Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives; Value and Cost of Information; Bayesian Decision Theory; Research Process; Research Design- Exploratory, Descriptive and Experimental; Methods of Data Collection- Observational and Survey Methods; Questionnaire and Interviews. Attitude Measurement Techniques; Administration of Surveys; Sample Design; Selecting an Appropriate Statistical Technique; Field Work and Tabulation of Data; Analysis of Data; Use of SPSS and other Statistical Software Packages; Advanced Techniques for Data Analysis- ANOVA. Discriminant Analysis, Factor Analysis, Conjoint Analysis and Clustering Methods.

Suggested Readings:

1. Andrews, F.M.and S.B. Withey: Social Indicators of Well-Being, Plenum Press, N.Y., 1976.
2. Cooper & Sindler: Business Research Methods, TMH, 6th edition.
3. Fowler, Floyd J.Jr: Survey Methods, 2nd ed., Sage Pub; 1993.
4. Fox, J.A. and P.E. Tracy: Randomized response: A Method of Sensitive surveys. Sate Pub; 1986.
5. C.R.Kothari: Research Methodology, Wishawa Parkashan, 2nd edition.
6. Golden, Biddle, Koren and Maren D. Locke: Composing Qualitative Research, Sage Pub., 1997.
7. Salkind, Neil: Exploring Research, 3rd ed., Prentice Hall, NJ, 1997.
8. Bery G.C: Marketing Research, Tata McGraw Hill, 2001.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

CP-206: Production and Operations Management

Time: 3 Hours

Max.Marks:100

External: 70

Internal: 30

Note: - The examiner will set eight questions in all. Question No.1, comprising of seven short answer type questions, shall be compulsory. In all, the students would be required to attempt five questions. All Questions will carry equal marks.

Objectives

The Course is designed to acquaint the students with decision making in: Planning, scheduling and control of Production and Operation function in both manufacturing and services; Productivity improvement in operations thought layout engineering and quality management etc.; Effective and efficient flow, replenishment and control of materials with reference to both manufacturing and services organization.

Course Contents

Nature and Scope of Production and Operation Management Facility Location; Types of Manufacturing System & Layouts; Layout Planning and Analysis; Material Handling: Principles & Equipments; Line Balancing; Production Planning and Control in Mass Production, in Batch and job Order manufacturing; Capacity planning; Product Planning and Master Production Scheduling; Maintenance Management, Work Study: Method Study and Work Measurement, Material Management; An Overview of Material Management, Material Requirement Planning and Inventory Control; JIT; Purchase Management; Stores Management; Quality Assurance: Acceptance Sampling, Statistical Quality Control, Total Quality Management; ISO-9000.

Suggested Readings:

1. Admn, E.E. & Ebert, RJ: Production and Operations Management, 6th ed., New Delhi, Prentice Hall of India, 1995.
2. Buffa, E.S. & Sareen: Modern Production Management, New York, John Wiley, 2002.
3. Chary, S.N.: Production and Operations Management, New Delhi, Tata McGraw Hill, 2nd edition.
4. Dobler, Donald W and Lee, Lamar: Purchasing and Materials Management, New York, McGraw Hill, 1984.
5. Norman Gaither, Production and Operations Management, Thomson Learning, Bombay, 2002.
6. Change, Aquilano & Jacobs: Operations Management for Competitive Advantage, TMH, 9th edition.
7. Chunawalla & Patel: Production & Operations Management, HPH.
8. Nair: Production and Operations Management, TMH.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

CP-207: E-Commerce

Time: 3 Hours

Max.Marks:100

External: 70

Internal: 30

Note: - The examiner will set eight questions in all. Question No.1, comprising of seven short answer type questions, shall be compulsory. In all, the students would be required to attempt five questions. All Questions will carry equal marks.

Objectives

The objective of the course is to acquaint the students with the use of E-Commerce in competing markets.

Course Contents

Introduction to Electronic Commerce: Framework, applications; network infrastructure (including internet). Internet commercialization.

Electronic payment system, inter-organizational commerce & intra-organizational commerce, EDI, value-added network; digital library;

Security advertising & marketing on the internet, introduction to e CRM and consumer search & resource discovery, computer based education & training, digital copyrights.

Fundamental of mobile computation and wireless computation, multimedia & digital video, software agents; characteristics & properties, technology, tele-script, agent language, applets & browsers.

Suggested Readings:

1. Kienam: Managing Your E-Commerce Business, Prentice Hall of India, N.Delhi.
2. Kosiur: Understanding E-Commerce, Prentice Hall of India, N.Delhi.
3. Kalakota, Whinston, Frontiers of Electronics Commerce, Addison Wesley.
4. Schneider P.Grey, Perry T. James: E-Commerce, Thomson Learning, Bombay.
5. Shurety: E-business with Net Commerce (with CD), Addison Wesley.
6. Napier: Creating a Winning E-business, Vikas Publishing House, New Delhi.
7. Didar Singh: E-Commerce for Manager, Vikas Publishing House, New Delhi.
8. Whitely David: Electronic Commerce, TMH, N.Delhi.
9. Efraim Turban, Jay Lee, David King & H.Michael Chang, Electronic Commerce; a Managerial Perspective Pearson Education, N. Delhi.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

CP-208: Comprehensive Viva-Voce

Max.Marks:50

External: 50