

ETERNAL UNIVERSITY
MANAGEMENT PRINCIPLES & PRACTICES
(MBAF-101)

Chapter 1

Definition, nature, purpose and scope of management. Functions of a manager, an overview of planning, organizing and controlling. Is managing a science or art? Ethics in managing and social responsibility of managers.

Chapter 2

Evolution of management thought. Contributions made by Taylor, Gantt, Gilbreth, Fayol, Weber, Elton Mayo, Chester Bernard, Maslow, Herzberg, Likert and McGregor. Management Science, Operations Research/Mathematical School/ Decision Theory approach. Systems Approach: Key concepts in systems - Closed system versus open system. Subsystems, System Boundary. McKinsey's 7-S Approach.

Chapter 3

Planning: Types of plans, steps in planning, and process of planning. Nature of objectives, setting objectives. Concept and process of Managing by Objectives. Nature and purpose of strategies and policies. Strategic planning process. SWOT analysis, Portfolio matrix, premising and forecasting.

Chapter 4

Decision-Making: Importance and steps in Decision Making; Traditional approaches to decision-making; Decision making under certainty - programmed decisions; Introduction to decision-making under uncertainty, non-programmed decisions; decision tree; group-aided decisions; Brain storming; Creativity - creative problem solving.

Chapter 5

Organizing: Concept of organization, process of organizing, bases of departmentation, Authority & power - concept & distinction. Line & Staff concept; problems of use of staff & ways to avoid line-staff conflict, Delegation - concept of delegation; elements of delegation - authority, responsibility, accountability. Reasons for failure of delegation & how to make delegation effective. Decentralization - concept, reasons for decentralization and types (or methods) of decentralization. Span of Management - concept, early ideas on span of management, factors determining effective span-situational approach.

Chapter 6

Coordination- Concept and importance of coordination; factors which make coordination difficult; techniques or methods to ensure effective coordination.

Chapter 7

Control: Concept, planning-control relationship, process of control -setting objectives, establishing standards, measuring performance, correcting deviations. Human response to control. Dimensions or Types of Control -(a) Feed forward control (b) Concurrent Control (Real Time Information & Control), (c) Feedback Control v) Techniques of Control - Brief review of Traditional Techniques & Modern Techniques of Control.

Chapter 8

Comparative study: Comparative study of main features of Japanese Management and Culture of American Companies

Reference Books

1. Harold Koontz & Heinz Weihrich: Essentials of management. Tata McGraw Hill
2. Stoner, Freeman, Gilbert Jr.: Management Prentice Hall
3. Heinz Weilirich & Harnold Koontz:Management (A Global Perspective) Tata McGraw Hill
4. Kreitner: Management AITBS
5. Stephen Robbins & Coulter Mary: Management Prentice Hall India
6. Richy W.Griffin Management AITBS
7. Terry & Franklin: Fundamentals of Management Pear son Education Asia
8. Robins: Principles of Management AITBS

QUANTITATIVE TECHNIQUES

(MBAF-102)

Chapter 1:

Introduction to Statistics: Classification and Tabulation, Continuous and discrete frequency distribution, tabulation of Data, Sampling, Sampling Size and types of sampling.

Chapter 2:

Measures of Central tendency: mean, Median, Mode, Geometric and Harmonic Mean; Measures of dispersion: range, quartile deviation, Mean Deviation and Standard deviation, Coefficient of Variance, Measures of Skewness and Kurtosis

Chapter 3:

Time series and Index Numbers: Time series analysis – Trend, Cyclical, Variable Seasonal, Erratic Variations and Measurements: Index Numbers – Laspeyers, Paasche and Fishers Index Numbers and Cost of Living Index Numbers.

Chapter 4:

Probability Distribution and Decision Theory: Concept of Probability, dependent and independent, Bayes Theorem Theoretical Probability Distribution, binomial and Poisson and Normal Distribution.

Chapter 5:

Sampling and Sampling Distribution: Sampling distribution relation between sample size errors, estimation and testing of Hypothesis: Chi-square, t- test and Z- test. ANOVA table.

Chapter 6:

Progressions, Vectors, Matrices and Determinants as applicable to business.

Chapter 7: Calculus: limits, differentiation and Integration, Maxima and Minimum (algebraic formulas only)

Reference Books:

1. Statistics for Management by Levin & Rubin, PHI
2. Statistics for Management by S.P. Gupta
3. Quantitative Techniques for Management Decisions by Srivastava, Shenai & Sharma
4. Quantitative Methods by N.K. Nag, Kalyani Publishers.

MANAGERIAL ECONOMICS

(MBAF-104)

Chapter 1:

Introduction to Managerial Economics: Scope of Managerial Economics and other disciplines, Basic economic concepts in decision-making. Distinction between Micro and Macroeconomics.

Chapter 2:

Demand analysis: Types, determinants, elasticity, demand function, Demand forecasting.

Chapter 3:

Cost Analysis: Concept of cost and its types, cost output relationship in short and long period, supply curve. Iso-quant curves, Indifferences curves.

Chapter 4:

Pricing analysis: Market structures, price determination under different market situations, price discrimination, selling costs, product differentiation, Various pricing methods, transfer pricing, break even analysis, profit planning.

Chapter 5:

National income analysis: Techniques of social accounting. Theories of income, output and employment: Classical Keynesian. Demand behaviour: Duessenbury and Friedman.

Chapter 6:

Theory of multiplier: Concept of static and dynamic multiplier, balanced budget multiplier. Income generation process through multiplier.

Chapter 7:

Theory of trade cycles: Concept and causes of trade cycles. Measures to control trade cycles.

Macro economic policy: Monetary and fiscal.

Chapter 8:

Theories of inflation: causes and control of inflation.

Reference Books

1. K.K. Dewett Modern Economic Theory 21st S.Chand
2. D.M. Mithani Managerial Economics: Theory & Applications 1st Himalaya
3. H.L. Ahuja Macro Economics – Theory & Policy 7th S. Chand S.No Author Title Edition
Publisher
4. Mote, Paul, Gupta Managerial Economics 1st Tata McGraw Hill
5. D.N. Dwivedi Managerial Economics 6th Vikas
6. H.C. Peterson & W.C. Lewis: Managerial Economics 4th Prentice Hall India
7. Edward Shapiro Macro Economic Analysis 5th Galgotia
8. A. Koutyiannis Modern Micro Economics 2nd McMillan

COMPUTER APPLICATIONS

(MBAF-105)

Chapter 1

Information: Information concepts and processing; Evaluation of information processing techniques; Data; Information language and Communication

Computer Organization: Central Processing Unit; Storage Devices: Primary and secondary storage devices; Input–Output devices; Generations of computer systems and growth of personal computers. Memory buffers: input /output buffers; Graphic interfacing; I/O Processors and multi-user environment

Chapter 2

Overview: Languages; Compilers; Interpreters; Assemblers; OOPS; SQL; Java (an introduction)

Use of MS-Office: Basics of MS-Word, MS-Excel and MS-PowerPoint; Application of these software's for documentation and making reports; preparation of questionnaires, presentations, tables and reports (Practical)

Chapter 3

Operating Systems: Concept of an operating system; Operating system as resource manager and coordinator of devices and jobs; Elements of Window operating systems; Use of menus, tools and commands of window 95/98 operating systems

Computer Networking: Single and multi-user; Multi-task computer systems; File maintenance; Concept of computer network: functions and scope of LAN, WAN Network; Internet; E-mail

Chapter 4

Internet and its uses: Architecture and functioning of Internet; World-wide web and its structure; Role of internet service providers; Website development related to different specialisations of management; Searching and downloading from internet and uploading of websites in some cases; Updating of some simple websites

Chapter 5

Microsoft Access & Spreadsheet: Concept of database creation and modification of database files; Expressions and functions

Application: Information Technology (IT) applied to various functional areas of management, such as Production / Operations, Marketing, Human Resource, Finance and Materials Management

Reference Books

- 1) Cyganski- Information Technology: Inside and Outside (Pearson)
- 2) Lucas Jr H C- Information technology for management (Tata McGraw- Hill), 6th ed, 1997.
- 3) Saxena S- A first course in computers (Vikas, 2003)
- 4) Leao, Alexis & Mathews: Information Technology (Vikas)
- 5) Basandra S K- Computers Today (Galgotia), 2003.
- 6) Leon A and Leon M- Introduction to Computers (Leon Techworld, 1999)

BUSINESS ENVIRONMENT

(MBAF-104)

Chapter 1

Analysis of Business Environment: Internal and External Environment of Business with special reference to India.

Salient features of Economic System. Basic features of Indian Economy: Government Business Relationship in India.

Aspects of Economic Reforms and its implications: Liberalisation, globalization and privatization.

Chapter 2

Social Environment- Social responsibility of business. Concept rationale, dimensions and its disclosure by Indian Business. The Environment Protection Act., 1986.

Consumer Movement in India with special reference to consumer protection act, 1986 in protecting consumer interests. Economic planning in India; objectives, strategies and evaluation of Xth plan and strategy and priorities for XIth plan.

Chapter 3

Deficit financing and its implications for the Indian Economy. Analysis of current year Annual Budget.

Chapter 4

Evaluation of various regulatory policies of government: Industrial Policy Resolutions, Fiscal and monetary policy in India, Salient features of FEMA.

Chapter 5

Foreign Trade – Nature, Composition and Direction. Exim policy during the post reforms in India.

Chapter 6

Disinvestment of Public Enterprises : Rationale. Objectives and Implications.

Reference Books

1. Francis Cherunilam Business Environment : Himalya Publishing House, New Delhi.
2. K Asvathappa Legal Environment of Business, Himalya Publishing House. New Delhi.
3. M. Adhikary Economic Environment for Business, Sultan Chand & Sons, New Delhi.
4. K. Asvathappa Essentials of Business Environment Himalya Publishing House.
5. Ruddar Dutt and KPM Sundaram Indian Economy (Fifty-third ed.), S. Chand and Company Ltd., New Delhi, 2006.
6. P.K. Ghosh and G.K. Kapoor Business Policy and Environment, Sultan Chand and Sons, Delhi.
7. Govt. of India Five Years Plan Documents.
8. Govt. of India Various Issues of Annual Economic Survey of India.
9. Paul Justin, Business Environment – Text and Cases, Tata McGraw Hills Publishing Com. Ltd.

MANAGERIAL COMMUNICATION SKILLS (MBAF-106)

Chapter 1

Analysis of communication process as it relates to the business process in Knowledge work place. Strategic forces influencing business communication; traditional forms of written communication, reports, letters, memos, Memoranda. Emerging forms of communication such as telecommunication, distance learning// Training system, E-mail, Software and Electronic Presentation system.

Chapter 2

Inter personal communication, Johari Window, Truncation Analysis, Oral Communication, Speaking Skills,(Expressive directive Problem solving and (Meta Styles). Small Group communication, Committee and conferences.

Chapter 3

Non-verbal communication (Kinesics, Proxemics & paralanguage), communication through objects and Concepts. Effective Listening Skills; Barriers to Effective communication & Strategies to overcome them.

Chapter 4

A broad Sweep of Neuro Linguistic Programming Preparing for effective presentation, Essential of oral Presentation, Check list & Exercises, Interviews.

Reference Books

1. Excellence in business communication by John V.Thill and Court Land L. Bovee
2. Business communication by Bowman, Joel P and Bronchan, Dryden press Publication.
3. A short guide to Successful writing in management communication by Kent Robert W, HBS Publication Division.
4. Communication business by Hatch, Richard, Science Research Associate Chicago Publication.
5. Effective Communication by Murphy, Herta and Peck Charles , TMH

MANAGERIAL ACCOUNTS

(MBAF-201)

Chapter 1

Introduction to Accounting: Indian GAAP – Accounting rules, Concepts, conventions and Accounting Standards; US GAAP- Comparison between US GAAP and Indian GAAP.

Chapter 2

Basics of Accounting, Accounting Cycle, Accounting Equation, Journal, Ledger and Trial Balance.

Chapter 3

Preparation of Bank Financial Statements: Horizontal and Vertical form, Permanence and Liquid form, Trading and Profit & Loss A/c, Balance Sheet of Banks, Value Add Statements.

Chapter 4

Special Accounts: Bank Reconciliation Statement, Capital and revenue Expenditure, Depreciation, Inventory Valuation, Bills of Exchange, Consignment and Joint Venture. Other Special Accounts: Leasing and Hire Purchase, Company Accounts, and Accounts

Chapter 5

Analysis and Interpretation of Bank Financial Statements – Trend Analysis, Common Size Statements, Comparative Statements, Ratio Analysis, Funds flow and Cash flow Statements.

Chapter 6

Forecasting of Financial Statements: Qualitative Analysis – Sales Opinion, Delphi Methods Quantitative Analysis – Regression and Trend Analysis.

Chapter 7

Nature and Incidence of Window dressing.

Reference Books:

1. Advanced Accountancy by Sultan Chand R.L. Gupta and Radhaswamy.
2. Advanced Accountancy, Shukla and Gravell, S. Chand
3. Accounting for Managers by Jawaharlal, HPH
4. Corporate Accounting by S.N. Maheswari, Vikas Publications
5. Financial Accounting for Management by Sharma & Vital,

ORGANIZATIONAL BEHAVIOUR

(MBAF-202)

Chapter 1

Organisational Behaviour (OB): Meaning, Conceptual foundations, Importance, Evolution and Contributing disciplines, Challenges and Opportunities for OB
Individual Behaviour: MARS Model of Individual Behaviour, Types and Factors affecting Individual Behaviour: Personal, Psychological, and Environmental factors, Organizational systems and resources.

Chapter 2

Learning: Concept, Theories of Learning and application of learning in organizations.
Values: Importance, Sources of values, Types and values across cultures.

Chapter 3

Attitudes: Components, Attitudes and Consistency, Attitude and Behaviour Cognitive dissonance theory, an overview of Major Job Attitudes: Job Satisfaction, Organizational Commitment, Prejudice.

Chapter 4

Personality: Concepts and Determinants, Personality traits, The Myers-Briggs Type Indicator, The Big Five Model, Key Personality attributes influencing OB: Locus of Control, Machiavellianism, Positive and Negative Affectivity, Self-Efficacy, Self-Monitoring, Type A and Type B personality.

Chapter 5

Emotions: Concept and Types, Emotional Intelligence: concept and Dimensions
Perception: Nature and significance of Perception, Factors influencing Perception, Perceptual process, Perceptual Distortions and Improving Perception.

Chapter 6

Group Behaviour: Concept and Classification, Stages of Group Development, Group Dynamics, Group Decision Making.

Chapter 7

Work Teams: Difference between Group and Team, Types of Teams, Creating Effective Teams.

Chapter 8

Interpersonal Behaviour: Conflict: Concept, Consequences, Sources, Conflict management approaches; Transactional Analysis.

Chapter 9

Power: Concept and Sources of Power in Organizations and Power Tactics.

Reference books:

1. Stephen P. Robbins, Timothy A. Judge, Seema Sanghi, *Organisational Behaviour (12e)*.
2. New Delhi, Pearson Education, 2007.
3. Steven L. McShane, Mary Ann Von Glinow, Radha R Sharma, *Organisational*

4. *Behaviour*, New Delhi, Tata McGraw Hill, 2007.
5. 3. K. Aswathappa, *Organisational Behaviour, Text, Cases and Games*, Delhi, Himalaya Publishing, 2007.
7. 4. Udai Pareek, *Understanding Organizational Behaviour*, New Delhi, Oxford University Press, 2007.
8. Jerald Greenberg and Robert A. Baron, *Behaviour in Organizations*, New Delhi, Pearson Education, 2004.
9. Sekaran, Uma, *Organizational Behaviour: Text and Cases*, New Delhi, Tata McGraw Hill, 2007.
- 10.** Mirza S Saiyadain, *Organizational Behaviour*, New Delhi, Tata McGraw-Hill, 2003.

PRODUCTION & OPERATIONS MANAGEMENT (MBAF-203)

Chapter 1

Operations Management - Concepts; Functions

Chapter 2

Product Design & Development - Product Design and its Characteristics; Product Development Process (Technical); Product Development Techniques.
Process Selection - Project, Job, Batch, Mass & Process types of Production Systems;
Product - Process Mix

Chapter 3

Facility Location - importance; Factors in Location Analysis; Location Analysis Techniques
Facility Layout - Objectives; Advantages; Basic Types of Layouts

Chapter 4

Capacity Planning - Concepts; Factors Affective Capacity. Planning, capacity Planning Decisions.
Production Planning & Control (PPC) - Concepts, Objectives; Functions
Work Study - Productivity; Method Study; Work Measurement.
Materials Management - Concepts, Objectives

Chapter 5

Introduction to modern Productivity techniques-just in time, Kanban system , Total quality management & six sigma.
Functions Purchasing Management - Objectives; Functions; Methods; Procedure
Stores Management - Types of Stores; Functions; Coding Methods
Value Analysis – Concepts

Chapter 6

Inventory Management - Concepts; Classification; Objectives; Factors Affecting Inventory Control Policy; Inventory Costs; Basic EOQ Model; Re-order Level; ABC Analysis

Chapter 7

Maintenance Management - Concepts; Objectives; Functions; Types of Maintenance
Quality Management - Quality Concepts, Difference Between Inspection, Quality Control, Quality Assurances, Total Quality Management; Control Charts; acceptance Sampling.

Reference books:

1. Nair Production & Operation Management 1st Tata McGraw Hill
2. Adam & Ebert Production & Operation Management 5th Prentice Hall India
3. Krajewski & Ritzman Operations Management 5th Pearson
4. Buffa & Sarin Modern Production/Operations Management 8th John Wiley
5. Chary Production & Operations Management 2nd Tata McGraw Hill

MARKETING MANAGEMENT

(MBAF-203)

Chapter 1

Marketing Concepts and orientations, Marketing Tasks, Marketing in modern context. Strategic Planning, Marketing System & Marketing Environment, Marketing Planning & Marketing Process.

Marketing Information System : Concept and Components.

Chapter 1

Consumer Behaviour : Factors influencing consumer buying behaviour, Buying process. Market Segmentation & Targeting.

Chapter 1

Product Decisions: Product Mix, Differentiation & Positioning, New product development, Consumer adoption process, Product Life Cycle and strategies, Packaging, Labeling, Branding.

Chapter 1

Pricing Decisions: Objectives, Factors affecting pricing decisions, Pricing Methods, Pricing Strategies.

Chapter 1

Channel Decisions: Nature and types of Marketing Channels, Channel Design and Channel Management Decisions, Retailing, Wholesaling, Physical distribution.

Chapter 1

Promotion Decisions : Communication process, Promotion Mix, Advertising, Sales Promotion, Public Relations, Managing the Sales force.

Chapter 1

Introduction to strategic management.

Introduction to E-Commerce.

Organising for marketing, Marketing Implementation & Control.

Reference books:

1. Kotler Marketing Management: 10th Prentice Hall India
2. Saxena Marketing Management: 1st Tata McGraw Hill
3. Stanton, Etzel & Walker: Fundamentals of Marketing 10th Tata McGraw Hill
4. Ramaswamy & Namakumari: Marketing Management 2nd McMillan
5. Gandhi: Marketing – A Managerial Introduction TMH
6. Kotlar & Armstrong Principles of Marketing 8th Prentice Hall India

MANAGEMENT INFORMATION SYSTEM (MBAF-205)

Chapter 1

Introduction: Definition & Significance, Evolution, MIS Support for Programmed and Non-Programmed Decision Making, Model of Decision Making.

Chapter 2

Structure of MIS: Based on Management Activity & Organisational Function, Conceptual & Physical Structure of MIS.

Chapter 3

Systems Concept: Definition of a System, Types of Systems, Sub-System, and Systems Concepts & Organisation.

Chapter 4

Information Concept: Definition of Information, Information Presentation, Quality of Information.

Chapter 5

Decision Support Systems: Characteristics of DSS, Decision Support & Structure of Decision Making. Decision Support & Repetitiveness of Decisions. Classes of DSS, DSS Users, GDSS, Characteristics of GDSS.

Chapter 6

Organisation & Information Systems : Relationship, Salient Feature of Organisation, Effect of organisation on Information Systems and Vice Versa.

Chapter 7

Advanced Information Systems: Knowledge Work Systems, Executive Support Systems, Expert Systems Artificial intelligence.

Chapter 8

ERP: An Introduction, Application Examples of Information Systems.
Introduction to CRM, Business intelligence, supply chain management, Business process re-engineering, Business Process management.

Reference Books

1. Laudon & Laudon Management Information Systems: Organisation & Technology 7th Pearson
2. Goyal Management Information Systems: Managerial Perspectives McMillan
3. Alter Information Systems: Management Perspective 3rd Pearson
4. Murdick, Ross & Claggett Information Systems for Modern Management India
5. Kanter Managing with Information 4th Prentice Hall India
6. Davis & Olson Management Information Systems

OPERATION RESEARCH

(MBAF-301)

Chapter 1

Introduction to operation Research: Meaning and Definition of Operation Research, Characteristics, scope, techniques and limitations of Operations research.

Chapter 2

Transportation and Assignment Models: General structure, Methods and finding initial and optimal solution, Variation in assignment Model

Chapter 3

Linear Programming and Application: LPP Problems – Graphical Method, Simplex, DE generacy, Big M Method, Concept of Duality in LPP, Advantages of LPP and Application to Managerial Solution.

Chapter 4

Queuing or Waiting line theory: Benefits of Waiting line theory, single and Multiple channel queuing model and its application, single Poisson arrival with exponential service rate.

Chapter 5

Replacement theory: Replacement of Equipment that deteriorates with time (without change in money value and Change in money value) Decision theory: Decision Making and risk, uncertainty and conflict: Decision Tree Approach. Theory of Games: two persons Zero sum game, minima and Maximum Strategies and Mixed Strategies, Solution for game by LP Application

Chapter 6

Network Analysis: CPM and PERT: Distinction between CPM and PERT, Application of CPM and PERT – Networking, determination of earliest and latest allowable time, determination of Critical Paths, PERT Cost, Scheduling of Project Application of PERT , CPM.

Chapter 7

Theory on simulation of Management systems: Monte, Carlo Methods, Random Number generation, waiting line simulation Method, Inventory, marketing and Financial Management simulation, simulation Languages.

Reference Books

1. Operation Research by V.K. Kapur, Sultan Chand,
2. Operation Research for Management by Srivastava, Shenai & Sharma, Stren Ltd.,
3. Quantitative Methods for Management by S. Vora.

CAPITAL MARKET

(MBAF-302)

Chapter 1

An overview of the Indian Securities Market.: Introduction, Market Segments, Products and participants ; Market Design and regulatory framework of primary, secondary and Derivatives Market –Market types –Normal, odd lot retail debt auction market. Research in securities markets, Listing and certification.

Chapter 2

Trading Membership (Brokering service) :- Stock Brokers-introduction, Membership in NSE, Sub-Brokers, Broker Client relations, know your client (KYC) unique client code, Margins from clients, execution and accumulation of orders , contract note, Payment/delivery of securities to the clients, brokerage, securities transaction Tax, Stamp Duty, Sub-Broker client relation, orders , purchase / sale notes, dispute, arbitration and appeal, code of advertisement internet brokering.

Chapter 3

Legal framework : SCR act 1956, SCR rules 1957 SEBI act 1992, SEBI(Stock Broker and sub-brokers) rules1992, SEBI (Stock brokers and Sub- brokers) regulations 1992, SEBI(Prohibitions of Fraudulent and unfair trade practices relating to securities market) , the depositories act 1996, Public debt act.

Chapter 4

Trading In Stock Market : Information Bolt and Neat System, Neat Seiren: Invoking an enquiry serous corporate hierarchy Market Phases - Opening, open phase, Market class, Sours logging m & log off exit from the application; order ancestry trade management - informing orders, Order & Advise order trade modification order Auction order and trade cancellation, order machines, limits physical Market trading information downloaded to members, wireless application Protocol.

Chapter 5

Clearing and settlement :- introduction transaction cycle, settlement process settlement agencies risks in settlement, settlement cycle, fund settlement, Shortage handling, Risk containment measures ISIN, Demat, electronic transfer of securities, investor protection fund, clearing software, Reports File transfer Protocol.

Reference Books

1. Capital Market in India by E-Gordon and Natarajan, HPH.
2. Guide to Indian capital Market by Sanjiv Agarwal, Bharath Law House.
3. Guide to SEBI Capital Issues Debenture Listing by K. Shekar
4. Indian Financial System by H.R. Machi Raju, Vikas Publishing House.
5. SEBI Practical Manual by V.L.Iyer, Tax man Allied Services
6. Working of Stock exchange in India by H.R.Machi Raju
7. NCFM (Capital Market Dealers module work book) www.nseindia.com
8. Indian securities Market by NSEIL Publication
9. www.sebi.gov.in

FINANCIAL ENGINEERING

(MBAF-303)

Chapter 1

Overview - Meaning, scope, tools used in financial engineering, difference between financial engineering and financial analysis.

Chapter 2

Growth and Contributory factors to Growth of Financial Engineering
Skills and Knowledge Required: Statistical, Modeling, Technology, Legal, Accounting and Taxation.

Chapter 3

Conceptual Tools Required: Time Value of Money, compounding, investment horizons, risk and types of risks, portfolio analysis, asset liability management, hedging, interest rate, yield curve, exchange rates, speculation, arbitrage.

Chapter 4

Physical Tools of the Financial Engineering:
Model for new product development: direction, design, testing
Debt market innovations, equity-related instruments, hybrid securities.

Chapter 5

Processes and Strategies: Asset-Liability Management, Risk Management Techniques, Restructuring and leveraged buy-out (LBO), tax-driven strategies, equity based strategies,

Chapter 6

Future Trends: Financial Engineering and Globalisation, Legal protection for innovative instruments:
Copy right, trade mark and competition law.

1. Reference Books

2. John C.Hull Options, Futures and Other Derivatives Prentice Hall of Pvt. Ltd.
3. T.V.Somanathan Derivatives Tata McGraw Hill
4. Julian Walmsley New Financial Instruments PHI
5. John F.Marshall and Vipu K.Bansal Financial Engineering Prentice Hall of India Pvt. Ltd.
6. William F.Sharpe Investments Prentice Hall of Indian Pvt. Ltd.

HUMAN RESOURCE MANAGEMENT

(MBAF-304)

Chapter 1

Introduction: Meaning, scope, objectives functions, policies & roles and importance of Human Resource Management, HRM & HRD a comparative analysis, Organizing the Human Resource Management department in the organization. Human Resource Management practices in India.

Chapter 2

Human Resource Planning: Definition, objectives, process and importance
Job analysis, description, specification & job evaluation Recruitment, selection, placement and induction process.
Human Resource Development: Concept, Employee training & development
Career Planning & development

Chapter 3

Performance management: concept & process, performance appraisal,
Potential appraisal
Job Compensation: Wage & salary administration, incentive plans & fringe
Benefits Promotions, demotions, transfers, separation, absenteeism & turnover.

Chapter 4

Quality of work life (QWL): Meaning, origin, development and various approaches to QWL, techniques for improving QWL.
Quality circles: concept, structure, role of management quality circles in India

Chapter 5

Job satisfaction and morale.
Health, Safety & Employee welfare.
Counseling for effective Human Resource Development.

Chapter 6

Human Relations: definition, objectives & approaches to human relations,
Employee grievances and discipline, participation & empowerment,
Introduction to collective bargaining
HR Audit.
Introduction to Business Ethics

Reference Books

1. V.S.P.Rao Human Resources Management Excel
- 2 C.B.Memoria Personnel Management Himalya
- 3 Edwin B.Flippo Personnel Management Tata McGraw Hill
- 4 Dale Yoder Personnel Management & Industrial Relation
- 5 Arun Monappa & SaiyadainPersonnel Management Tata Mc Graw Hill
- 6 V.P.Michael HRM & Human Relations Himalays
- 7 R.S.Dwivedi HRD in Indian Companies McMillan India

WORKING CAPITAL MANAGEMENT

(MBAF-305)

Chapter 1

Working Capital Management: Introduction, Concept of working Capital ;importance of working capital, factors influencing W.C. requirements, operating cycle and cash cycle, levels of working capital investment, optimal level of W.C. investments, Overall W. C. policy.

Chapter 2

Planning of working capital investment: introduction, need, determinants, computation of workingcapital.

Chapter 3

Financing and control of working capital-introduction, sources of finance including accruals, trade credit, W.C. Advance by commercial banks, regulation of bank finance, public deposits, ICDs, shortterm loans from Fls, right debentures for W.C., commercial papers and factoring. W.C. & banking policy (Tandon, Chore, Marathe committee reports.)

Chapter 4

Cash management system: introduction, motive for holding cash and marketable securities; factors determining the cash balance, the cash system; managing the cash flow; types of collection systems, mailed payment collection system, other collection systems, Cash concentration strategies; disbursement tools, investment in marketable securities; types of marketable securities.

Chapter 5

Forecasting cash flows: introduction, methods of financial forecasting, forecasting daily cash flows,sources of uncertainly in cash forecasting, hedging cash balance uncertainties, hedging via interest rate, futures & options on futures.

Chapter 6

Receivable management: introduction, objectives, costs, benefits, credit policies, evaluation of the credit applicant, credit terms, collections from accounts receivable. Inventory management : introduction type of control required, cost of holding inventories, inventory control models, inventory control responsibility, other control devices, inventory management & evaluation.

Reference Books

1. V. K. Bhalla Working Capital Management Anmol Publications (Text & Cases)
2. M.Y. Khan & Financial Management Tata McGraw Hill P.K. Jain
3. James C. Van Horne Financial Management & Person Education Asia Policy
4. Prasanna Chandra Financial Management – Tata McGraw Hill Theory & Practice

PROJECT MANAGEMENT

(MBAF-401)

Chapter 1:

Project Management: An overview, Concept of project, Project management, Nature and Scope of Project Management, Generation and screening of project idea.

Chapter 2:

Project appraisal / Analysis: Market and Demand analysis – Situation analysis, collection of information, Market survey, demand forecasting, market planning,

Chapter 3:

Analyses of project: Technical Analysis – Study of Material inputs and utilities, manufacturing process and Technology, location and site, equipment and machinery, projects shots and layouts, work schedule; Financial Analysis – Estimation of cost of project and means of financing, estimates of sales and production – cost of production, working capital requirement and its financing, BEP, projected cash flow statement, and balance sheet, viewing a project from different points of view, definition of cash flows by financial institutions and planning commission; appraisal criteria; Risk Analysis of Project - Types and measures of risk, simple estimation of risk: sensitivity, scenario, Monte Carlo, simulation and decision tree analysis, special decision situation – projects un equal life, optimal timing decision, determination economic life, inflation and capital budgeting.

Chapter 4:

Social Cast benefit analysis (SCBA): Rational for SCBA, UNIDO approach and little and mirle approach to SCBA.

Chapter 5:

Multiple projects and constrains: Constrains, methods of ranking: Mathematical programming approach – Linear, Integer linear and goal programming model.

Chapter 6:

Qualitative analysis and environment appraisal of project: Project financing in India: Means of finance – Norms and policies of FIs – SEBI guidelines, structure of FIs in India, scheme of assistance by financial institutions for project appraisal, assessing tax burden, financial feasibility analysis – preparation detailed project report, format of application form of all India FIs

Chapter 7:

Project Management: Form of Project organization, project planning, project control, human aspects of project management, pre-requisite for successful project implementation; Project review and administrative aspect: Initial review, performance evaluation, abandonment analysis, evaluating the capital budgeting system of an organization.

Reference Books

1. Project preparation, appraisal and implementation by Prasanna Chandra, TMH.
2. Project management by S. Choudury, TMH
3. Project management, hand-book by Gopal Krishna and Ramamurthy, MCH.
4. Project management by K. Nagarajan, New Age International
5. Manual of Industrial projects analysis in developing countries by IDBI.
6. Guide to practical project appraisal by OECD.

STRATEGIC MANAGEMENT

(MBAF- 402)

Chapter 1:

Nature and value of Strategic management : Definition of Strategy and strategic Management , Levels of Strategy , Characteristics of strategic management decision , formality in strategic management, value strategic management benefits of strategic management, strategic management process, components of strategic management model-company vision , mission , objectives, goals , targets, procedures, philosophy , Limitation of the model.

Chapter 2:

External environmental analysis : Remote Environment , economic, social, political and Technological considerations ; operating environment, competitive position, Suppliers and creditors , emphasis environmental factors, designing opportunistic strategies; Evaluating multinational environment , Development of MNC, need for internalization, complexities of multinational environment, multinational strategic planning, global Industries, multi nationalization of corporate mission, components of multinational environment.

Chapter 3:

Industry analysis: shaping competitive strategy, Michel porter model, Formulation of strategy, positioning the company, influencing the balance, exploiting the industry change.

Chapter 4:

Internal analysis of the firm: value systematic internal assessment, SWOT analysis, BCG matrix, Mc Kinsey 7s model, value change analysis, qualitative and quantitative approaches in evaluating internal factors, steps in the development of company profile

Chapter 5:

Strategy formulation : (a) Financial level strategies : core competencies-marketing financial , R & D., operations , purchase, logistic, HRM and Information systems strategies .(b) Business level strategies : generic business level , cost leadership , Differential and focus strategies. (c) Strategies in global environment: International, Multi-domestic, global and transnational strategies. (d) Corporate level strategies: Stability, growth, retrenchment, combination and portfolio strategies. (1) BCG matrix (2) GE Multifactor portfolio matrix

Chapter 6:

Strategy implementation: Structure- Strategy and structure, structure relationship, functional structure, divisional structure, matrix structure, vertical differentiation and horizontal differentiation, leadership and structure.

Chapter 7:

Strategy Evaluation and Control: Strategy control, premise control, Implementation control, strategic surveillance special alert control, types of operational control, preventive control, contingency planning.

Chapter 8:

Environmental Forecasting: Selection of critical environmental variable, and sources of significant environmental Information, evaluation of forecasting technique. Integrating forecast results into strategic management process.

Reference Books

1. Strategic management by John A Pearce II and Richard B. Robinson
2. Strategic management by Alex Miller and Irwin, TMH
3. Business policy and strategy management by Lawrence R. Januch & W.I. Glueck
4. Business Policy and Strategy by Azar Khazmi

FINANCIAL MANAGEMENT

(MBAF- 403)

Chapter 1:

Introduction to financial management : Meaning, Nature, and scope, functions, and relation with other disciplines, objectives of financial management, time value of money, changing role of finance manages, organization of finance functions, Indian financial system.

Chapter 2:

Long term investment / Capital budgeting decision : Investment evaluation techniques – traditional methods and discounted criteria, risk analysis of investment proposal including decision tree analysis.

Chapter 3:

Finance decision: Sources of funds – short term, medium, and long term source of capital, cost of capital – computation of various sources of capital and weighted average of cost of capital.

Chapter 4:

Capital structure decision: Meaning and factors affecting capital structure, capital structure theories, leverage – operating, financial and combined leverage and point indifference curve.

Chapter 5:

Dividend decision: Dividend policies, factors affecting dividend policies, dividend theories, bonus policy guideline relating to devidend declaration and payment.

Chapter 6:

Short- term investment decision: Types of working capital, factors affecting working capital, current assets financing policies, estimation of working capital requirement.

Chapter 7:

Inventory, cash and receivables management: EOQ, lead time, classification of inventory – ABC, VED, FSN analysis; minimum cash management strategies and cash budget preparation; Credit policy, credit period, credit analysis and credit collection, analysis of extension of credit.

Chapter 8:

Financial Management of e-business.

Reference Books

1. Financial management, theory and practice by Prasanna Chandra, TMH.
2. Financial management and policy by J.C. Vanhorne, PTH.
3. Financial management by M.Y. Khan and P.K. Jain, TMH.
4. Financial management by I.M. Pandey, Vikas Publication.
5. Essentials of managerial finance by Western and Brigham, Dryden Press.

INTERNATIONAL FINANCE

(MBAF- 404)

Chapter 1:

Financial Management in a global context: The importance, rewards and risks of international finance, Goals of MNCs, the nature and measurement of exposure and risk, International Monetary System, Balance of Payment, international business methods, Govt. influence on forex rate.

Chapter 2:

International Financial Markets: Forex markets, forex trading, cash and spot exchange markets, forex rates and quotation, forward markets, exchange rate behavior, cross rate, forex market participants, and Arbitrage profit in forex markets.

Chapter 3:

Forex Risk Management: Hedging against forex exposure, forward market, future market including FRA, option markets, currency swaps, interest rate swaps, cross- currency swaps including caps, floors, and collars, hedging through currency of invoicing, hedging through mixed currency invoicing, hedged through selection of supply country.

Chapter 4:

Forecasting Forex Rate: Measuring exchange rate movements, exchange rate equilibrium, factors affecting forex rate, forecasting forex rates, international parity relation, interest rate parity, purchasing power parity and Fisher Effect.

Chapter 5:

Forex Exposure: Management of transaction, translation, economic, political and interest rate exposure.

Chapter 6:

International Project Appraisal: Accounting implication of international activities, international taxation.

Chapter 7:

International Equity Investment Long-Run Investment Decision: The foreign investment decision, political risk management, country risk analysis, multinational capital budgeting, application and interpretation of cost of capital and capital structure of multinational firm, short- term financial management in a multinational and corporation divided policy of the multinational

Reference Books

1. International Financial Management by P.G. Apte, TMH
2. Multinational Financial Management by AC Shapiro, PTH
3. Maurice .D. Levi - international financial Management, TMH
4. Eun and Rensick - international financial Management
5. Financial management for the multinational Firm by Abdullah .F.A Englewood
6. International Financial Management by Bhalla V.K., Anmol publication.
7. Options, futures and other derivative securities by John .C. Hull, PTH

Management of Financial Services

(MBAF- 405)

Chapter 1:

Introduction: Definition and meaning of financial services, nature and scope of financial services, types of financial services – Fee based and fund based services, regulatory framework for financial services.

Chapter 2:

Leasing and hire purchase: Legal and tax aspects of leasing and hire purchase, financial evaluation of leasing and hire purchase, difference between leasing and hire purchase, consumer credit

Chapter 3:

Factoring, forfeiting and bill discounting: Introduction theoretical framework and legal framework, and practices in India; Depositories: An analysis of depositories act, constitution, role and functions of depositories participants, issues and registrars.

Chapter 4:

Venture capital financing: Introduction, theoretical framework and legal framework, Indian venture capital scenario, SEBI guidelines.

Chapter 5:

Credit rating: Introduction, regulatory framework, credit rating agencies, rating process and methodology, rating symbols/grades to various instruments including CAMELS, legal guidelines.

Chapter 6:

Housing finance: Introduction, National Housing Bank (NHB), extension of equity support, refinance support of NHB, mortgaged based securitization; Non-banking financial companies (NBFCs): Formation and regulation of NBFCs.

Chapter 7:

Credit cards: Concept, billing and payment – sharing commission and settlement procedure, various types of credit cards – the add-on facility – member establishment, member affiliates, VISA net – default handling and implication.

Reference Books

1. Financial services by M.Y. Khan, TMH.
2. Lease financing and hire purchase, merchant banking and mutual funds by Kothary Vinod, Wadhwa and Company Pvt. Ltd., Nagapur.
3. Merchant banking principal and practice by H.R. Machiraju.
4. Financial institutional and markets by L.M. Bhole, by TMH.
5. Financial Services by M.Y.Khan , Tata McGraw-Hill, New Delhi, 2004.
6. Marketing of Services by Harsh V.Verma, Global Business Press, 2002
7. Managing In the Service Economy by Sames L .Heskett, Harvard Business School Press, Boston, 2001.
8. Indian Financial System by M.Y.Khan, 4/eTata Mc Graw-Hill, New Delhi, 2004
9. Indian Financial Systems by H.R Machiraju,, Vikas Publishing House Pvt. Ltd.2002.
- 11 Financial Institutions and Markets by , Meir Kohn, Tata McGraw-Hill, New Delhi, 2003.
12. ndian Financial Systems by Pathak , Pearson Education

MARKETING RESEARCH (MBA-303)

Chapter 1

Marketing Research & MIS, Marketing Decision Support System, Research Process
Research Design: Exploratory, Descriptive, and Experimental Designs Methods of Data
Collection, Scaling Techniques and questionnaire design. Data Preparation
Data Analysis: Discriminant Analysis, Factor Analysis, Cluster Analysis, Conjoint

Chapter 2

Analysis, Multi Dimensional Scaling
Applications of Marketing Research:-Sales Analysis, Market Potential Analysis, Sales
Forecasting

Chapter 3

Market Segmentation
Product Research: New Product Development Process, Test Marketing
Advertising Research: Media Research, Copy Testing

Chapter 4

Pricing Research : Skimming and Penetration Pricing
Distribution Research : Warehouse Research, Retail Location Research
Brand Positioning
International Marketing Research
Motivation Research

Reference Books

1. Naresh Malhotra Marketing Research: Applied Orientation.
2. Boyd, Westfall & Stasch Marketing Research Education.
3. Luck & Rubin Marketing Research Prentice Hall India
4. Tull & Hawkins Marketing Research Prentice Hall
5. Green, Tull & Albaum Research for Marketing Decisions Prentice Hall
6. G.C. Beri Marketing Research Tata McGraw Hill

CONSUMER BEHAVIOUR

(MB-304)

Chapter 1

Concept of Integrated Marketing communication.

Guidelines to develop effective integrated marketing communication

Chapter 2

Advertising: its definition, Objectives, Scope and Social Implications.

Advertising as a communication Process, Communication Models: AIDA Model,

Laivdge – Stenier Model, Role of Advertising in Marketing Mix.

Chapter 3

Advertising Campaign: Introduction, Planning and Managing, Advertising Budget, Marketing Strategies.

Media: Types of Media, Media Planning, Media Selection, and Multi-Media Strategies.

Creative styles. Guidelines for copywriting, Copywriting for print, Audio, TV and outdoor media. Advertising layout.

Chapter 4

Evaluation of Advertisements: Measuring Advertising Effectiveness.

Advertising Agencies: Structure, Functions and Client Relationship.

Laws and Ethics of Advertising in India ASCI, Consumer protection and MRTP.

Chapter 5

Sales promotion : Tools, Impact, Advantages & Disadvantages

Comparison of different promotion tools Guidelines for selecting appropriate tool and analysis of application of certain tools in select industries.

Chapter 6

Personal Selling : Role, Advantages & Disadvantages over other promotion tools

Publicity : Role of publics and publicity. Publicity management

Advertisement Vs sales promotion: Synergy & Trade-offs

Chapter 7

Consumer behavior : Scope , importance and interdisciplinary nature.

The consumer research process , quantitative and qualitative research

rational vs emotional buying motives. Dynamic nature of motivation.

Role of personality in understanding consumer diversity. Product personality and brand personification . Self-image , vanity and consumer behavior .

Chapter 8

Consumer Perception : Absolute and differential threshold , subliminal perception.

Perceptual selection , organization and interpretation.

Positioning Perceived price, quality and risk . Manufacturer's image .

Recognition and recall. Attitudinal and behavioral measures of brand loyalty.

Cognitive dissonance theory and attribution theory .

Design of persuasive communication .

Chapter 8

Influence of reference group – Friendship , work, Celebrity and family. Impact of social class, culture , subculture and cross – culture factors on consumer behavior .

The process of opinion leadership and motivation behind opinion leadership. Diffusion and adoption process of innovations. Profile of consumer innovators.

Chapter 9

Consumer decision making process: Routinised response , limited and extensive problem solving behavior . Howard-Sheth, Engell, Kollat-blackwell and Nicosia models of consumer decision-making . Consumer gifting behavior . relationship marketing . Consumer Vis –a-Vis Industrial Buying Behaviour.

Reference Books

1. Schiffman & Consumer Behaviour Pearson Kanuk Education Asia
2. Laudon & Bitta Consumer Behaviour Tala McGraw
- 3.Nair Consumer Behaviour Himalaya William Wells John Burneff Advertising (Principles & practices) Batra, Myers & Aaker Advertising Management Prentice Hall
4. Engell, Kollat & Consumer Behaviour Dryden Press Blackwell
5. Chunawalla& Rathor Foundations of Advertising Himalaya Sengupta Brand Positioning T a taMcGraw

PRODUCT MANAGEMENT

(MBA 305)

Chapter 1

Product Concepts: Product Mix concepts, Product Classification.

Product Planning: Marketing Plan, Portfolio Analysis, Market Potential and forecasting.

Product Market Strategies.

Product Life Cycle: Product Life Cycle Stages and corresponding Strategies, Product Evaluation.

Product Positioning: Concept, Product Differentiation, Positioning Strategies, Preference Analysis, Benefit Segmentation.

Chapter 2

New Products: New Product Categories, Organization for Product Management.

New Product Development Process: Concept Generation, Concept Screening, Concept Testing, Marketing Strategy Development, Product Development, Product Use Testing, Test Marketing & Product Launching.

Chapter 3

Designing the Offer: Perceptual Mapping, Conjoint Analysis, Pricing

the Offer: Price Elasticity of Demand, Costs, Pricing Strategies.

Concept of Product Testing. Test Marketing. Product Launch.

Branding Decisions: Branding Brand Name Brand Characteristics, Brand Strategy Decisions.

Chapter 4

Brand Image, Brand Identity, Brand Personality. Brand Positioning and Repositioning,

Brand Equity Brand Building: Brand Building Process. Brand Licensing and Franchising.

Packaging and Labeling

Reference Books

1 C.Merle Crawford New Product Management

2 Donald Lehmann Product Management

3 Subroto Sengupta Brand Positioning

4 William Moore Product Planning & Management

5 Ries & Trout Positioning: The Battle for your Mind

6 David A.Aaker Managing Brand Equity

7 Urban, Hauser, and Dholakia, N. Essentials of New Product Management

FINANCIAL MANAGEMENT

(MBA-403)

Chapter 1

Evaluation of Financial-management, scope and objectives of financial management .
Capital Budgeting: Capital Budgeting process , Project formulation & Project Selection.
Introduction to various capital Budgeting Techniques; Payback Period Methods, Average rate of return , Net Present Value methods, IRR, Benefit-Cost ratio, capital Rationing .
Source of Long Term funds: Equity shares , Preference share , Debentures, public deposits, factors affecting long term funds requirements.

Chapter 2

Lease financing: Concepts , types. Advantages and disadvantages of leasing .
Capital structure : Determinants of Capital Structure, Capital structure theories, Cost of Capital, Operating and Financial Leverage .

Chapter 3

Working capital : Concept factors affecting working capital requirements, determining working capital requirements , Sources of working capital.

Chapter 4

Management of Retained Earnings: Retained earnings & Dividend policy, Consideration in dividend policy, Forms of Dividends theories, Bonus Shares.
Corporate Restructuring : Reasons and factors affecting Mergers, Acquisitions, takeovers and sell-offs.

Chapter 5

Recent Developments—Introduction to concepts of EVA, MVA and CAPM.

Reference Books

1. I.M. Pandey Financial Management Vikas publishers
2. Khan & Jain Financial Management Tata McGraw Hill
3. Prasanna Chandra Financial Management Tata McGraw Hill (Theory & Practice)
4. James C. Van Financial Management & Pearson Education Horne Policy Asia
5. James C. Van Fundamentals of Financial Pearson Education Horne & John M. Management Asia
6. Brealy & Myres Principles of Corporate Tata McGraw Hill Finance
7. John J. Hampton Financial Decision Making Prentice Hall India Concept, Problem & Cases
8. P.V.Kulkarni Financial Management Himalaya B.G.Sathyaprasad Publishing House. Lawrence J. Gitman Principles of Management Pearson Education

INTERNATIONAL MARKETING

(MBA 404)

Chapter 1

Meaning and scope of international marketing, difference between domestic and international marketing. Direction & composition of Indian exports.

Chapter 2

International marketing tactics, reasons for entering export marketing and organisation of an export department.

Chapter 3

International economic environment, world trade tariff and non-tariff restrictions, role of WTO and trading blocks, international monetary system.

SAARC, SAPIA & Trading pattern in South Asia.

Chapter 4

Indian export and import policy export promotion organizations, export incentives.

The procedure and practices of processing of an export order, producing for exports, export quality control; export finance, shipment and procedures thereof.

Export documents, processing of an export order, organisation and structure of export and import houses.

Chapter 5

The selection of export markets, planning of export marketing strategy-product, pricing, promotion, and distribution channel. International marketing research.

Reference Books

1. Keegan Global Marketing Management 7th Pearson Education Asia
2. Cherunilam International Trade & Export Management 7th Himalaya
3. Onkvisit & Shaw International Marketing Analysis & Strategy 3rd Prentice Hall India
4. Cherunilam International Marketing 1st Himalaya
5. Jain International Marketing Management 3rd CBS
6. Catebra International Marketing 9th McGraw Hill

SALES MANAGEMENT

(MBA-405)

Chapter 1

Objectives of Sales Management, Selling process, Personal Selling objectives, Determining Sales Related Marketing Policies.

Basic types of sales organization structures: Relationship of sales department with other departments in the organization.

Chapter 2

Managing Distribution Channels

Motivating Sales Personnel Compensating Sales Personnel, Sales Contests.

Controlling the Sales Force: - Setting Standards, Comparing Standards to Performance, Control, Sales Budget, Sales Quotas, Sales Territories.

Introduction to CRM & Relationship Marketing

Chapter 3

Retailing : Location , In house branding Vs multi branding strategy; Issues & Challenges Merchandising : Multi branding Vs exclusive stores

Space management Retail Chain management; Issues, challenges & Advantages

Chapter 4

Role of Information technology & IT Decisions

Franchising : Issues, challenges, advantages & disadvantages Guidelines for effective franchisee system

Chapter 5

Introduction, concept & significance, functions, interface with production & marketing.

Logistics functions & cost physical distribution, transportation, inventory control, warehousing, packaging, material handling, order processing, location analysis.

Chapter 6

Neglect of physical distribution function in India & its cost.

Logistics information system: need, components, design, role of information in Logistics.

Chapter 7

Transportation modes, mode choice, inter-modal transport, containerization, routing.

Logistics organization.

International Logistics.

Introduction Supply chain management

Role of IT in logistics

Reference Books

1. Manning & Reece: Selling Today Personnel
2. Bowersox Close & Hat Trick: Logistics Management
3. Ballou :. Basic Business Logistics
4. Stock & Lambert : Strategic Business Logistics
5. Khanna: Physical Distribution Management
6. Cundiff; Govoni & Still Sales Management Prentice Hall
7. David Jobber & Geoff Lancaster: Selling & Sales Management