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| COURSE CODE : GE | | | | |
| Total marks : 100 | | Total credits : 04 | | |
| BUSINESS ACCOUNTING | | | | |
| Course objectives : To introduce concepts of financial accounting and management with a scope for applying these concepts into day to day tasks | | | | |
| Unit | | Topic | | |
| # | Title | # | Content | Learning Objectives |
| I | Introduction to Accounting | A | Definition, scope of accounting | To study the basics of accounting |
| | | B | Accounting as financial information system | |
| | | C | Accounting Principles | |
| | | D | Accounting Standards | |
| II | Accounting procedure | A | Transaction/event | To study the recording of financial business accounts |
| | | B | Classification of accounts Voucher | |
| | | C | Preparation of vouchers | |
| | | D | Journal/ subsidiary books | |
| | | E | Types of subsidiary books Ledger accounts and trial balance | |
| III | Depreciation accounting, Capital & Revenue | A | Expenditure & receipts | To understand the need for provisions and reserves |
| | | B | Methods of depreciations <ul style="list-style-type: none">• Straight-line method• Reducing method• Sinking fund method• Annuity Method• Machine hour rate method• Depletion method | |
| IV | Company Final Accounts | A | Preparation of trading a/c | To determine financial performance and financial position of a business |
| | | B | Profit & Loss a/c | |
| | | C | Balance sheet | |
| V | Accounting for shares | A | Kinds of shares | To understand the different types of shares |
| | | B | Accounting for issue of shares | |

| COURSE CODE : GE | | | COURSE TITLE : COST ACCOUNTING | | | | |
|---|----------------|-------|--|--|-----------|----|--|
| Total marks : 100 | | | Total credits : 04 | | | | |
| Course prerequisites : BUSINESS ACCOUNTING | | | | | | | |
| Course objectives: The objective of this paper is to provide in-depth knowledge of cost accounting as an important branch of accounting | | | | | | | |
| Course contents : | | | | | | | |
| Unit | | Topic | | | Weightage | | References |
| # | Title | # | Content | Learning outcomes | hours | % | |
| I | Basic Concepts | A | Introduction | To introduce the students to cost accounting as a branch of accounting and its objectives | 15 | 20 | Cost Accounting by S.P. Jain and K.L Narang 12 th Edition Cost accounting by R.S.N. Pillai., V.Bagavathi Cost accounting by Arora |
| | | B | Evolution and objectives of cost accounting | | | | |
| | | C | Importance of cost accounting | To understand the importance of cost accounting an organization | | | |
| | | D | Difference between cost accounting and financial accounting | To understand how cost accounting differs from financial accounting | | | |
| | | E | Cost concepts | To familiarize the students with the various cost concepts and classification of cost | | | |
| | | F | Elements of cost & classification of cost | | | | |
| | | G | Preparation of cost sheet | To learn the preparation of cost sheet | | | |
| II | Materials | A | Introduction | To familiarize with the most important factor in the process of manufacturing i.e. Materials | 15 | 24 | Cost Accounting by S.P. Jain and K.L Narang 12th Edition |
| | | B | <ul style="list-style-type: none">Material Procumbent procedureMaterial issue procedureStores Record | To understand the material procurement and issue procedure in an organization | | | |
| | | C | Inventory Control and inventory Levels <ul style="list-style-type: none">MaximumMinimumReorderAverage level | To introduce the various inventory levels | | | |
| | | D | Valuation of material receipts and issues | To familiarize with the various methods of | | | |

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|-----|-----------------------------------|---|---|---|----|----|--|
| | | | Selection of pricing method <ul style="list-style-type: none"> • LIFO Method • FIFO Method • Simple Average • Weighted Average • Periodic Simple Average • Periodic Weighted Average • Standard Price Method | Valuation of Materials | | | |
| III | Labour | A | Introduction to Labour | To familiarize with Labour as a factor of production | 10 | 24 | Cost Accounting by S.P. Jain and K.L Narang 12 th Edition |
| | | B | <ul style="list-style-type: none"> • Attendance and Pay roll Procedure • Preparation of Pay roll sheet • Idle time • Overtime • System of wage payment and incentive <ol style="list-style-type: none"> Time rate Piece rate Halsey plan Rowan plan Taylor differential plan | To understand the preparation of wage sheet and the systems of incentives | | | |
| | | C | Labour Turnover: Causes and How to Overcome Them | To understand the causes for labour turnover and absenteeism and how to avoid it in organizations | | | |
| IV | Methods and techniques of Costing | A | Introduction | To introduce the various methods of costing | 20 | 32 | Cost Accounting by S.P. Jain and K.L Narang 12 th Edition |
| | | B | <ul style="list-style-type: none"> • Job Costing • Batch Costing • Operating Costing, | To familiarize with Job Costing, Batch costing and Operating costing as methods of costing | | | |

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|--|--|---|--|--|--|--|--|
| | | C | Practical problems on <ul style="list-style-type: none"> Contract costing Process costing | To learn the preparation of Contract account and the various processes in manufacturing a product and how it is accounted for. | | | |
| | | D | Techniques of costing <ul style="list-style-type: none"> Standard Costing Marginal Costing Budgetary Control Break even Analysis | To introduce the various techniques of costing | | | |

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Course Code: - GE

Course Title:- Advertising

Course Prerequisites: none

Course Objectives: To learn to the basic concepts of procedures and policies of advertising

Course Contents:

Introduction

Topics: History of Advertising, Advertising Ethics

Advertising Lifecycle

Topics: Finding a client, Get/Suggest a requirement, Idea and Pitching, Client Confirmation, Media Planning, Story Boarding, Scratch Audio Recording, Design / Creatives, Video Shoot, Audio Recording / Sound Design, Editing, Render, Follow-up

Architecture of an Advertising Firm

Topics: Management, Client Acquisition, Account Planning, Client Servicing, Media Management, Artiste Management, Creatives & Designs, Audio / Visual Team, Accounts, Administration, Technical

Advertising Types

Topics: Product Launch, Product Re-launch/ Image Change, Publicity

Market Research Methods

Media Planning

Topics: Channels of Distribution: Print- Magazines, Newspapers; Audio / Visual-Radio-Ads, Contests, Show Sponsoring; Television- Ads, Contests, Show Sponsoring. Web- Static / Flash Banners, Layered Ads, Interactive Ads, Contests/Games Virals

Advertising Campaigns

Topics: Basic Principles, Continuity, Re-emphasization, Progressive

Legal Aspects

Topics: Advertising Contracts, Copyrights & Trade Marks, Laws Affecting Advertising, Legal vs Ethical Standpoint Advertising Contracts, Copyrights & Trade Marks, Laws Affecting Advertising, Legal vs Ethical Standpoint

Advertising Media

Topics: Graphic Design: Manual, Computer Aided, Lettering & Typography, Photography, Audio: Sound Recording, Sound Design, Video Shoot, Editing

References -

1. Kotler and Armstrong, Principles of Marketing, PHI, N.Delhi
2. Stanton, Etzel and Bruce, Fundamentals of Marketing, McGraw Hill International
3. Ramaswamy V.S. and Namakumari S., Marketing Management – Planning Implementation and Control, Tata McGraw Hill Publication

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Course Code: - GE

Course Title: - Business Ethics

Course Prerequisites: none

Course Objectives: To appraise, students about ethics in business, what ethics means in the workplace, and understand the corporate responsibility towards the society.

Course Contents:

Understanding Ethics

Topics: Definition of ethics, The role of values in ethical decision-making, Understanding opposing ethical theories and their limitations, Ethical relativism, Ethical dilemmas, Resolution of an ethical dilemma in your life or community.

Business Ethics

Topics: Definition of business ethics, Identifying an organization's stakeholders, Business ethics is an oxymoron, Ethical dilemma in your work environment, Resolution of ethical dilemma in your work environment.

Organizational Ethics

Topics: Definition of Organizational Ethics, Ethical challenges facing the functional departments of an organization, Role of the human resources (HR) department regarding any corporate code of ethics, Ethical challenges of generally accepted accounting principles (GAAP), Ethical conflicts of interest within organizational functions, How and why an organization's ethical culture can get off track.

Corporate Social Responsibility

Topics: Definition for corporate social responsibility (CSR), Instrumental and social contract, approaches to corporate management, Five driving forces behind CSR, Three types of CSR, Challenges of a CSR initiative.

Ethics and Technology

Topics: Ethical ramifications of recent technological advances, Employer view of privacy at

work, Employee view of privacy at work, Distinction between thin and thick consent, Concept of vicarious liability, Organization's employee-surveillance capabilities, HIPAA Privacy Rules, and consequences for violations

Ethics and Globalization

Topics: Ethical issues arising in global business, Ethical relativism in a global environment, Ethical challenges of doing business in developing and developed economies, Challenges in developing a global code of ethics, Ramifications of the UN Global Compact, OECD Guidelines for Multinational Enterprises.

References –

1. Business Ethics Now, Ghillyer
2. Laura P. Hartman & Joe DesJardins, Business Ethics: Decision - Making for Personal Integrity and Social Responsibility, NY: McGraw - Hill/Irwin, 2008. ISBN 978 - 0 - 07 - 313686
3. Social Ethics: Morality and Social Policy, Thomas Mappes , Jane Zembaty , David DeGrazia

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Course Code: - GE

Course Title: - Cyber Laws

Course Prerequisites: none

Course Objectives: To familiarize the students with international trade - business rules, policies and conventions.

Course Contents:

Introduction to the Cyber World and Cyber Law

Topics: Cyber World: An Overview, The internet and online resources, Security of information, Digital signature.; An Overview Cyber Law, Introduction about the cyber space, Regulation of cyber space, Introducing cyber law, Scope of Cyber laws, e-commerce; online contracts; IPRs (copyright, trademarks and software patenting); e-taxation; e-governance and cyber crimes
Cyber law in India with special reference to Information Technology Act, 2000

Regulatory Framework

Topics: International Legal Regime, International legal regime relating to Cyber Crimes, European Convention on Cyber Crimes, Hague Convention on Jurisdiction and Foreign Judgments: Jurisdiction Agreement.; International legal regime relating to E-Commerce, UNCITRAL Model Law on Electronics Commerce 1996, International legal regime relating to Intellectual Property Rights, Berne Convention; Rome Convention; WIPO Copyright Treaty; WIPO Performance and Phonograms Treaty; UDRP; OECD convention on Database protection.; Domestic Legal Regime, Cyber Law in India, Information Technology Act, 2000, Digital Signature, E-Governance, Regulation of Certifying Authorities, Duties of Subscribers, Penalties and Adjudications, Offences under the Act, Making of Rules and Regulations etc.

Cyber Crimes

Topics: Introduction, Computer crime and cyber crimes; Classification of cyber crimes.; Cyber

crime and Related Concepts, Distinction between cyber crime and conventional crimes, Reasons for commission of cyber crime, Cyber forensic, Cyber criminals and their objectives, Kinds of cyber crimes – cyber stalking; cyber pornography; forgery and fraud; crime related to IPRs; Cyber terrorism; computer vandalism etc.; Regulation of cyber crimes, Issues relating to Investigation, Issues relating to Jurisdiction, Issues relating to Evidence, Relevant provisions under Information Technology Act, 2000, Indian Penal Code, Pornography Act and Evidence Act etc.

E-Commerce

Topics: Online business market, Definition of E-commerce, Types of E-commerce, Important Issues in Global E-commerce, [Issues relating to Access (to infrastructure; to contents; universal access; Digital Divide and Universal Divide); Trust, Privacy, Security, Consumer Protection, Content Regulation; Uniformity in Legal Standards pertaining to internet.], Application of conventional territory based law to E-commerce [Taxation, Intellectual Property Rights, International Trade, Commercial law and standards, Dispute resolution]; IPR – An Overview, Copyright Issues in Cyberspace [Linking, Inlining, Framing, Protection of content on web site, International Treaties], Trademark Issues in cyberspace, Domain Name Dispute, Cyber squatting, Uniform Dispute Resolution Policy, Meta-tags and Key words, Computer Software and Related IPR Issues

References –

1. Cyberlaws E-commerce & M-commerce – Tabrez Ahmad, S.K. Bhatia

Web References:

1. <http://dit.mp.gov.in>
2. <http://www.cyberlawindia.com/>

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Course Code: GE

Course Title:- Employee Relations

Course Prerequisites: none

Course Objectives: To understand the structure of Industrial relations and employee welfare, their rights and duties.

Course Contents:

Industrial Relations

Topics: Meaning & Objectives, Importance, Approaches to Industrial Relations - Unitary, Pluralistic, Marxist, Role of Three Actors to Industrial Relations - State, Employer & Employees, Causes for poor IR, Developing sound IR, Ethical approach to IR: Idea of trusteeship, Principles & features, Code of conduct.

Trade Union

Topics: Meaning, why do workers join unions, Types of trade unions, Theories to trade Union, Trade union movement in India, Problems of trade unions, Functions of trade unions Measures to strengthen trade unions, Trade union Act, Registration of trade unions, Need for Recognition & Rights to recognition of trade unions, Central trade unions in India.

Industrial Disputes

Topics: Definition, Causes of Industrial disputes, Types of Industrial disputes, Prevention of Industrial disputes, Settlement of Industrial disputes, Industrial Dispute Act, Conditions to Strikes, Lock-outs, Lay-off & Retrenchment and Laws relating to standing orders.

Collective Bargaining

Topics: Definition, Importance, Prerequisites of collective bargaining, Union bargaining, process, Types of bargaining, Collective bargaining in India, Grievance & Disciplinary procedure (Meaning, Need & procedure)

Integration of Interest and Managing Careers

Topics: Career Planning, Factors affecting Career Choices, Career Stages, Career anchors, Need for Career Planning, Managing Promotions, Transfers & Demotions, Individual & organizational problems in Integration, Integration process.

Quality of Work Life

Topics: Meaning of quality of work life, Quality Circles (Objectives, Process, Structure and problems), workers participation in management and quality circles, Concept of empowerment

References -

1. B.D Singh: Industrial Relations - Excel Books.
2. Mamoria & Mamoria: Dynamics of Industrial Relations in India – HPH

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Course Code: GE

Course Title:- Entrepreneurship Development

Course Prerequisites: None

Course Objectives: To provide students with substantial knowledge about the requirements of setting up a firm and exercising entrepreneurship skills.

Course Contents:

Introduction

Topics: Self employer, Entrepreneur, Intrapreneur, Entrepreneurship Development

Identification of Business Opportunities

Topics: Three stages- 1) Who am I?, 2) Study of Local Market, 3) Selection stage

Market Research

Topics: Meaning, Importance, Sources

Project Report

Topics: Meaning, Importance, Contents

Introduction of Managerial Skills

Topics: Human Resource Management, Financial Management, Marketing Management.

Purposeful Innovation

Topics: Seven sources of purposeful innovation, unexpected success / unexpected failure / unexpected event, Incongruities, Process need, Change in Industry/Market structure, Change in Demography, Change in perception, New knowledge.

References -

1. Bhattacharya S.N- Entrepreneurship Development in India & the South East countries – Metropolitan Book Comp.
2. Desai Arvind – Environment & Entrepreneurship – New Delhi, Ashish Publishing House - New Delhi
3. Dr. Deshpande Manohar – Entrepreneurship of Small Scale Industries – Deep & Deep Publication, New Delhi
4. Drucker Peter – Innovation & Entrepreneurship Affiliated East-West Press Pvt. Ltd.,- New Delhi
5. Khan M.A - Entrepreneurial Development Programmes in India – Kanishka Publishing House, New Delhi.

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Course Code: - GE

Course Title: - Indian Constitution

Course Prerequisites: None

Course Objectives: To understand the basics of the Indian constitution and its applications in civil society.

Course Contents:

Philosophy

Topics: Framing of the Indian constitution; Philosophy of the Constitution, Objectives, Resolution, Preamble, Fundamental rights and duties, Human rights and environmental protection.

Rights and Principles

Topics: Special rights created in the constitution of Dalits, Backward classes, Women & Children, Religious and linguistic minorities.; Directive principles of State policy: The need to balance fundamental rights with directive principles.

Union Legislations

Topics: Union Execution: President, Prime minister and Counsel of Ministers, Powers and functions, Coalition government & Problems in their working.; Union Legislature: Lok Sabha and Rajya Sabha, Powers and functions, Recent trends in their functioning.

State Legislations

Topics: State government: Governor, Chief Minister and Council of Ministers, Legislation.; Center -state relation: Political, Financial, Administrative: recent trends.

Judiciary

Topics: Judiciary: Supreme Court, Judicial review, Writ's public interest litigations., Enforcing

rights through writs

References –

1. Indian Constitution by D Srinivasan, Himalaya Publishing House

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Course Code: - GE

Course Title: - Insurance Management

Course Prerequisites: none

Course Objectives: This course aims at giving in-depth knowledge of insurance business.

Course Contents:

Introduction

Topics: Meaning of risk, Basic categories of risk, Methods of handling risk, Purpose and need of insurance, Definition of insurance, Types of insurance, Insurance intermediaries, Insurance as a social security tool, Insurance documents, Re-insurance.

Life Insurance

Topics: Fundamental principles of Life Insurance, Life insurance products, Traditional and unit linked policies, Individual and group policies, With and without profit policies, Types of insurance policies, Term insurance, A whole life policy, Endowment policy, Annuities, Policies of children, Female policies for handicapped lives, Health Insurance, Life Insurance Corporation of India.

General Insurance

Topics: Fundamental principles of general Insurance, Fire Insurance : Meaning, Procedure for taking fire insurance policies, Kinds of policies, Policy conditions settlement of claims. Marine Insurance: Meaning, Procedure for taking marine, insurance policy, Types of policies. Accidental Insurance: Nature and cover. Motor Insurance : Need for automobile insurance, Types of motor insurance policies, Motor insurance claims, Miscellaneous insurance, General insurance Corporation of India

Insurance Regulations in India

Topics: Insurance Act 1938, Summary provisions, Insurance Regulatory and Development, Authority. Introduction, Purpose, Duties, Powers and functions of IRDA. Operations and IRDA, Insurance policy holders protection under IRDA, Consumer Protection Act, Income tax Act.

Prospects of Insurance Companies

Topics: Prospects of insurance, Privatization of insurance, Industry, Insurance innovation, International insurance scene.

References –

1. M.N. Mishra and S.B. Mishra, Insurance Principles and Practice, S. Chand.
2. Bharati Pathak, Indian Financial System Pearson Management.
3. S. Bhalchandran, General Insurance, Insurance Institute of India.

4. S. Balchandran, Karve, Palavi Life Insurance, Institute of India
5. M.Y. Khan, Indian Financial System, Tata McGraw Hill.
6. Gupta, Principles and practice of Non-Life Insurance, Himalaya Publishing House.
7. H. Narayanan, Indian Insurance (A profile), JAICO Publishing House

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Course Code: - GE

Course Title:- International Business Environment

Course Prerequisites: None

Course Objectives: To familiarize the students with international trade - business rules, policies and conventions.

Course Contents:

Evolution of International business

Topics: Characteristic features of International business, Factors affecting the international business, Changing scenario of International Business.

International Business Environment

Topics: Economic, Political, Legal, Social, Cultural, Technological

Multinational Corporations

Topics: Global companies, International business houses, Concepts, Structures, Functions.

International finance; Foreign Exchange

Topics: Convertibility of rupee (Basics) forex market, Structure and functions, World Bank, IMF, UNCTAD

International Marketing

Topics: Product, Packing, Promotion

International Human Development

Topics: Recruitment, Selection, Development policies

Regional Trading Blocks

Topics: EU, NAFTA, SAARC, WTO

References –

1. Dr. K Aswathappa - International Business TMH
2. Subba Rao- International Business HPH
3. Bennet – International Business, Pearson Education.
4. Daniels – International Business : Environment and Operations, Pearson.
5. Joshi – International Business Environment.
6. Rugman – International Business.
7. Sharan – International Business.

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Course Code: - GE

Course Title:- Logistics And Supply Chain Management

Course Prerequisites: None

Course Objectives: To study the concept of logistics and transportation in the realms of commerce.

Course Contents:

Logistics

Topics: Origin, Definitions, Evolution, Functions, Stakeholders of Logistics, Applications of Logistics
Origin, Definitions, Evolution, Functions, Stakeholders of Logistics, Applications of Logistics

Concept of multimodal transport

Topics: Different transport modes, Modal Interfaces, Inter-modal Systems, Road/Rail/Sea; Sea/Air; Road/Air ; Road/Rail ; Sea/Road, Inland Container Depot (ICD), Container Freight Station (CFS) Terminals.

Supply Chain Concept

Topics: Distribution, International, National, Local, Material Management, Just in Time (JIT) Concept, Importance of forecasting, Inbound & Outbound Logistics, Systems Marketing Interface, Distribution Resource Planning (DRP), Human Factors & Performance in Supply Chain Management & Logistics.

Warehouse

Topics: Location, Types of Warehouse, Strategies, WMS – Warehouse, Management System, Warehouse Personal Materials & Equipment's, Key measures of Supply Chain Performance.

Other Issues

Topics: Accident prevention, Safety Programmes, Insurance & related issues, Ergonomics, Monitoring offsite employees & Regulatory issues for Logistics & Supply Chain Management.

References –

1. International Logistics Wood, D.F. : A Barone, P.Murphy, and D.L. Wardlow,.
2. Business Logistics Management : Ronald H.
3. International Logistics : P. David
4. Logistical Management: The integrated Supply Chain Process : D.J. Bowersox & D.J. Closs.

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Course Code: - GE

Course Title:- Marketing Fundamentals

Course Prerequisites: none

Course Objectives: To learn to the basic concepts of marketing.

Course Contents:

Introduction to Marketing

Topics: Meaning and Definition of Marketing - Importance of Marketing – Concepts of Marketing – Selling v/s Marketing. Market Segmentation – Meaning and Definition. Bases for Segmentation – Geographic, Demographic, Psychographic and Behaviouristic (meaning only). Marketing Mix – Meaning and Elements.

Designing Products

Topics: Meaning and Definition of Product – Classification of Products: Consumer goods and Industrial goods (in brief). Individual Product Decisions – a. Product Attribute Decisions b. Brand Decisions –Meaning and Definition of Brand, Brand Strategies and Brand Positioning c. Packaging and Labeling Decisions d. Product Support Decisions.

Pricing Products

Topics: Meaning and Definition of Price – Factors affecting pricing decisions. General Pricing Approaches – a. Cost-Based Pricing, b. Buyer-Based Pricing, c. Competition-Based Pricing. New Product Pricing Strategies – a. Skimming and b. Penetration

Placing Products

Topics: Meaning and Definition of Place – Components of Place – a. Distribution Channels b. Physical Distribution. Distribution Channels – Meaning and Importance - Number of Channel Levels – Factors affecting choice of a channel. Physical Distribution – Meaning and Nature of Physical Distribution. Elements of Physical Distribution.

Promoting Products

Topics: Meaning and Definition of Promotion – Elements of Promotion – a. Advertising b. Sales Promotion c. Personal Selling d. Public Relations. Advertising – Meaning and Definition – Features – Advantages and Limitations. Sales Promotion – Meaning and Definition – Tools – Advantages and Limitations. Personal Selling – Meaning and Definition – Process – Advantages and Limitations. Public Relations - Meaning and Definition – Tools – Advantages and Limitations.

References –

1. Kotler and Armstrong, Principles of Marketing, PHI, N.Delhi
 2. Stanton, Etzel and Bruce, Fundamentals of Marketing, McGraw Hill International
 3. Ramaswamy V.S. and Namakumari S., Marketing Management – Planning Implementation and Control, Tata McGraw Hill Publication.
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Course Code: - GE

Course Title:- Operations Research

Course Prerequisites:

Course Objectives:

Course Contents:

Development Definition

Topics: Characteristics and phases scientific Method, Types of models, General methods for solving. Operations Research models.; ALLOCATION: Introduction, Linear programming Formulation, Graphical solution, Simplex method, artificial variable technique, Duality principle.

Transportation Problem

Topics: Formulation, optimal solution, un-balanced, transportation problem, Degeneracy. Assignment problem: formulation optimal solution, variations. 1.a non-square (mxn) Matrix, Restrictions.

Sequencing

Topics: Introduction, optimal solution for processing each of n-jobs through three machines, travelling salesman problem i.e., shortest acyclic route models.

Replacement

Topics: Introduction, replacement of items that deteriorate when money value is not counted and counted, replacement items that fail completely i.e., group

Waiting lines

Topics: Introduction, single channel, poisson arrivals, exponential service times, unrestricted queue, with infinite population and finite population models, single channel, poisson arrivals, exponential service times with infinite population and restricted queue, multi channel, poisson arrivals, exponential service times with infinite population and unrestricted queue.

Inventory

Topics: Introduction, single item deterministic models, production is instantaneous or at a constant rate, shortages are allowed or not allowed and withdrawals from stock is continuous, purchase inventory model with one price break, shortages are not allowed, Instantaneous production demand, production or purchase cost is relevant, stochastic models, demand may be discrete or variable or instantaneous production, instantaneous demand and no setup cost.

Theory of games

Topics: Introduction, Minimax (maximum) criterion and optimal strategy, solution of games with saddle points, rectangular games without saddle points.

Dynamic programming

Topics: Introduction, Bellman's Principle of optimality, solution of problems with finite number of stages.

References -

1. S.D.SHARMA : Operations Research
2. P. 2. P.K.GUPTA & D.S.HIRA : Operations Research

3. R.D.ASRHEDKAR & R.V. KULKARNI: Operations Research.

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Course Code: - GE

Course Title:- : Services Marketing

Course Prerequisites: none

Course Objectives: To familiarize the students with international trade - business rules, policies and conventions.

Course Contents:

Introduction to service marketing

Topics: Meaning, Importance, significance of services, Need for service marketing, Service and technology, Distinctive aspects of service marketing, Customer involvement in service process, Managing service encounters

Focus on customers and managing relationships

Topics: Customer expectations and perception of service, Customer behavior in service, setting, Targeting customers, Managing relationships, Building loyalty, Complaint handling and service recovery.

Creating value in a competitive market

Topics: Positioning a service in market place, Creating a service product & adding value, Pricing strategies for services, Customer education and service promotion, Customer defined service standards.

Planning and managing service delivery

Topics: Employee's role in service delivery, Customers roles in service delivery, Delivering services through intermediaries & electronic channels, Managing demand a capacity, Integrated services marketing communications, Financial and economic effect of services

Service marketing in selected industries

Topics: Bank marketing, Transport marketing, Tourism marketing, Consultancy marketing, Education marketing, Marketing mix of select services (courier, entertainment, electricity, telecommunication services, Internet Services)

References -

1. Service marketing: Integrating customer focus across the firm – Zeithaml, Valarie A and Bitner, Mary Jo
 2. Service marketing: People, technology, strategy , Lovelock Christopher, Person education
 3. Services marketing Jha, S.M. Himalaya publishing
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Course Code: - GE

Course Title:- Social Media

Course Prerequisites: none

Course Objectives: To familiarize the students with international trade - business rules, policies and conventions.

Course Contents:

Social Media Overview

Topics: Social Media: An Overview ; Social Media History & Theory: Long Tail, Cluetrain

Theory and Foundations

Topics: Social Media Theory: Diffusion ; Relationship Management

Core Principles - Authenticity, Transparency & Ethics

Topics: Core Principles - Authenticity, Transparency, Ethics; Risks & Responsibilities

Risks & Responsibilities/Community

Topics: Crisis Communications & Social Media; Social Media Policies

Listening & Monitoring

Topics: Listening & Monitoring

Conversation & Community

Topics: Community management

Activism & Social Movements

Topics: Activism; Case Studies

Measurement

Topics: Social media planning; Planning & Measurement

References -

1. Solis, Brian. Engage. Wiley, 2011.
 2. LI, Charlene and Josh Bernoff. Groundswell. Boston: Harvard
 3. Business School Press, 2008.
 4. Holtz, Shel et.al. Tactical Transparency: How Leaders Can
 5. Leverage Social Media to Maximize Value and Build Their
 6. Brand. San Francisco: Jossey-Bass, 2008.
 7. Anderson, Chris. The Long Tail, Updated
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Course Code: - GE

Course Title:- Human Resource Management

Course Prerequisites: none

Course Objectives: To introduce the different concepts of Human Resource Management within an organization

Course Contents:

Human Resource Planning

Learning Outcomes: To gain an insight into the contribution of HRM in an organization; The students will learn to plan the human resource requirements of an organization.

Topics: Meaning of Human Resource Planning, Definition of Human Resource Planning, Need of Human Resource Planning; Objectives, Scope, Benefits; Process of Human Resource Planning

Recruitment and Selection

Learning Outcomes: The students will gain understanding of the recruitment policy and discuss the internal and external factors influencing recruitment decisions; gain a broad understanding of the importance of each part of the recruitment process and the possible danger spots; will understand the skills and knowledge needed to conduct fair selection of candidates in an organization; have a greater understanding on how a good or bad interview experience might impact an applicant; understand the contribution of Job analysis to organizational effectiveness and complete a job analysis in a given situation; understand the importance of Job enlargement and enrichment in organizations

Topics: Concept of Recruitment, Meaning and Definition of Recruitment, Sources of Recruitment, Internal Sources, External Sources, Advantages and Limitations; Process of Recruitment; Concept of Selection, Meaning and Definition, Process of Selection; Interviews: Meaning of Interview, Importance of Interview, Types of Interviews; Job Analysis: Meaning, Components, Job Description, Job Specification, Advantages of Job Analysis; Job Enrichment, Job Enlargement

Training and Performance Appraisal

Learning Outcomes: The students will get an insight into the benefits of Training employees; understand the various methods of training used for workers and managers; understand why it is important to effectively appraise performance of employees; will be able to describe the performance appraisal methods and the pros and cons of each; discuss the major problems inhibiting effective performance appraisals

Topics: Concept of Training, Meaning and Definition of Training, Importance of Training; Methods of Training: Methods of Training Managers, Methods of Training, Workers; On the Job Methods, Off-The Job Methods, Types of training; Meaning and Definition of Performance Appraisal, Objectives, Process of Performance Appraisal; Methods of Performance Appraisal, Traditional Methods, Modern Methods; Problems encountered in Performance Appraisal

Communication and Time Management

Learning Outcomes: The students will recognize the importance of business presentations and interpersonal skills and describe how good communication with others can influence our working relationships; understand the importance of time management for individuals and organizations

Topics: Meaning of Communication, Effective Business Presentations, Interpersonal Skills;

Meaning and Nature of Time Management, Techniques of Time Management, Pareto's 80/20 Principle, Managing oneself and outside influences, Time Tabling and Planning

Career and Succession Planning

Learning Outcomes: The students will understand the need of planning a career in today's competitive world and the various opportunities available.

Topics: Meaning of Career and Career Planning, Need for Career Planning; Career Development Lifecycle, Career Opportunities

Counseling

Learning Outcomes: The students be able to understand the importance of counseling and the various types of counseling

Topics: Meaning of Counseling, Definition of Counseling, Objectives of Counseling, Need for Counseling; Types of Counseling; Steps in Counseling

References –

1. Industrial Organization and Management by N.G. Kale (TYBCOM)