

PAPER-301	<i>Full Marks: 100</i>
PRODUCTION AND QUALITY MANAGEMENT	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit-I: Maintenance Management: Objectives of Maintenance, Types of maintenance (a) Break down maintenance (b) Preventive maintenance (c) Predictive Maintenance, Maintenance planning, Maintenance schedule techniques, computer aided maintenance, total productive maintenance. (14 marks)	
Unit-II: Quality Control: Fundamental factors affecting Quality, Need for controlling Quality, Inspection, Quality Control, Statistical Process Control. (14 marks)	
Unit-III: Plant Location and Layout: Need for selecting a suitable location, factors influencing plant location, location theory, plant layout, classification of layout, organization of physical layout. (14 marks)	
Unit-IV: Operation Strategy: Strategic management process, what is operation strategy, key success factors, SWOT analysis, Globalisation (14 marks)	
Unit-V: Service Management: What is service, services in Indian economy, service Matrix, capacity management, methods to deal fluctuating demand , service quality (14 marks)	

Suggested Readings:

1. S.N.Chary, Production and Operation Management, Tata McGraw Hill.
2. K. Aswathapa and S.Bhatt: Production and Operations Management, Himalaya Publishing House.
3. R.Paneerselvam, Production and Operation Management, Prentice Hall of India.
4. Martand Talsang, Industrial Engineering and Production Management, S. Chand & Co.
5. Sridhar Bhatt, Production and Operation Management, Himalaya Publishing House.
6. Mandeep Mahendra, Production and Operation Management, Kalyani Publishers.
7. Martin K. Starr, Production and Operations Management, Wiley India.
8. D.D.Sharma, Total Quality Management, Sultan Chand & Sons.

PAPER-302	<i>Full Marks: 100</i>
FINANCIAL MANAGEMENT	<i>University Exam.: 70</i>
	<i>Internal Assessment: 30</i>
Unit- I: Introduction to Financial Management, Functions of Financial Management, Scope & Objective of Financial Management, Functions of Finance Manager, Profit Maximisation, Wealth Maximisation, Time Value of Money. (14 marks)	
Unit- II: Sources of Finance, Long Term & Short Term of Finance, Equity & Debt, Funds Flow Statement and Cash Flow Statements, Ratio Analysis. (14 marks)	
Unit-III: Concept of Risk & Return, Valuation of Securities: Basic Capital Investment Decisions, Determination of Cash Flow Analysis & Tools of Risk Analysis in Capital Budgeting. (14 marks)	
Unit- IV: Cost of Capital, Capital Structure- Theory & Planning, Leverage Analysis, Dividend Policy. (14 marks)	
Unit- V: Working Capital Management, Management of Cash, Dividend Policy, Recent trends, Cash inventory & Receivable management. (14 marks)	

Reference Books:

1. Chandra Iyer, Financial Management, International Book House.
2. G.S. Reddy, Financial Management, Himalaya Publishing House.
3. Prasanna Chandra, Financial Management, Tata McGraw Hill.
4. R.K.Sharma and S.K.Gupta, Financial Management, Kalyani Publishers.
5. R.M.Srivastava, Financial Management, Pragati Prakashan.
6. R.P.Rustagi, Financial Management, Galgotia Publication.
7. S.K.Banerjee, Financial Management, S.Chand and Co.
8. S.N.Maheshwari, Financial Management, Sultan Chand and Sons.
9. Rajesh Kothari and Bobby Dutta, Financial Management, MacMillan India Limited.
10. Ravi M. Kishore, Financial Management, Taxmann Allied Services.
11. P.C.Tulsian, Financial Management, S.Chand & Co.
12. N.P.Srinivasan and M.S.Murugan, Financial Management, Vrinda Publications.

PAPER-303 HUMAN RESOURCE MANAGEMENT	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Basic of Human Resource Management: Development of concept of Human Resources Management, Principles, functions and practices of Human Resource Management. (14 marks)	
Unit-II : Human Resources Planning: Macro level Scenario of Human Resource Planning, Concepts and Process of Human Resource Planning (14 marks)	
Unit-III: Man Power Adjustment: Recruitment & Selection, Placement and Induction, Promotion & Transfer. (14 marks)	
Unit-IV: Performance Appraisal: Concept of Performance Appraisal, Introduction of performance appraisal, Objective of performance appraisal, Benefits of performance appraisal. (14 marks)	
Unit-V: Training & Development: Introduction & concepts of Training & Development, Importance of Training, Effectiveness of Training, Quality of Work life, Worker's participation in Management. (14 marks)	

Reference Books:

1. B.B.Mohapatra, Human Resource Management, New Age International.
2. Biswajit Pattnayak, Human Resource Management, Prentice Hall of India.
3. Deepak Ku Bhattacharya, Human Resource Planning, Excel Books.
4. K.Aswhathapa, Human Resource Management, Tata McGraw Hill Publications.
5. K.K.Choudhury, Human Resources Management, Himalaya Publishing House.
6. P.G.Aquinas, Human Resource Management, Vikas Publishing House.
7. R.V.Badi, Human Resource Management, Vrinda Publications.
8. Shashi K. Gupta, Human Resource Management, Kalyani Publishers.
9. Subba Rao, Personnel and Human Resources Management, Himalaya Publishing House.

PAPER-304 MARKETING MANAGEMENT	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Understanding the Marketing Process: Marketing Concepts, Marketing Environment, Role of marketing in Modern Organization (14 marks)	
Unit- II: Product Management: PLC, New Product Decision, Managing the Product, Product Differentiation and positioning, Managing Brands. (14 marks)	
Unit- III: Demand Forecasting: Methods of forecast, Pricing- Objectives, Pricing policies, Pricing Methods. (14 marks)	
Unit- IV: Promotion: Promotion as a Communication Process, Forms of Promotion: Advertising, Personal Selling, Sales Promotion Publicity and Sales Management. (14 marks)	
Unit- V: Physical Distribution: Transportation, Warehousing, Inventory Management, Channel Decision, Channel Intermediaries and their functions, Channel structure, Making Channel strategy decision, Managing channel relationship. (14 marks)	

Reference Books:

1. C.N.Sontakki, Marketing Management, Kalyani Publishers.
2. Gary Armstrong & Philip Kotler, Marketing: An Introduction, Person Education.
3. K.Karunakaran, Marketing Management, Himalaya Publishing House.
4. P.Ravilochanan, Principles of Marketing, Vrinda Publications.
5. Rajan Saxena, Marketing Management, Tata McGraw Hill Publications.
6. S.A.Sherleker, T.Pani, Marketing Principles and Management, Himalaya Publishing House.
7. Sanjay Singh Gaur, Event marketing Management, Vikas Publishing House.
8. T N Chhabra & S K Grover, Marketing Management, Dhanpat Rai & Co.
9. V S Ramaswamy & S Namakumari, Marketing Management Planning, Mac Millan India Ltd.

PAPER-305 ENTREPRENEURSHIP	Full Marks: 100 University Exam.: 70 Internal Assessment: 30
<p>Unit-I: Entrepreneurship: Meaning, definitions and characteristics, types of entrepreneurship and entrepreneur, entrepreneurial vision and mission, entrepreneurial leadership, qualities of a successful entrepreneur; entrepreneur vs. intrapreneur; entrepreneurs vs. professional managers, growth of entrepreneurship development in India. (14 marks)</p>	
<p>Unit-II : Entrepreneurial Environment: Meaning, types, environmental factors affecting entrepreneurship; entrepreneurial behaviour, theories of entrepreneurship, motivation-theories of Abraham Maslow's and Frederick Herzberg, entrepreneurial behaviour and psycho-theories; factors influencing entrepreneurial performance. (14 marks)</p>	
<p>Unit-III: Government and Institutions: Government policies and measures towards promotions of entrepreneurship; Entrepreneurship Development Programmes-meaning, objectives, flow chart, phases, course contents, role of Government; Institutional finances for entrepreneurs. (14 marks)</p>	
<p>Unit-IV: Micro, Small and Medium Enterprises: Meaning, importance, registration, clearances and permits; business plans; industrial sickness-causes and its remedies; rehabilitation and nursing; marketing of MSME products; problems of MSME and its remedies, women entrepreneurship-problems and remedies. (14 marks)</p>	
<p>Unit-V: Business Communication: Meaning, definitions, objectives, elements, importance; types of communication; forms of communication-verbal and non-verbal; barriers to effective communications, guidelines for overcoming barriers to effective communication; enhancement of effective communication; 7 C's of effective business communication. (14 marks)</p>	

REFERENCE BOOKS:

1. K.K.Patra, Fundamentals of Entrepreneurship, Himalaya Publishing House.
2. S.S.Khanka, Entrepreneurial Development, S. Chand & Co.
3. S.L.Gupta and A.Mittal, Entrepreneurship Development, IBH Publisher.
4. Renu Arora, Fundamentals of Entrepreneurship, Kalyani Publisher.
5. R.V.Badi and N.V.Badi, Entrepreneurship, Vrinda Publications.
6. Donald F. Kuratko, Entrepreneurship, Cengage Learning.
7. Rajeev Roy, Entrepreneurship, Oxford University Press.
8. H.Nandan, Fundamentals of Entrepreneurship, Prentice Hall of India.
9. Marc J Dollinger, Entrepreneurship, Pearson Education.
10. Small and Medium Enterprises in India, Taxmann Publications.

PAPER-306 OBJECT ORIENTED PROGRAMMING AND E-COMMERCE	<i>Full Marks: 100</i> <i>University Exam.: 50</i> <i>Internal Assessment: 30</i> <i>Practical: 20</i>
Unit- I: Object Oriented Programming (C++): Object Oriented programming paradigm, benefits of OOPS, structure of C++ program, Tokens, Key words, identifiers and constants, basic data types, user defined data types, Function overloading, Functions: Call by Value, Call by reference. (18 marks)	
UNIT-II: E- Commerce : An Introduction, Trade and commerce Network and commercial Transactions, methodology, levels of Business, Advantages and necessity of E-commerce, Internet, Intranet and Extranet, Electronic Data Interchange (EDI), Benefits working and standards in EDI, Cost Benefit Analysis of EDI, EDI System, File, Types of services (Applications, Translation, Communication), EDI Administration. (16 marks)	
UNIT-III: E- Marketing: The internet audience and consumer behavior models , Basic marketing concepts, Internet marketing technologies, Data bases, Data Warehouses, Data Mining (Introductions) B2B and B2C, E-commerce Branding strategies , Online (Market Research, Primary Research, Secondary Research). (16 marks)	
Practical: Simple Programmes based on Unit-I	

Reference Books:

1. B.Satpathy, An Introduction to E-Commerce, Yugbohdh Prakashan.
2. C.S.V.Murthy, E-Commerce, Himalaya Publishing House.
3. D.Ravichandran, Programming with C++, Tata McGraw Hill Publications.
4. Dave Chaffey, E-Business and E-commerce Management, Pearson Education.
5. E. Balaguruswamy, Object Oriented Programming with C++, TMH Publications.
6. Laudon and Traver, E-Commerce, Pearson Education.
7. P.J.Joseph, E-commerce, Prentice Hall of India.
8. R.Khurana, Object Oriented Programming with C++, Vikas Publishing House.
9. S.S.Khandare, Programming in C and C++, S.Chand & Co.
10. Sweta Verma, Object Oriented Modeling and Programming with C++, Vrinda Publications.
11. Y.P.Kanetkar, Let Us C++, BPB Publications.

PAPER-307 SUMMER PROJECT AND VIVA-VOCE	<i>Full Marks: 100</i>
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PAPER-308 ADVERTISING, SALES AND DISTRIBUTION	<i>Full Marks: 100</i> <i>University Exam.: 70</i> <i>Internal Assessment: 30</i>
Unit-I: Introduction: Definition, objectives, functions and classification of advertising, advertising versus other forms of mass communication, AIDA concept, Advertising Agency. (14 marks)	
Unit-II: Advertising media, General and special characteristics of different media, Advertising Budget. (14 marks)	
Unit-III: Advertising Appeal, Ad copy, Measuring advertising effectiveness, Pretesting, concurrent testing and post testing, Ethics in Advertising. (14 marks)	
Unit-IV: Sales Management: Functions and roles in sales marketing, Personal selling process, Managing the sales force, salesmanship. (14 marks)	
Unit-V: Physical distribution: Factors influencing distribution decisions, wholesaling and retailing. (14 marks)	

Suggested Readings:

1. D.Datta and M.Datta, Advertising, Sales Promotion, Vrinda Publications.
2. J. Jethwaney and S. Jain, Advertising Management, Oxford University Press.
3. Manendra Mohan, Advertising Management, Tata McGraw Hill.
4. P.K.Agarwal, Advertising Management, Pragati Prakashan.
5. S.A.Chunawalla, K.C.Sethia, Advertising, Sales and Promotion Mgmt. Himalaya Publishing House.
6. S.H.H.Kazmi & S.K.Batra, Advertising and Sales Promotion, Excel Books.
7. S.L.Gupta, Advertising and Sales Promotion, Sultan Chand & Sons.
8. S.L.Gupta, Sales and Distribution Management, Excel Books.
9. T. K. Panda and S. Sahadev, Sales and Distribution Management, Oxford University Press.