<table>
<thead>
<tr>
<th>SUBJECT CODE</th>
<th>LIST OF SUBJECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FT 201C</td>
<td>Operation Research for Business Decisions</td>
</tr>
<tr>
<td>FT 202C</td>
<td>Fundamentals of Operations Management</td>
</tr>
<tr>
<td>FT 203C</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>FT 204C</td>
<td>Fundamentals of Financial Management</td>
</tr>
<tr>
<td>FT 205C</td>
<td>Fundamentals of marketing Management</td>
</tr>
<tr>
<td>FT 206C</td>
<td>Fundamentals of Human Resource Management</td>
</tr>
<tr>
<td>FT-207C</td>
<td>Business Ethics &amp; Indian Ethos in Management</td>
</tr>
<tr>
<td>FT 208C</td>
<td>Business Research Methods</td>
</tr>
</tbody>
</table>
FT-201C Operation Research for Business Decisions

Course Objective
The objective of this course is to help the students acquire quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.

Examination
The faculty member will award internal marks out of 20 (12 for Tests and 8 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A, worth 20 marks, will consist of three theory questions out of which student will be required to attempt any two questions. Section B, worth 60 marks will have five numerical/practical problems out of which a student will be required to attempt any four questions.

Course Contents
4: Assignment Problem: Assignment Model as a Particular Case of Transportation Model, Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization and Maximization) Route Allocation.
6: Waiting Line Models
Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), Probability Calculations and Application of M/M/C (Infinite Population)

Text Readings

Suggesting Readings
3. V. K. Kapoor, Problems and Solutions in Operations Research, N.Delhi, Suitan Chand & Sons
4. F. Hillier, Introduction to Operation Research, TMH, 2005
Course Objective
The objective of this course is to help the students understand the concepts of production function, inventory control, quality control and application of technical models and techniques for solving production problems.

Examination
The faculty member will award internal marks out of 20 (12 for Tests and 8 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases/practical problems.

Course Contents
1. Introduction to Production and Operations Management:
2. Facilities Planning:
   Product Selection and Design, Service Design, Process and Technology Selection, Location of Manufacturing / Service Facility - Quantitative (Centre of Gravity Model, Median Model, Dimensional Analysis, Brown & Gibson Model) and Qualitative Model.
3. Layout of Manufacturing/service facility:
   Product layout, process layout, fixed position and group layout, layout design: Relationship based and Load-Distance cost matrix. Materials handling concepts.
4. Resources Requirement Planning:
   Capacity Planning, Concept and Application of Learning Curve.
5. Production Planning and Control:
   Aggregate Production Planning - Chase strategy, Level production strategy, Mixed strategy, Materials Requirement Planning.
6. Operations Scheduling:
   Production Activity Control for Mass Manufacturing. (Assembly line balancing, batch processing and Job shop -n-jobs on single machine, n-jobs on Two/Three machines (Johnson’s Rule), 2-jobs on m-machines (Graphical method – Aker’s Algorithm)
7. Quality Management:
8. Emerging Trends in Operations Management:
   Business Process Reengineering (Principles and guidelines for implementation), Theory of constraints.

Text Readings (Latest Editions)
1. Evans, Operations Management Concepts Techniques and Applications, Cengage Learning,
2. B. Mahadevan; Operation Management; Theory and Practice’ Pearson Education, Fifth Edition, New Delhi
5 S.N. Chary, Theory and Problems in Production and Operations Management, TMH

Suggested Readings (Latest Editions)
1. Norman Gaither, Operations Management, Cengage Learning, India, 2010
2. Slack, Operations Strategy, Pearson Education
3. R. Paneerselvam, Production and Operations Management, PHI Learning, 2009
FT- 203C Entrepreneurship

Course Objective: The objective of this course is to familiarise the students with the ground realities of starting & managing their own Entrepreneurial ventures.

Examination
The faculty member will award internal marks out of 20 (12 for Tests and 8 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Cases prescribed below are only for classroom discussion and internal evaluation and not for end semester examinations

Course contents
Case Study:- Entrepreneurship-Luck or Persistence

Unit II: Creating and Starting the Venture Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process.
Case Study: - 180s

Case Study:- (1) Dealing with the Competition, (2) A New Spin On Music.(Kuratko)

Unit IV: Financing and Managing the new venture Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls. E-commerce and Entrepreneurship, Internet advertising
Case Study: - Darshan Enterprises

Case Study: - Satyam and GE

Unit VI: Institutional support to Entrepreneurship Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development Corporation (IDC), State Financial corporation (SFCs), Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)
Case Study:- Project Planning A Case Study (V.Desai)

Unit VII: Choice of organisation: Sole proprietorship, partnership, joint stock co., and co-operatives

Case Study: - Air Asia

Text Readings:
2. Kuratko & Hodgetts, Entrepreneurship in The New Millennium, Cengage learning
5. Rajeev Roy, Entrepreneurship, Oxford University press 2009

Suggested Readings:
FT-204C FUNDAMENTALS OF FINANCIAL MANAGEMENT

Course Objective
The Objective of the course is to understand the concepts of Business Finance and it also aims at learning of financial tools and developing the skills of financial analysis and financial decisions.

Examination
Internal Marks: 20 by way of class participation of 8 marks and 2 class tests for 12 marks.
External exam: 80 marks. There will be two sections. Section A, theoretical, is worth 32 marks with 3 questions out of which student will attempt any 2. Section B will contain practical, numerical and case(s) having 5 questions and will be worth 48 marks and student will be require to attempt 3 questions with or without choice.

Course Content
Unit 2: Sources of Finance : Understanding about short term and long term sources of funds and their characteristics
Unit 3: Financial Statement Analysis : Understanding the Parameters of health of Business: Liquidity, Profitability, Solvency and Efficiency. Understanding and computation of various tools of financial analysis-- such as Percentile Financial Statement and Ratios used in managerial decisions through analysis of financial statement of companies.
Unit 5: Leverage Analysis : Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage. CVP analysis, PV Chart and Break Even Analysis for business decisions. Importance of Margin of Safety for decision Making.
Unit 6: Operational Budgeting : Understanding the importance and process of Budgeting, Budget : Programme Budget, Fixed budget, Flexible Budget, Incremental Budget and responsibility Budgets. Concept and utility of Zero Based Budgeting, Rolling budget, Cash Budget and Operating budget.
Unit 7: Cost of Capital and Capital Structure Decision : Understanding the Concept of Cost of Capital, Computation of cost of Equity, Debt and Quasi Capital. Weighted Average Cost of Capital and Marginal Cost of Capital. Capital Structure and its Theories such as MM theory of Capital Structure.

Text Readings

Suggested Readings
FT–205C FUNDAMENTALS OF MARKETING MANAGEMENT

Course Objective
The objective of this course is to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

Examination
The faculty member will award internal marks out of 20 (12 for Tests and 8 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.
Cases prescribed below are only for classroom discussion and internal evaluation and not for end semester examinations

Course Contents
Unit-1 Marketing Concepts : Customer Value and Satisfaction, Customer Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain, Scanning the Marketing Environment, Marketing Mix Elements, Difference between marketing and Selling, Marketing and Corporate Strategy.

Case Study: Maruti Udyog limited I & II


Case Study: Indian Air force


Case Study: Indian home products (P) ltd


Case Study: Ajanta shoes company ltd

Unit-5 Distribution Decisions :Importance and Functions of Distribution Channel, Design of Distribution Channel, Management of Channels, Distribution Channel Members, Vertical and Horizontal Marketing Systems, Wholesaling and Retailing, introduction to Logistics,

Case Study: Anand distributors (P) ltd

Unit-6 Promotion Decisions
Effective Communication, Integrated Marketing Communication, Tools of IMC, Marketing Communication Process, Promotion mix, Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing,

Case Study: Promotion of fairy Queen Express

Unit-7 Marketing Strategies for Leaders, Challenges, Followers and Nichers

Unit-8 Emerging Trends in Marketing
An Introduction to Internet Marketing, Multi Level Marketing and Introduction of CRM, Importance of CRM, CRM Process. E-Marketing, Green Marketing, Event Marketing, Types of Events, Sponsorship, Cause Related Marketing, Concept of Rural Marketing, Global Marketing, Marketing for Non Profit Organizations

Text Readings
2 Kurtz, Principles of Marketing, Cengage Learning, India, 2008
3 S. Neelamegham, Marketing In India, 3rd Edition, Vikas publishing house, 2009
5 Paul Baines, Chris Fill, Kelly Page, Marketing, Oxford University Press, 1st Edition 2009
6 Winner Marketing Management, 3rd edition Pearson 2009
Suggested Books

FT-206C FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

Course Objective
The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices at international level.

Examination
The faculty member will award internal marks out of 20 (12 for Tests and 8 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases. Cases prescribed below are only for classroom discussion and internal evaluation and not for end semester examinations

Course Content
1: HRM Concept

Case: Vindhya Steels Ltd

2: Human Resource Acquisition Process

Orientation, Training and Development Process and Methods, Need Assessment, Training Evaluation, Approaches and Types of Evaluation Instruments, Developing Effective Training Programmes, HRD mechanism, HRD for Organisational Effectiveness

4: Appraising and Improving Performance:

Case: Appraising the Secretaries at Sweetwater U

5: Maintenance of Human Resources:

Case: Swati Textile India Limited.

6: Knowledge Management & International HRM
Knowledge & knowledge transfer, knowledge and situation cognition, Implications for knowledge transfer, knowledge management in multinational companies, knowledge management & International HRM.

Text Readings
1 Bohlander, Human Resource Management, 14th edition Cengage Learning, India, 2009

Suggested Readings
FT - 108C-BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES

Course Objectives
The objectives of this course are to help students gain an understanding of Business Ethics and application of Indian values in managerial decision-making.

Examination
The faculty member will award internal marks out of 20 (12 for Tests and 8 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Cases prescribed below are only for classroom discussion and internal evaluation and not for end semester examinations

Course Contents

Section A

PART – I BUSINESS ETHICS

PART - II MANAGEMENT BY INDIAN VALUES
1. Management, Culture and Ethos - Role and Significance of Ethos in Managerial Practices, Management is Culture Bound.
2. Sources of Indian Ethos in Management: Vedas, Shastras, Smrities, Puranas, Upnishads, Ramayan, Mahabharat, Arthashastra, Ramcharitamanas, Panchatantra, Hitopdesh, Guru Granth Sahib, Teachings of Buddha and Mahaveer, the Holy Bible, the Holy Quran etc. – examples and models from the above texts.
3. Models of Leadership and Motivation in Indian Thoughts, Examples from Scriptures.
6. Personal and Managerial Effectiveness in Indian Thoughts - Management of the Self – Management of Body, Thoughts and Emotions; Interpersonal and Group Effectiveness.
7. Cultural Heritage of India and its relevance for Modern Management: Concept of ‘Pancha - Rina’ (five- fold debt) and Corporate Social Responsibility, Four – fold Life Goals (Purusharth Chatushtheyा) and Business, Sanskara Values Vs. Skills – Supremacy of Values over Skills, Role Vs. Self.
8. Work Place Spirituality.

Section B

Cases in Business Ethics and Management by Indian Values.

Text Readings
1. A.C Fernando, Business Ethics: An Indian Perspective, Pearson 2009
Suggested Readings

1. Shashtri J.L., Ancient Indian Traditions and Mythology, 1st edi, Motilal Banarsidas, New Delhi
2. F. Max Muller, Sacred Books of East, Motilal Banarsidas, New Delhi
3. S.K. Chakraborty, Ethics in Management-Vedantic Approach, New Delhi, Oxford India Ltd.,
FT-208C RESEARCH METHODOLOGY

Course Objective
The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper (s).

Examination
The faculty member will award internal marks out of 20 (12 for Tests and 8 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Course Contents
Unit I: Introduction.

Unit II: Research Design:
Variables and types of variables, Hypothesis, Types and formulation of Hypothesis, Research Design and Types of research designs, Need for Research Design Features of a good research design and, Different research design-- Exploratory, Descriptive. Experimental and Diagnostic and Survey Research.

Unit III: Measurement Methods:

Unit IV: Data Analysis:
Data analysis using statistical Packages, Hypothesis Testing, Parametric and Non-Parametric Tests, Analysis of Differences between a Single Sample and a Population, Analysis of Differences between Two or More than Two Levels of an Independent Variable, Analysis of Designs with More than One Independent Variable, Analysis of relationships, statistical inferences for one or two samples. Chi-square tests, Analysis of Covariance (ANCOVA) and Use of Multivariate Analysis in Business Research.

Unit V: Sharing the Results.
Reporting Research, Types of reports and Characteristics of a research report.

Text Readings
5. Ranjeet Kumar, Research Methods, Pearson Education 2009

Suggested Readings