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Syllabus

FT 301C Strategic Materials & Supply Chain Management
FT 302C Project Management

**Students are required to choose two electives. Both electives will have same weightage.**

**Specialisation**

**Marketing Management**
FT 3Q3M Product Policy Management
FT 304M Advertising and Brand Management
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**Financial Management**
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**Human Resource Management**
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FT 3051 Relational Database Management Systems using ORACLE

**Production and Operations Management**
FT 303P Strategic Technology Management
FT 304P Product Innovation and Planning
FT 305P Work Study and Productivity
FT 301C Strategic Materials and Supply Chain Management

Objective:
This course would help students develop an understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance.

The course would acquaint the students with various concepts, models and decision making tools pertaining to supply chain network design, forecasting, inventory, transportation etc. and also enable them to apply the tools in real-life situations.

Examination Scheme:
The faculty member will award internal marks out of 20 (8 for Tests and 12 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 Numerical.

Course Contents
1. Importance of materials management, Codification, Simplification, Value analysis, Value engineering, Vendor analysis.
2. Concepts and importance of a Supply Chain (SC). Evolution of Supply Chain Management (SCM), Key issues of Supply Chain Management, Competitive and SC strategies, Achieving strategic fit,
3. Dynamics of supply chain: Supply Chain Interventions, Push-based, Pull-based and Push-Pull based supply chain. Network design and Operations in the Supply Chain,
4. Demand Forecasting in a Supply Chain, The value of information, Bullwhip effect, its Causes and remedial measures.
6. Transportation in SC environment: Design options for a transportation network,
7. Strategic Outsourcing and Strategic Alliances, Third party and fourth party logistics,
8. Retailer-Supplier partnerships (RSP), Supplier evaluation and selection. Use of best practices.
9. Information Technology (IT) in Supply Chain Management, SC performance model: SCOR model4
FT 302C Project Management

Objective:
To develop understanding of project planning. To develop ability to monitor and control projects and risk involved. To become familiar with tools and techniques used in managing projects.

Examination Scheme:
The faculty member will award internal marks out of 20 (8 for Tests and 12 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: Numerical.

Course content:
1. Introduction to project and projects. Characteristics and types of projects. Gaining importance, project life cycle and its phases.

2. Project selection, non quantitative and scoring models, technical analysis and technology selection, market potential analysis and techniques of long term forecasting.

3. Financial feasibility, determinants of cost of project, its financing and deciding optimum capital structure. Cash flows from project and owner’s perspective. Project Appraisal.


5. Network analysis, construction of networks, CPM, various types of floats and their application, PERT and its applications.

6. Time cost relationship, crashing for optimum cost and optimum.
Marketing Management

FT 303M Product Policy Management

Objective:

Improve the understanding of and competence in making product market choices, managing brands, and managing new product introduction. Explore the emerging concepts, techniques, and analytical approaches relevant to the above areas.

Examination Scheme:

The faculty member will award internal marks out of 20 (8 for Tests and 12 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 Numerical

Course Contents

1. Introduction to Product policy Management: Why Product Management, Relationship between Competition, Marketing and Product Management, Types of Product, Product classification, Product Management Process


3. Analysis of product line and product mix decisions.


5. Strategic management of brands and their equities.


8. Test market planning, evaluation, and introduction strategies.
FT 304M Advertising and Brand Management

Objective

The purpose of this course is to familiarize the students with the role of advertising in the context of promoting products and services. Advertising is one of the most ubiquitous promotional tools on which big money is spent. It is important to understand the advertising process and key decision areas for effective management of this function.

Examination Scheme:

The faculty member will award internal marks out of 20 (8 for Tests and 12 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

1. Advertising industry: advertisers, agencies, media companies and other organizations. The communication model: communication process, stages and challenges. Economic, social, ethical and regulatory aspects of advertising.

2. Demand creation role of advertising in primary and secondary demand. How advertising works” Hierarchy of effects model, advertising objectives, routes to persuasion.

3. Customer behaviour and advertising: segmentation, motivation analyses, and value proposition.

4. Advertising Objectives: goals and objectives. DAGMAR

5. Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics: creative approaches, copy writing Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace,

6. Media strategy: budgeting, approaches and allocation. Media planning types, class, vehicle, scheduling and new media forms. Advertising effectiveness; pro and post launch research. Advertising in the evolving marketing environment

7. Branding context: assets and the asset, concept of value, brand and marketing metrics; Brand meaning: brand image and personality, brand and product; Brand planning; brand vision and visioning process, business of brand: Brand audit brand reality check and brand appraisal.

8. Brand positioning; choice of context, parity and differentiation. repositioning. Brand equity: brand assets and liabilities, equity creation and management.
**FT 305M Sales and Distribution Management**

**Objectives**

The objectives of this course are to expose the students to various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.

**Examination Scheme:**

The faculty member will award internal marks out of 20 (8 for Tests and 12 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**

1. Personal Selling: The Role of personal selling in marketing mix. The personal selling process, Personal selling objectives, Types of Sales Jobs.


5. Sales promotion's impact on sales; Evaluation of sales promotion experiments; Choice and purchase timing models: Manufacturer promotion planning process; Retailer promotion planning process; Strategic issues In designing promotional strategies; Substantive findings and issues on coupons, trade dealings, and retail promotions.


8. Physical Distribution: Objectives, Order Processing, Warehousing Inventory, Transportation, Organizing for Physical Distribution, EDI and supply chain, Internet as a medium for order processing and Information.
Financial Management

FT 303F Tax Planning and Management

Course Objective

The objective of this course is to enable students to develop an understanding of direct and indirect taxes and to enable them to calculate and plan taxes.

Examination Scheme:

The faculty member will award internal marks out of 20 (8 for Tests and 12 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/Numerical.

Course Contents

1. Introduction to Direct Taxes, Income Tax, Wealth Tax.

2. Important Provision of Income Tax Act

3. Basic Concepts: Assessment Years, Previous Years, Person, Income, Gross Total Income, Capital and Revenue Receipts and Expenditure, Residential Status and Incidence of Tax, Tax Free Income


7. Deduction: Deduction Allowed From Total Income, Rebates and Relief. TDS: Tax Deduction at Source, Advance Payment of Tax, Filling of Returns.

8. Tax Planning in Relation to NRIs.
FT 304F Financial Systems and Services

Objectives

The objective of the course is to understand the role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues concerning select financial services.

Examination Scheme:

The faculty member will award internal marks out of 20 (8 for Tests and 12 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/numerical.

Course Contents

1. Introduction to Indian and Global Financial System: Structure and Characteristics.


4. Basel 1 and 2,

5. Mutual Funds and Pension Funds. Insurance Services, Bank assurance. Reinsurances, Venture Capital - Private Equity – strategic secrets to private equity. Investment strategies, Hedge funds,


8. Factoring and Forfeitting, IFRS - Issues and Challenges
FT 305F Bank and Insurance Management

Course Objective

The objectives of this course are to explain to the student operations of upcoming insurance and banking sector, statutory requirements and understanding of financial environment and market in which they operate.

Examination Scheme:

The faculty member will award internal marks out of 20 (8 for Tests and 12 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: Numerical.

Course Contents


5. Overview of Banking Industry: Banking Structure in India- RBI, Commercial. Rural and Co-operative banks their role and significance, Capital Adequacy norms for banks, SLR, CRR, CAR.


7. Banking Risks: Credit, Liquidity, Market, Operational, Interest Rate, Solvency. ALM by Banks: Classification of Assets, GAP Analysis Asset Reconstruction Company. 10

8. Recent Development: BIS- its Role and Importance, Universal Banking, EBanking, Mobile Banking.
Human Resource Management

FT 303H Industrial Relations and Labour Law

Objective

Industrial Relations play an important role in organizations. Organizational efficiency and performance are intricately interlinked with industrial relations. This course will expose students to the conceptual and practical aspects of industrial relations at the macro and micro levels.

Examination Scheme:

The faculty member will award internal marks out of 20 (8 for Tests and 12 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

1. Industrial Relations: Concept & Scope;

2. Industrial Relations Perspectives: Conflict model Vs. Collaboration model.


6. Labour Court, Industrial Tribunal. National Tribunal; Role of Judiciary & its impact on industrial relations.


8. Employee Empowerment, worker participation in Management and Their impact on Quality of Work Life and Industrial Relations.
FT 304H Human Resource Development & Audit

Objective

The objective of the Human Resource Development Course is to provide the students with a clear understanding of the concepts, processes, practices and strategies that form the basis of successful HRD in organizations. The course is intended to facilitate the development of knowledge and skills that HRD specialists need in performing their strategic role. The course strives to facilitate the understanding of how concepts and theories can be put into practice in a variety of organizations. The content of the course is also designed to familiarize students with the role of line managers and HR specialists in HRD.

Examination Scheme:

The faculty member will award internal marks out of 20 (8 for Tests and 12 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

1. HRD Concepts: Definition, Evolution, HRM & HRD. Challenges & Goals of HRD.
2. HRD Function: HRD department structure, functions, and staffing
3. HRD Professionals: Roles and Competencies,
7. Applications of HRD: HRD Climate. HRD for managing organizational change. HRD for Workers (blue collar employees)
8. HRD Audit: Meaning and Concept, Need, Designing HRD Audit Process, Parameters to be Audited, Audit Results, Preventive and Corrective Actions, Role in Business Improvement, Methodology and Limitations.

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FT 305H SOCIAL PSYCHOLOGY

Course Objectives

The Objectives of this course are to understand human behavior in social and industrial settings. A student will be able to comprehend the causes of behavior as well as the methods of improvement by going through this course.

Examination Scheme:

The faculty member will award internal marks out of 20 (8 for Tests and 12 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


5. Interviews, Application Blanks and References: the interview, Application blanks and biographical inventories, References and background investigations.


7. Safety Psychology: Safety management and safety psychology, Differential accident liability.
Information Systems Management

FT 303 Object Oriented Programming using C++

Course Objective

The objective of this course is to help students to understand the concepts of Object Oriented programming using C++ and their use in organization and processing complex business information.

Examination Scheme:

The faculty member will award internal marks out of 20 (10 marks for the internal performance of the student and 10 marks for viva voce). The semester examination carrying 80 marks will have 7 questions out of which students will be required to attempt any 5 questions.

Course Contents


2. Programming with C++: General forms of a C++ program, With cout and cin, different operators, scope resolution operator, Data types, For while, do-while, if-else, switch and conditional statements, Classes and objects: structure and classes, unions and classes, constructors and destructors, Automatic, external and static data members and member function.

3. Arrays & Pointers: arrays of objects, Pointer to object, the this pointer, Function: General form, Prototypes, returning, passing objects to functions returning objects, friend function, recursion, and references.

4. Inheritance: Multilevel and Multiple Inheritance, Constructor, Destructor and Inheritance, Private, Public and Protected access specifies, function and operator overloading.

5. Functions & Templates: Virtual function, pure virtual function, polymorphism, generic functions, generic types, overloading of templates and functions, standard parameters with template functions, applying generic functions, and generic class.

6. File and Exception handling: Introduction to templates and Exception handling, File Classes, Opening and Closing a file, Reading and writing a text file, detecting EOF.
Course Objective

The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

Examination

The faculty member will award internal marks out of 20 (10 marks for the internal performance of the student and 10 marks for viva voce). The semester examination carrying 80 marks will have 7 questions out of which students will be required to attempt any 5 questions.

Course Contents


4 Managerial Decision Making, characteristics and components of Decision Support System.

5. System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.
FT 305 RDBMS using ORACLE

Course Objective

The objective of this course is to help students to understand the basics of Relational Database Management System, and back-end Tool using ORACLE and their use in organization and processing complex business information.

Examination Scheme:

The faculty member will award internal marks out of 20 (10 marks for the internal performance of the student and 10 marks for viva voce). The semester examination carrying 80 marks will have 7 questions out of which students will be required to attempt any 5 questions.

Course Contents


2. Relational Database Management Systems: Concepts of RDBMS, Components of RDBMS, Introduction to SQL, Data Definition language, Data Manipulation Language, Query Language, Data Control Language, Cartesian Product and Joins, Use of Union, Intersection, Minus, SQL operators and functions, SQL select statement and type of queries, In, Exists, Group by Having and Like clause in SQL, View, Sequence and synonyms SQLPLUS, creating reports using SQLPLUS.

3. SQL/PLSQL: Introduction to PL/SQL, The PL/SQL block constructs, using variables and SQL statement in the PL/SQL block, . PL/SQL constructs like If..Else. Endif, Loop. Endloop, while loop etc. working master detail relationship, writing triggers informs and creating list of values with cursors, creating and using stored functions, procedures and packages.

4. Advanced Database Concepts: Data mining, data warehousing design, basic principles, OLAP, transaction management, failure and recovery.
Objective

Objective of this course is provide the students exposure to the concepts of technology management, and technology management issues like technology development, acquisition, absorption, diffusion and technology support systems:

Examination Scheme

The faculty member will award internal marks out of 20 (8 for Tests and 12 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

1. Technology Issue and Implications: Concepts and Definition, Aspects and Issues,

2. Technology Change: Implication

3. Technology Development and Acquisition: Forecasting and Recasting, Identifying

4. Technological Change, Generation and Development and Technology Transfer...

5. Technology Absorption and Diffusion: Absorption: Accommodate : . and Management

6. Technological Change, Evaluation and Assessment and Diffusion


FT 304P Product Innovation and Planning

Objective

Improve the understanding of and competence in making product market choices, managing brands, and managing new product introduction. Explore the emerging concepts, techniques, and analytical approaches relevant to the above areas. The emphasis will be on the application of concepts and tools used in PPC for achieving efficiency and quality superiority.

Examination Scheme:

The faculty member will award internal marks out of 20 (8 for Tests and 12 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/Numerical

Course Contents


4. Materials Planning and Control: Input Required for Materials Planning and Control, Steps in Materials Planning and Control, Techniques of Materials Planning and Control, Machining Allowances, Make or Buy Decision, Scientific Stock Control Techniques (Inventory Control Models).


6. Manufacturing resource planning (MRP II): Introduction, Aggregate production planning, master production scheduling, MRP II (Introduction, concepts), MRP II with Just in Time, choice of software, making MRP II system work, achieving business objectives with MRP II.

7. Scheduling: Factors Influencing Scheduling, Working and Scheduling Charts, Job Sequences (n job on two machines, n job on three machines), Project Scheduling, Critical Ratio Scheduling.

FT 305P Work Study and Productivity

Objective

The objective of the course is to expose students to the of productivity and various techniques of time and motion study, and help them develop abilities and skills required for the enhancement of value and productivity.

Examination Scheme

The faculty member will award internal marks out of 20 (8 for Tests and 12 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 Numerical

Course Contents

1. Concepts and Definition of Productivity, Productivity Improvement Factors (Both Internal and external to the Organization)
2. Work Content of a Job, Management Techniques to Reduce Work Contents and ineffective Time.
5. Principles of Motion Economy, Classification of Movements, Micro Motion Study, Simo-chart.