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Common Subjects

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2. Strategic Management.

Marketing Management

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3. Consumer Behavior and Rural Marketing

Financial Management

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2. Financial Engineering & Risk Management
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Human Resource Management

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3. Organizational Development
Syllabus

Corporate Governance & Global Business Environment

Course Objective

The objective of this course is to acquaint the participants with the fundamentals and practices of corporate governance in India and other countries in the light of the prevailing legal provisions and codes to good governance, and contemporary changes in the global business environment.

Examination

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain one or more Cases.

Course Contents

2. Nature of International Business, Multinational Corporations, International Business Theories, Liberalization: Tariff & Non-tariff barriers; World Trade Organization; Recent Trends and main Drivers of international Trade, Foreign Direct Investment,
3. Political and Legal Environment, Cultural Environment, Managing Across Cultures, Negotiating Across Cultures, Economic. Technological Environment
5. Balance of payments, International Monetary Systems; Forex Markets and Risk Management, International Operations Management,
7. Business Ethics; Corporate Social Responsibility World Economic Growth and the Environmental Issues; Future of International Business, E Business

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Strategic Management

Course Objective

The objective of this course is to enable students integrate knowledge of various functional areas and other aspects of management, required to develop strategies based on organizational perceived opportunities and threats.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain one or more Cases.

Course Contents

3. SWOT Analysis, General, Industry and International Environmental Factors; Analysis of environment, Diagnosis of Environment - factors influencing it; Environmental Threat and opportunity Profile (ETOP); Internal Strengths and Weaknesses; Factors affecting; techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP).
7. Strategy Evaluations and Control, Control and Evaluation Process; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.
Marketing Management

International Marketing

Course Objectives

The objectives of this course is to help the student to gain an understanding of concepts of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain one or more Cases.

Course Contents

3. Factors Affecting International Trade: Methods of Entry, Types of Regional Agreements, Role of IMF and WTO in International Trade.

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Service and Retail Marketing

Course Objective

The objectives of the course are to expose students to the nature of retail and services markets and develop abilities to help them apply marketing concepts in these markets.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain one or more Cases.

Course Contents


Consumer Behavior and Rural Marketing

Course Objectives

The objectives of this course are to help students gain an understanding of various aspects of Consumer Behaviour and their applications & rural marketing as an integral part of marketing management, and developed an understanding of rural marketing.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain one or more Cases.

Course Contents


4. Individual Determinants of Consumer Behavior: Demographics Psychographics,

5. Environmental Influences on Consumer Behavior: Culture, Cross cultural understanding, social class, family. Family life-cycle group and personal influence, word of mouth communication, opinion leadership. Future of consumer behavior.

6. Rural Marketing: Concept, importance and scope of rural marketing, Understanding rural market, rural environment, infrastructure and rural trade practices, Rural consumer behavior, factors affecting consumer behavior and psychology of rural customers,

7. Product, branding and packaging, Distribution in the rural markets, types of rural channels, selection and management of channels, factors influencing channel decisions, retailing, transportation, warehousing, Promotion in Rural Markets: role of advertising, sales promotion, publicity, and personal selling in rural markets.
Financial Management

International Strategic Finance

Course Objective

The objectives of this course is to provide a conceptual framework of the Working of International Financial Institutions, Money Markets, Exchange Transactions and Capital Markets.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain one or more Cases.

Course Contents

2. The Foreign Exchange markets- Functions of the Foreign Exchange Market, The Foreign Exchange rates -direct and indirect quotations. Spot market and forward market - forward premiums and discounts, Bid - ask spread, Interest Arbitrage - Covered Interest Arbitrage and Interest Parity theory,
4. Financial Management of the Multinational Firm - Cost of Capital and Capital Structure of the Multinational Firm - determining capital structure components, Cost of Capital for MNCS VS Domestic Firms,
5. Multinational Capital Budgeting - Problems and issues in foreign investment analysis. Techniques of capital budgeting - NPV, IRR. APV.
Financial Engineering & Risk Management

Course Objective

The objectives of this course are to explain to the student the risk return tradeoff and manage financial risk through the use of various derivatives and to make them understand operations of derivatives market.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain one or more Cases.

Course Contents

1. An overview of risk management - Investors and risk management, the profitable side of risk management; Risk management process - risk models; Derivative - Hedging Currency Risk, Hedging Risk through Forward Contracts, Indian Derivatives Market.
2. Interest rate Swaps - rationale, liability and asset based interest rate swaps, pricing of swaps, forwards and options on swaps.
3. Creating value with risk management - financial distress and investment, risks in banking credit risk, foreign exchange risk, political risk and country risk, liquidity risk.
4. Financial Engineering; Construction of option strategies in various market situations and their payoff; Betting on a large price decrease, betting on a small price increase
6. Exotic options: Compound, binary, barrier and Asian options, options involving several assets. Swaps Transactions: Interest rate swaps, currency swaps, commodity swaps and equity swaps; Pricing and valuation of swaps, credit default swaps.

Course Objective

The objective of this course is to provide the students in-depth understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of mutual funds, investment strategies and portfolio management services.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain one or more Cases.

Course Contents

Course Objective

The objective of this course is to familiarize students with the dynamics of wage and salary administration and current trends in India.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain one or more Cases.

Course Contents

3. Employee Benefits: Supplemented Pay benefits (pay for time not worked) insurance benefits, Retirement benefits, Employees' service benefits, ESOPs, Flexible benefits and Benefit Surveys.
7. Designing compensation for Chief Executives, senior managers, knowledge workers etc.
Business Process Transformation

Course Objectives

The objective of the course is to study business transformation through managing people with special emphasis on innovation, Creativity, team building, TQM and BPR

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain one or more Cases.

Course Contents

1. Innovation and Creativity: Theories of innovation and creativity, Managing People Side of innovation, Resistance To innovation, the Creative Process, Releasing creativity, Creative Techniques of Problem Solving, the Creative Environment, Creative Organization, Creativity . Training, Introduction To Learning Organizations, Architecture of Learning Organization.


7. Knowledge Management: Meaning, Application, Creating Knowledge Organization, Role of Chief Knowledge officer in organization.
Organizational Development

Course Objectives

The objectives of this course are to acquaint the students with the importance of Organization Development, and to offer insights into design, development and delivery of OD programmers.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A; worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain one or more Cases.

Course Contents

1. Introduction: Definition, History, Assumptions, Values and Beliefs in O.D, Organization Development & Transformation
5. Emerging Trends in OD with special emphasis on future organizations. Organization
7. Organization Development Planned change strategy Managing Change in Times of Turbulence.
Course Objective

The objective of this course is to help students to understand the concepts of Multi-user, Multitasking Operating System Unix and related issues and their use in organization and processing complex business information.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Contents:

3. Shell and Shell Programming: The Bourne shell: Sh, proceeding a command by its path, combining commands, pattern matching, echo, pipes, tees, shell variables, shell scripts. Programming with the Shell: System variables, the profile conditional execution, script termination, if, case, while-until, for, et shifts statements.
5. Communicating and Scheduling: Bulletin Board, Message of the day, Two way communication, Insulation from the other users, using Mailbox, Address all users, Delay, Execute in shell script later, running jobs periodically.
6. System Administration: Super user, security, user services, floppy disk management, operation, file system administration, backups.
Visual Basic Programming

Course Objective

The objective of this course is to help students to understand the visual Programming and concepts of front-end tool using visual basic and their use in organization and processing complex business information.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Contents

1. Introduction to Visual Basic: enhanced features, introduction to graphical user interface, introduction to front end tools. Event driven programming, object and controls. Attributes and events of objects, form events and properties, and using control: text box control, command butons, list box, combo box and Scroll bars, working with control array.

2. Managing Projects: control structures, scope and life time of variables, arrays, static array, dynamic array, User defined data type. Collections understanding projects, structure of visual basic applicator, variables, methods, procedures, functions.

3. Working with Forms: loading, showing and hiding a form, controlling forms, creating menus using menu editor, menu control array, creation of objects during run time. MDI (Multiple Document Interface)

4. Files: sequential file, random file, Binary file. File controls: Drive list box, directory list box, and file list box.

5. Creating graphical applications: timer object, mouse events, drags and drop event, image box and picture box, shape control. Active X control:

6. common dialog box, grid control, tool bar & status bar, animation control, tree view control, list view control, image list control, Tabstrip, SSTab control, Slider and Progress bar control.

7. Database Management: Introduction to MS-Access & Oracle 8i, Properties of Data controls, Navigating Database through data control, using DB combo & dblist with data control, using DB grid with data control, data control and SQL.

8. ADO: Creating application using ADO, understanding ADO, hierarchy using methods and properties of ADO objects, ADO and SQL, Introduction to client server environment connecting to oracle with data control.

9. Crystal Report 8.0: Creating simple reports, using crystal reports control, simple application with crystal reports, properties of crystal report query.
Computer Networks

Course Objective

The objective of this course is to help students to understand the concepts of Data Communication and Computer Networks and related issues and their use in organization and processing complex business information.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation The Semester examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Content

1. Computer Networks: Introduction, Distributed Systems, Network Goals & its Applications, Protocol Hierarchies, network architecture, design issues for the layers, simplex, halfduplex, full-duplex, interfaces and services, connection oriented and connection less services, service primitives.
4. Data Link Layer: Framing, error control, flow control, unrestricted simplex, simplex stipend-wait protocol, sliding window protocols, HDLC, SLIP, PPP.
5. Network Layer: Internal organization, routing, congestion, routing shortest path, multipath, congestion control algorithms, preallocation of buffers, choke packets, deadlocks and Services of network layer. Transport Layer:
6. Services of transport layer, Transport protocols, connection management
Production and Operation Management

Production Planning and Control

Course Objective

The course is designed to equip the students with the concepts of Production Planning and Control (PPC). The emphasis will be on the application of concepts and tools used in PPC for achieving efficiency and quality superiority.

Examination Scheme:

Students shall be evaluated on two components, internal and end-semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Contents

1. Introduction to Production Planning and Control: Need of PPC, Functions of PPC, Factors Influencing PPC in the Organization, Manufacturing Methods and Managerial Policies and Pre-requisites of PPC.

2. Materials Planning and Control: Input Required for Material: Planning and Control, Steps in Materials Planning and Control, Techniques of Materials Planning and Control,

3. Machining Allowances, Make or Buy Decision, Scientific Stock Control Techniques (Inventory Control Models).


5. 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.

6. 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, Assignment Techniques (Assignment - Model).


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Total Quality Management

Course Objective

The key objective of this course is to acquaint the students with the conceptualization of Total Quality (TQ) from design assurance to processes' assurance to service assurance.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Contents

1. Concept of Total Quality and its evolution, Components of a Total Quality Loop.
2. Quality of Design; Taguchi's Loss Function,
3. Quality of Purchasing; Supplier Qualification
4. Critical-to-Quality Characteristics: Attributes and Variables, Theory of Acceptance Sampling,
5. Statistical process control, Process Capability Studies, difference between inspection and quality control, application of quality control in industries.
6. Concepts & Application of 6 - Sigma Quality: Comparison between 3sigma &6-sigma quality, DMAIC approach to 6-sigma implementation application to service industry, link between 6-sigma & DOE.
7. ISO 9000 and ISO 14000 Series and SPC, Quality Circles
Business Process Reengineering

Course Objective

The objectives of this course are to acquaint the student with understanding process orientation in business management and develop skills and abilities in re-engineering and business process for optimum performance.

Examination Scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester examination will be worth 80 marks, the question paper will comprise of eight questions out of which a student will be required to attempt any five questions.

Course Contents

1. Introduction to BPR: Concept, Philosophy of BPR, Fundamental tenets of BPR, Benefits & pitfalls of BPR, Drivers to BPR.
2. Process reengineering framework: Opportunity assessment, planning the process reengineering project.
3. Organizing for process reengineering.
5. Planning and implementing the transition: Planning the transition, implementing the transition, tracking and measuring process performance.
6. Tools and techniques used in BPR: Case tools, Workflow systems, Imaging technology, Floware, Business design facility tools, and Change management tools.
7. Risk and impact measurement.