

MAHARISHI MAHESH YOGI VEDIC VISHWA VIDYALAYA

DIRECTORATE OF DISTANCE EDUCATION

SCHEME FOR MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER - I

Sub. Code	Paper	Nomenclature
1DMBA1	I	FUNDAMENTALS OF MAHARISHI VEDIC SCIENCE (MAHARISHI VEDIC SCIENCE – I)
1DMBA2	II	ORGANISATIONAL BEHAVIOUR
1DMBA3	III	PRINCIPLES & PRACTICES OF MANAGEMENT
1DMBA4	IV	ACCOUNTING FOR MANAGERS
1DMBA5	V	MANAGERIAL ECONOMICS
1DMBA6	VI	COMPUTER APPLICATION IN MANAGEMENT
1DMBA7	VII	QUANTITATIVE METHODS
1DMBA8	VIII	BUSINESS LEGISLATION
1DMBA9	IX	ECONOMIC ENVIRONMENT OF BUSINESS

SEMESTER - II

Sub. Code	Paper	Nomenclature
2DMBA1	I	ADVANCED CONCEPT OF MAHARISHI VEDIC SCIENCE (MAHARISHI VEDIC SCIENCE – II)
2DMBA2	II	HUMAN RESOURCE MANAGEMENT
2DMBA3	III	FINANCIAL MANAGEMENT & CONTROL
2DMBA4	IV	MARKETING MANAGEMENT
2DMBA5	V	PRODUCTION AND OPERATION MANAGEMENT
2DMBA6	VI	BUSINESS RESEARCH METHODOLOGY
2DMBA7	VII	MANAGERIAL COMMUNICATION
2DMBA8	VIII	MANAGEMENT SCIENCE
2DMBA9	IX	RETAIL MANAGEMENT

**FUNDAMENTALS OF MAHARISHI VEDIC SCIENCE
(MAHARISHI VEDIC SCIENCE – I)**

PG COURSES

UNIT – I

Meaning of Guru Pujan

Name of 1-20 areas of Vedic Science & their expression in Human Physiology, detail with diagram

Consciousness – Characteristics and types

UNIT – II

Maharishi's Yoga – Principles of Yoga Asans ,A general Introduction of T.M., T.M. & T.M. Sidhi Program

Types of Speech

UNIT – III

Third law of Thermodynamics, Miessiner Effect, Maharishi Effect

UNIT – IV

Introduction to Maharishi's Vedic Swasthya Vidhan, Theories of Dincharya & Ritucharya, Theories of Ayurved.

UNIT – V

Theory of Invincibility. Introduction to Maharishi Jyotish.

Suggested Readings:

Maharishi Sandesh -1and 2 , II-His Holiness Maharishi Mahesh Yogijee

Scientific Yoga Ashanas –Dr.Satpal.

Chetna Vigyan His Holiness Maharishi Yogi Ji.

Dhyan Shailly by Brahmchari Dr. Girish Ji

ORGANISATIONAL BEHAVIOUR

Unit – I

Introduction to OB – What is Organization Behaviour. What do we mean by OB, Administration & OB and Concept of OB. Basic approaches to OB. Hawthorne experiment, Element of OB System. Behaviour modifications, Theories of OB, Interpretation of different Model (Theories). Group dynamics.

Unit – II

Foundation of Individual Behaviour, Personality – determination of Personality, type A & type B personality, Major contributing factor of Personality, Theories of Personality Perception / Attitude / values, factors influencing perception Barriers to perceptual accuracy. Learning and behavior reinforcement, theories of learning.

Unit – III

Concept of Motivation / Morale. Need Theory – what is human need, classification of need, Maslow's Need priority model. Motivation – Herzberg motivation & maintenance theory, comparison of Herzberg & Maslow's model. Concept of self-management, motivation at work. Organization structure/design. Leadership-theories, concept of supervision.

Unit – IV

Concept of stress, stress management, Consequence and removal strategies for stress, work stress. Burnout. Conflict management, its technique. Introduction to group concept, Decision making and Group decision making. Group Vs Team effectiveness. Power and politics in organization.

Unit – V

Organization Culture. Organization change. Communication in organization, Total Quality Management – technique of TQM – Reengineering, Empowerment Benchmarking, Downsizing, Learning organization.

REFERENCE BOOKS

Organization & Management	R. D. Agrawal
Organizational Behavior	K. Aswathapa
Organizational Behavior	Jit Chandan
Organizational Behavior	V. Ghosh
Organizational Behavior	Gregory Morehead
Organizational Behavior	Rosy Joshi

PRINCIPLES & PRACTICES OF MANAGEMENT

UNIT – I

Management concept, Importance, and Scope, Fields of management. Elements of Management, “Management as an art of getting thing done through other people”. Evolution of Management Thought, The Classical Theory. Taylor vs. Fayol, Neo Classical Theory.

UNIT – II

External Environment. Its Meaning Classification and Objectives. Corporate Social Responsibilities. Planning- Definition, Characteristics, Essentials of Good Plan. Is planning a Necessity? Peter-Drucker and Six P’S of Planning. Process of strategy formulation. TOWS Matrix and the Portfolio Matrix

UNIT - III

Definition Nature, Need & Objectives, MBO-Meaning, Definition and Importance. Hierarchy of Management, Objectives-Long Range & Short Range. Benefit of MBO . Management and Decision Making Process. Definition, Characteristics and Features of Decision, Types of Decisions. Steps In Decision Making, Elements of Decision Making. Concept of leadership. Models of leadership.

UNIT - IV

Design and forms of organization structures. Reorganization of authority & responsibility. Line and Staff Concepts. Process of delegation, decentralization and departmentation. Organization restructuring.

UNIT - V

Managing Organization and People. Co-ordination & co-operation. Control system in Management.

REFERENCE BOOKS

Current Readings in Management-

Tata McGRAW- Hill

Essentials of Management-

Koontz and Weihrich

Human Behaviour at work

Davis and Newstorm

Organisation Behaviour

Fred Luthans

ACCOUNTING FOR MANAGERS

UNIT – I

Financial Accounting- Concept, Importance and scope, Generally Accepted Accounting Principles. Financial Statements- Preparation of Financial Statements with Special Reference to Analysis of Balance sheet. Depreciation- Concept and Methods (SLM and WDV) . Management Accounting: Scope and Functions. Management Accounting and Financial Accounting.

UNIT – II

Financial Analysis of Financial Statement. Ratio analysis- Liquidity, Solvency, Turnover, and Profitability.

UNIT – III

Introduction to Cost Accounting- Nature, Role, Scope Classification of Costs. Cost sheet. Marginal Costing- Concept, Importance and Contribution in Decision Making, Limitation of Marginal Costing. Cost Volume profit Analysis- Break Even Analysis, Margin of Safety, PV Ratio Standard Costing – Meaning, Objective, Limitations. Variances- Materials Cost and Labor Cost Variances only.

UNIT – IV

Recent Developments: Understanding concept and importance of Inflation accounting and Human Resources Accounting . Responsibility Accounting.

UNIT – V

Budget, Budgeting and Budgetary Control. Preparation of budgets. Flexible vs. Fixed budget. Application of Computer in Accounting System-Tally Version 7.3. (Elementary Knowledge).

REFERENCE BOOKS

Management Accounting	I.M.Pandey
Introduction to accountancy	Grewal T.S.
Cost Accounting	R.L. Gupta & V.K.Gupta,
Introduction to Accounting	S.N. Maheshwari,
Cost Accounting, Theory and Problems	S N Maheshwari,
Financial Management	Khan & Jain
Managerial Accounting	Hingorani R. and Grewal
Management Accounting	D.C. Sharma and K.G.Gupta
Management Accounting	S.P. Gupta
Cost Accounting	Dr.P.K.Jain
Management Accounting	Khan & Jain

MANAGERIAL ECONOMICS

UNIT – I

ECONOMICS – A brief introduction. Importance and Applicability of Managerial Economics. FIRM – Objectives and constraints.

UNIT – II

CONSUMER & PRODUCER BEHAVIOUR – Basic concepts associated with consumers Behavior want, consumers demand – meaning, types and determinates (Demand function) and elasticity of Demand, Utility. Consumers Equilibrium – Utility Analysis, Indifference curve analysis. Demand forecasting methods (Particular Emphasis on Regression Method). Basic concepts associated with producers behavior. Production Function. ISO curves and least cost input combination. Laws of production. Laws of variable proportions and returns to scale.

UNIT – III

MARKET STRUCTURE – Perfect competition, Monopoly, Imperfect competition – monopolistic, Oligopoly .

UNIT – IV

PRICING DECISIONS - Price Function. Price discrimination. Pricing methods in practice .

UNIT - V

Theory of Cost. Theory of Interest & Its Determinants . Theory of Rent . Cost Benefit Analysis - Private Vs. Public Goods - Government investment - Overall resource allocation - Steps in cost benefit analysis - Justification for the use of cost benefit analysis.

REFERENCE BOOKS

Managerial Economics	Varshney & Maheshwari
Managerial Economics : Concepts & Cases	Mote, Paul & Gupta
Managerial Economics	D.N. Dwivedi
Managerial Economics and Business Strategy	Michel Baye (Mc Graw- Hill)
A Study of Managerial Economics	D.Gopal Krishna

COMPUTER APPLICATION IN MANAGEMENT

Unit – I

Introduction to Computer & operating system : Classification and generation of computer. Configuration of PC. Study of various add-on devices to PC like modem, printer, scanner, and Input / Output Devices. Operating system – what is OS, types & function. Introduction to GUI, Windows OS and its features, Multi-User environment OS – LINUX, its Architecture, history, file management system (Directory structure). Commands, Filters & Pipes, Redirectors

Unit – II

Office Automation and Management : Word Processing – Text formatting, editing, composing, printing etc. preparing & merging documents. Excel and its applications in statistical function, presenting data using graph, WHAT – IF Analysis. PowerPoint – creation of presentation, data representation, presentation graphics, animating your presentation, all using MS-PowerPoint. Outlook – E-mailing and getting connection to Internet, configuring of outlook express, using outlook for your mail checking, sending and updating. Tally – Introduction to computational accounting.

Unit – III

Web page Management : Introduction to Internet, working process of E-mail, chatting, searching and surfing etc. Introduction to WWW, Domain name & space. Creating simple web page using HTML, inserting pictures, sound etc. to your web page. Advance HTML – link webpage to other documents, file & gif files and other HTML files. Implementing tables in your web pages.

Unit – IV

E-Commerce :What is E-Commerce, background, E-Commerce Environment? E-Marketplace Technologies EDI – what is EDI, Benefits, its status system and communication approach Migration to EDI. E-Commerce with WWW / Internet, E-Commerce in India

Unit – V

E-Cash & E-Transaction: E-Cash and E-payment scheme – Internet Monetary payment. Payment and purchase order processing, on-line E-cash. Master Card / Visa Secure E-Transaction, Business requirement. Concept of E-transaction, payment system, certificate Insurance and kind of shopping.

REFERENCE BOOKS

Electronic Commerce: Framework & Technologies and Applications	Bhasker
Web Commerce Technology Hand book	Minol
Computer Fundamental	V Rajaraman
LINUX	Tech Media Publication
Web page programming	BPB Publicaton
E-Commerce	Daniel Minoli and Emma Minoli
Web-Commerce	Bajaj & Nag
MS-Office XP	BPB Publication

QUANTITATIVE METHODS

UNIT – I

Statistics – A brief introduction, importance of statistics in business decisions. Measurement of central Tendency – Mathematical – simple and weighted positional mode and median.

UNIT – II

Measure of variations and skewness. Measures of Dispersion – Mean dispersion and standard dispersion. Simple correlation – Karl Pearson’s Coefficient of Correlation and Spearman’s Coefficient of Correlation.

UNIT – III

Simple Regression – Regression equation. Regression coefficient. Application of regression line for forecasting sales. Growth Rates. Introduction to the time series and its application.

UNIT – IV

Probability Theory and Probability Distributions: Concepts, additive, multiplicative, conditional probability rules, Bayer’s Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications. Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average, exponential smoothing and least squares method), Measurement of seasonal variations (simple average, trend, and moving average method) Measurement of cyclic variations (residual method)

UNIT-V

Test of Hypothesis. Testing of Hypothesis: Hypothesis testing and statistical influence (Introduction to methodology and Types of errors) introduction to sample tests for univariate and bivariate analysis using normal distribution, f-test, and t-test, z-test and chi square test. Statistical Decision Theory: Decision making process, Decisions under Uncertainty and Decisions under Risk.

REFERENCE BOOKS

Quantitative Techniques in Management	N.D.Vohra
Statistics for Modern Business Decision	Lapin & Lawrance
Business Statistics	Gupta SP
Fundamentals of Statistics	Gupta G & Dasgupta
Quantitative Techniques	Chandan JS
Statistics for Business & Economics	Chandan JS
Introduction to Statistical Methods	Gupta V
Quantitative Techniques	CR Kothari
Mathematics for Management and	J.K. Sharma, New Delhi,
Computer Applications	Galgotia Publication
Business Mathematics and Quantitative	Saha, Calcutta,
Techniques”,	Central Book Agency

BUSINESS LEGISLATION

UNIT – I

Indian Contract Act 1872 – essentials of a valid contract, capacity, free consent, Unlawful and void agreements Contingent contract and wagering agreement. Discharge of contract Remedies for Breach of Contract., Guarantee Bailment and Pledge, Agency

UNIT – II

Law of Sale of Goods 1930 – Condition Warranties. Transfer of Properties Performance of Contract Rights of unpaid sellers and suit for. The breach of contract Partner Ship Act and Negotiable Instrument Act. Cyber Law including E-commerce

UNIT – III

The Negotiable Instruments Act 1881 – Nature & Types . Negotiation and Assignment. Holder in Due course Dishonour and Discharge of .Intellectual Property Rights. . The Information Technology Act, 2000. Digital Signature Electronic Governance Electronic Records, Certifying Authorities

UNIT- IV

Indian Company Act – Formation of a Company. Prospectus Memorandum and Allotment of shares & Article Association . Share Capital and Share Holders Reduction of Capital. Forfeiture of Shares Company Management and Administration. Concept of VAT

UNIT –V

Board Meeting and Resolutions. General Meetings – Law of Practice and Procedure, Resolution and Minutes. Borrowing Powers and Methods. Dividend and Interest. Prevention of Oppression and Miss Management. Consumer Protection ACT.

REFERENCE BOOKS

Business Law	M.C. Shukla
Business Law	Mulchandani, K.R.
Business Law	Mahaeshwari, R.P. & S.N.
Principles of Business Law	K. Ashwathappa
Business Law	Sen & Mitra
Business Law	M.C. Kuchhal
Govt. & Business	N.K Sengupta
Bare Acts –	
Indian Contract Act	
Sale of Goods Act	
Partnership Act	

ECONOMIC ENVIRONMENT OF BUSINESS

UNIT – I

CONCEPT OF BUSINESS: Definition/Nature/Scope of Business. Principles of Business. Critical elements of Business. Business & Professionalism. Constitution of Business. Globalization a New Dimension to Business. Concept of company – Definition/Type/contains.

UNIT-II

FORMS OF BUSINESS: Business Organizations, Types, Introduction of Corporate climate Co-operative Organizations. Multi National Organizations in India and Indian MNCs.

UNIT-III

ENVIRONMENT OF BUSINESS: Details of External and Internal Economic environment, \Political /legal environment. Technological Environment. Demographic Environment. Socio Cultural Environment. Stock Exchange – Its Constitution, Junction and Role.

UNIT – IV

BUSINESS AFFAIRS OF A NATION: Role of Govt. in Business. PSU & Disinvestments. Banking system

UNIT-V

Financial institution. (IFCI, ICICI, IDBI, UTI, BIFR, SIDBI, NABARD). International business, Investment, Exim-policy, Exim-bank, International Business Unions. Critical analysis of last fiscal budget .An overview of domestic/international business houses .

REFERENCE BOOKS

Principles of Business Management

Arun Kumar/Archana Sharma

Business Environment

F. Cherunilum

Business & Economic Law

Bansal

Economic environment of Business

Biswnath Ghosh

ADVANCED CONCEPTS OF MAHARISHI VEDIC SCIENCE

(MAHARISHI VEDIC SCIENCE –II)

PG COURSES

UNIT – I

Name of 21-40 areas of Vedic Science & their expression in Human Physiology and detail with diagram.

Consciousness, types of consciousness, characteristics of higher stages of consciousness.

UNIT – II

Introduction to Maharishi Gandharva Veda

Introduction to Maharishi Sthapatya Ved

UNIT – III

Introduction to Maharishi Vedic Management

Fundamental Elements of Vedic Management:- Totality

Ideal Management in Indian Society (Ashram Vavstha :Cast, Religious)

Management Science and Art.

UNIT – IV

Maharishi Absolute theory of Defence.

Maharishi Absolute theory of Development.

Maharishi Absolute theory of Information.

UNIT – V

Maharishi's Swasthya Vidhan.

Scientific Research based on T.M. & T.M. Sidhi Programme.

Suggested Readings:

Maharishi Sandesh -1and 2 , II-His Holiness Maharishi Mahesh YogiJee

Scientific Yoga Ashanas –Dr.Satpal.

Chetna Vigyan His Holiness Maharishi YogiJee.

Dhyan Shailly by Brahmchari Dr. Girish Ji

HUMAN RESOURCE MANAGEMENT

UNIT – I

Definition of Personnel Management, Human Resource Management & Human Resource Development, Differences between Personnel Management, Human Resource Management & Human Resource Development. Characteristics and qualities of Personnel Manager. Objectives and functions of Personnel management. Human Resource Planning process for short & long range management. Human Resource Policies: formulation and Essentials of Sound HR Policies. Development of Human Resources: Learning, Training and Development, Evaluation of Training and Performance Appraisal (Appraising individual and Team Performance), introduction to Career and Succession Planning.

UNIT – II

Manpower Planning, Job Analysis, Job Description, Job Evaluation. Recruitment & Selection process. Psychological testing of Interview & Placement, Induction, Promotion, Demotion, Transfer, Separation, Absenteeism and Turnover. Employees training & Executive development programmed – Purpose. Job evaluation techniques

UNIT – III

Performance appraisal, 360 degree performance. Method of appraisal. Potential appraisal. Wage and salary administration: Incentives, Non wage incentives, Fringe Benefits & Executive Retirement / Separation, Kinds of Retirement, Resignation, Discharge, Dismissal, Suspension, Layoff, Voluntary Retirement / Separation Schemes, Golden Handshake Remuneration. Multiskilling, Business Process Reengineering.

UNIT – IV

Industrial Discipline, Disciplinary action grievances, conflict management. Labour welfare, Social security. Workers participation in management. Personnel research and audit. Time management .

UNIT – V

Human Engineering, Health and Safety, Concept of Global HR.

REFERENCE BOOKS

- | | |
|--|--|
| • Personnel Management | CB Mamoria |
| • Personnel Management | RS Davar |
| • Economics of Labour and IR | TN Bhagoliwal |
| • Management of Human Resources | Prasad & Banerjee |
| • Personnel Management & Human Resources | V. Ratham, CS Venkata., V.K. Shrivastava |
| • Human Resource Development & Mgt. | Ghosh , Biswanath |
| • A Handbook of Human Resource Practice | Michael Armstrong |

FINANCIAL MANAGEMENT & CONTROL

UNIT – I

Nature and Concept of Finance function, Objectives of financial management, Profitability vs. Wealth maximization, Financial Planning and Financial Forecasting, Long term and Short term Finances – sources, agencies and instruments.

UNIT – II

Fund flow and Cash flow analysis, Generation of funds and cash preparation and analysis of funding and cash flow statements.

UNIT – III

Working Capital, Sources of working capital, Working Capital Management, Concepts and techniques of forecasting working capital.

UNIT-IV

Capital Structure, Cost of capital, Determination of Capital structure for additional finance, Return on Capital Employed.

UNIT – V

Capital Budgeting, Definition of Capital expenditure, Planning phases of capital expenditure, Nature of risk, Techniques of handling risk. Review the primary measures of risk studied in Financial Measurement, Analysis and Reporting (FMAR), short-term liquidity risk and long-term credit risk, (Elementary analysis) their underlying drivers, and the relationship of these measures to effective working capital and capital structure management. Decision trees for sequential investment decisions.

REFERENCE BOOKS

- | | |
|---------------------------------|-----------------|
| • Financial Management | S.C. Kuchhal |
| • Financial Management | I.M. Pandey |
| • Financial Decision Management | P. Chandra |
| • Financial Management | Khan and Jain |
| • Financial Management | S.N. Maheshwari |

MARKETING MANAGEMENT

UNIT – I

Introduction of the Marketing, Role of Marketing in business Organization, Marketing Concepts and tools, Response of Marketing in change, Building customer satisfaction value and Retention, Market Oriented Strategic Planning

UNIT – II

Measuring market demand, Scanning the market environment, Segmentation and selection of target market, Marketing mix, The components of Modern Marketing Information system, Strategic planning dealing with the competitors.

UNIT – III

Product and product mix, Product line decisions & Product life cycle, Pricing Strategies, Promotion mix, Managing market channels & Market logistics, Positioning.

UNIT – IV

Growth and benefits of Direct Marketing, Channel for the Direct Marketing, Marketing Communication , Electronic Marketing, Marketing Organization, Marketing Implementation and control.

UNIT-V

Introduction of event marketing, Importance and scope of Rural Marketing, Difficulties of Distribution in Rural Marketing, Marketing of Rural Produce , Role of Cooperatives in Rural Marketing .

REFERENCE BOOKS

- | | |
|--------------------------|--------------------|
| • Marketing Management | Kotler |
| • Marketing Management | Kotler & Armstrong |
| • Marketing Management | Stanton |
| • Basic Marketing | E Jerome McCarthy |
| • Marketing Management | Ramaswamy |
| • Marketing applications | Rajagopal |
| • Marketing Management | Sarlekar |
| • Marketing Management | R.S. Dawar |

PRODUCTION AND OPERATION MANAGEMENT

UNIT – I

Introduction, nature & scope of production management. Production as a subsystem of the organization. Inter relationships with other functions. Role of models in production management operations strategies.

UNIT – II

Forecasting. Designing products services and processes. Production planning and control. Plant Location. Layout planning & concepts.

UNIT – III

Job design. Work measurement. Methods analysis. Compensation . Production standards.

UNIT – IV

Inventory control – Concept and introduction, important techniques of inventory control. Organizational Planning for inventory control. Human factor in inventory control. Value analysis. ABC Analysis. Economic Order Quantity. Codification and classification warehousing waste disposal of various industries.

UNIT – V

Purchasing decisions vendor development. S.Q.C. Japanese manufacturing system. Concept of quality circles. TQM. ISO 9000.

REFERENCE BOOKS

- | | |
|---|----------------------------|
| • Production Management | Myers |
| • Modern Production Management | Buffa, E.S. |
| • Operations Management | Buffa, E.S. |
| • Production and Operation Management
Concepts Model and Behaviour | Adam, E.Sr. &
Ebert, R. |
| • Materials Management | Dutta, A.K. |
| • Production Management | Hedge |
| • Production Management | Goel and Gupta |

BUSINESS RESEARCH METHODOLOGY

UNIT – I

Philosophy of Research. Relations of Research on Business world. Socio cultural Context. The Research Design. Interrelationship between Business research and social practice . Research Process.

UNIT – II

Process of selecting Hypothesis. Hypothesis and deduction Indirection. Types of data. Methods of data collection. Classification and tabulation of data. Scaling techniques. Preparation of case study.

UNIT – III

Sampling and sample design. Coding of the data. Analysis of the data. Time series (Secular trend. Periodic Fluctuation. Cyclic Movements. Irregular Variations). Introduction and estimation of Business Forecasting. Methods for participatory Action Research .

UNIT – IV

Preparation of the Research report. Preparation of business proposal. Marketing Research and Executive decision making.

UNIT-V

Research tools in Financial decision and Accounting. Evaluation of Research study. Introduction of Statistical Software.

REFERENCE BOOKS

- Research Methodology and Quantitative Techniques C.R. Kothari
- Scientific Social Surveys and Research P.V. Young
- Research Methodology in Social Sciences B.C. Tendon
- Statistics for Management Levin R.I
- Quantitative Technique U.K. Shrivastava

MANAGERIAL COMMUNICATION

UNIT- I

Communication, Definition-Nature-Importance to managers. Communication theories and process symbolic interactions – Information theory- interaction theory- Transaction theory – Elements of communication process importance of feedback.

UNIT - II

External Barriers: Psychological barriers – linguistic barriers Mechanical barriers-Making communication effective. Communication method-oral. Written media, non verbal communication. Understanding the Composition Process, Defining the Purpose, Analyzing the Audience, Establishing the main idea, Selecting the Appropriate Channel and Medium, Transactional Analysis.

UNIT - III

Oral Communication: Speeches for different occasions. Guidelines - Listening value problem and guidelines – Interviews Type of information. (Case study). Basic Patterns of Business Letters, Directness in Good News and Neutral Situations, Indirectness in Bad News and Persuasive Messages, Dealing with Print and Electronic Media. Role plays, Presentation skills, Simulation / Mgt games.

UNIT –IV

Writing Resume: Controlling the Format and Style, Tailoring the Contents, Choosing the Best Organizational Plan, Writing the Perfect Resume. Application Letters: Writing the Opening Paragraph, Summarizing the Key Selling Points, Writing the Closing Paragraph. Professional Interview process-problem – Guidelines Group Discussion – purpose and problem of guidelines Conference, responsibility of chairman & participants Effective use of non-verbal communication.

UNIT- V

Written communication: Writing techniques and guidelines. Letter Writing - Basic Principles – purpose. Types of business letters. Handling negative ideas effectively. Report writing, type of reports - structure of report, Drafting of Report. Case Study.

REFERENCE BOOKS

- | | |
|---|-----------------|
| • Business Communication, Theory And Practice | Raymand lesikar |
| • Information in Enterprises | G Danta |
| • Business Communication | Rai & Rai |
| ▪ Business Communication | Korlahalli |
| • Business Communication & Customer Relations | Madhukar |

MANAGEMENT SCIENCE

UNIT - I

Introduction to operations research. Linear programming graphical model . Simplex method for maximization & minimization. Two phase & big M method. Concept of duality.

UNIT -II

Introduction to allocation models. Transportation model. MODI & stepping stone methods. Assignment method. Special cases in Assignment method:- Maximization, Unbalance problems

UNIT - III

Introduction to Game theory. Two person zero sum game. Mixed strategies. Replacement theory.

UNIT - IV

Network scheduling by PERT & CPM . Network analysis. Time estimation. Probabilistic estimation. Dynamic Programming.

UNIT - V

Inventory Control Model. Deterministic & probabilistic Models.

REFERENCE BOOKS

- | | |
|---|---------------------|
| • Operations Research | Taha |
| • Quantitative Technique | UK Shrivastava. |
| • Introduction to Management Science | William D Stevenson |
| • Operations Research | Natrajan (Pearson) |
| • Operations Management | Russel (Pearson) |
| • Quantitative Techniques | GK Kothari |
| • Operations Research | Kanti Swaroop |
| • Quantitative Analysis for Business Division | Bierman & Others |
| • Quantitative Techniques in Management | Vohra ND |
| • Operations Research | Kalavathy |

RETAIL MANAGEMENT

UNIT – I

Definition of retailing: Perspectives, Impact and special characteristics . Introduction of strategic planning and its application in the marketing concept of retailing along with Total retail experience, Customer service, and Relationship retailing.

UNIT – II

Interlinking customer relationships and Channel relationships. Analysis of the differences in relationship building between goods and service retailers. The impact of technology on relationships in retailing. Interplay between retailers' ethical performance and relationships in retailing. The Effect of consumer demographic factors on retailing consumer attitudes (Shopping experience, Consumer shopping behavior) . Consumer decision process in Retailing. Retailer actions based on target market planning

UNIT – III

The value of strategic planning for all types of retailers. The steps in strategic planning for retailers: Situation analysis, Objectives overall strategy, specific activities, control, and feedback the individual controllable and uncontrollable elements of a retail strategy. .The Marketing Research process.

UNIT – IV

Classification of retail institutions: Ownership type and the characteristics. Analyzing the methods used by manufacturers, wholesalers, and retailers. Special Human Resource Environment of retailing. Asset management including the strategic profit model, other key business ratios, and financial trends in retailing.

UNIT – V

The operational scope of operations management. Specific aspects of operating aretail business: Operations blueprint; Store format, size, and space allocation, Personnel utilization, Store maintenance, Energy Management and renovations, Inventory Management, Store security; Insurance, Credit Management, Computerization, Outsourcing, and Crisis Management.

Buying organization formats and the processes Steps in the implementation of merchandise plans: gathering information, selecting and interacting with merchandise sources, process of evaluation, negotiation, concluding purchases, receiving and stocking merchandise. Reordering, and re-evaluation. the logistics and inventory management in the implementation of merchandise plans .

REFERENCE BOOKS

Retailing Management
Retailing Management : Text and Cases
Retail Management A strategic Approach
Retail Marketing Management

Levy (McGraw-Hill)
Pradhan and Swapna
Berman and Evans
Gilbert