



UNIVERSITY OF JAMMU

NOTIFICATION

(12/Feb/ADP/02)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, has been pleased to authorize adoption of the Syllabi and Courses of Study for IV Semester of Master's in Business Administration (MBA) ^(given in annexure) for the examinations to be held in May 2012, May 2013 & May 2014. The %age of change in all the Course Nos. is more than 75%.

The alternative question papers are required to be set as per the University regulation given as under:-

- i). If the change in the Syllabi and Courses of Study is less than 25%, no alternative Question paper will be set.
- ii). if the change is 25% and above but below 50% alternative Question Paper be set for one year.
- iii). If the change is 50% and above or whole scheme is changed, alternative Question Paper are set for two years.

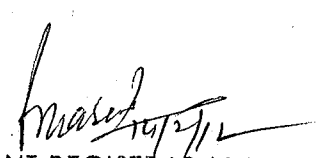
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No. F.Acd./XXX/31/12/ 1196-1225

Dated: 15-02-2012

Copy for information and necessary action to:

1. Special Secretary to Vice-Chancellor
2. P.S. to Dean Academic Affairs
3. P.A. to Registrar
4. Sr. P.A. to Controller of Examinations
5. Dean, Faculty of Business Studies
6. Convener/All the members of the Board of Studies in Business Management
7. Director, The Business School/Kathua Campus
8. Principals of all the Colleges concerned
9. C.A. to Controller of Examinations
10. I/c Deputy Registrar (Publication)
11. Asst. Registrar (Conf./Exams. P/G /Inf.)
12. S.O (Confidential)
13. Content Manager, University Website


ASSISTANT REGISTRAR (ACAD)


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DETAILED SYLLABUS

MBA-IV Semester

(For the examination to be held in 2012, 2013 and 2014)

Compulsory Subjects

<u>Course No.</u>	<u>Title</u>
MBA- 401	Project Management
MBA- 402	Seminar
MBA- 403	Viva-Voce

Optional Subjects*

<u>Course No.</u>	<u>Title</u>
MBA-411	Human Resource Development: Systems and Strategies
MBA-412	Cross-Cultural Management
MBA-413	Industrial Relations and Labour Laws
MBA-414	Expatriate Management
MBA-422	Entrepreneurship Development and Enterprise Management
MBA-423	Tourism and Hospitality Management
MBA-431	International Marketing
MBA-432	Distribution and Sales Management
MBA-433	Retail Management
MBA-434	Strategic Marketing
MBA-441	International Financial Management
MBA-442	Financial Derivatives
MBA-443	Strategic Financial Management
MBA-444	Mergers and Acquisitions
MBA-451	Electronic Commerce: Strategies and Applications
MBA-452	Customer Relationship Management and Business Intelligence
MBA-453	Knowledge Management and Strategic Systems
MBA-454	Global Logistics and Supply Chain Operations

* Students are required to opt any four subjects from the options above.

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MBA (Semester – IV)

Course Title : Project Management

Course No. MBA- 401

Contact Hours : 45

Duration of Examination : 3 hours

(For the Examinations to be held in 2012, 2013 and 2014)

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

Objective

This course aims at apprising the students with the concepts and techniques used in the process of project conception, feasibility study, evaluation, implementation and control and thereby develop necessary skill for project planning and management.

UNIT I

Need for project management, project characteristics, project constraints, attributes of good project manager. Project Environments- project management in industrial settings, project management in service sector, project and program management in government. Different types of needs leading to different types of projects under BOMRED (balancing, modernization, replacement, expansion, diversification), considerations involved in decisions under each of these types.

UNIT II

Project Identification: Generation of Ideas, Monitoring the environment, corporate appraisal, Scouting for project ideas, preliminary screening, project rating index, sources of positive net present value, on being an entrepreneur.

Project Formulation: Market and Demand Analysis, Technical Analysis, Economic Analysis.

UNIT III

Financial Analysis: cost of project, means of financing, estimates of sales & production, cost of production, working capital requirements & its financing, estimates of working results, break even point, projected cash flow statement, projected balance sheet.

Financial Institutions, Tax considerations in project finances, Foreign collaboration.

UNIT IV

Project Control: Purposes of project control, approaches to project control, project control process.

Project Organization Structure and Integration: formal organization structure, requirements of project organizations, pure project organizations, matrix

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organization, selecting a project form, project office, informal organization, integration in large scale projects.

UNIT V

Rationale of SCBA, Project failure, Project Management causes of project failure, Project Success, Project Management causes of project success.

Human Aspects of Project Management.

Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

Books Recommended

- Projects
- Project Management
- Guidelines for project evaluation
- Project Feasibility analysis
- Project Management
- Project Management

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Chpton & Fyfee.
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Course Title : Human Resource Development- Systems and Strategies

Course No. MBA- 411

Contact Hours : 45

Duration of Examination : 3 hours

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objectives :

The purpose of this course is to facilitate an understanding of the concepts, methods and strategies for human resource development in the Organisational Context.

UNIT-I

Human Resource Systems(HRS): The concept; Development as the underlying concept of HRS; Development dimensions and linkages in HRS; Functions of HRS; Personnel function vs. HRS analysis; Designing Human Resource Systems: Contexts, Issues and Principles.

UNIT-II

Human Resource Development(HRD): Concepts, goals and challenges; Need for HRD; HRD sub-systems and interventions; HRD model; HRD strategies; HRD processes, outcomes and organizational effectiveness; Development climate; Motivational aspects of HRD.

UNIT-III

Developing the person in the role : Performance appraisal techniques, assumptions underlying open appraisal systems, Performance appraisal components. Performance Review and Counselling: Objectives, sequential process and making counseling effective. Potential appraisal: Steps and considerations while introducing potential appraisal system; Linkages with other sub-systems.

UNIT-IV

Training as a tool of HRD : Aims and contexts; Transformative role of training; Training strategy: Strategic issues and modalities; Action research by trainers; Training evaluation. Career planning and development: Benefits, elements of career planning programmes; Facilitating career planning and development; Current status.

UNIT-V

Human Resource Information Systems(HRIS): Concept, benefit and aims, HRIS Model, HRIS Database. HRD for workers; HRD processes and the role of HRD manager; HRD and Line Managers expectations; HRD/OD approach to Industrial Relations; HRD in Indian Organisations – some case studies.

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NOTE FOR PAPER SETTING

The question paper will contain two questions from each unit (total 10 questions) and the candidate will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

SUGGESTED READINGS

- Pareek, Udai and T.V.Rao : Designing and Managing Human Resource Systems, Oxford and IBH, 1992(Second edition)
- Lynton, Rolf P and Udai Pareek : Training for Development ; Vistar publications, 1998
- Rao, T.V. : Human Resource Development: Experiences, Interventions, Strategies' Sage, 1996
- Silveria, D.M. : Human Resource Development – The Indian Experience; New Delhi, 1991
- Rohmetra, Neelu : Human Resource Development in Commercial Banks in India, Ashgate: UK, 1998
- Dayal, Ishwar and others : Successful applications of HRD – Case Studies of Indian organisations', New Concepts, 1996
- Rao, T.V. : "HRD Audit" Response Book, 1999
- Nair, MRR and T.V.Rao(eds.) : Excellence through Human Resource Development, Tata Mc Graw Hill, 1995
- Rao T.V., Silverira, D.M and others(eds.) : HRD in the New Economic Environment, Tata Mc Graw Hill, 1995
- Lynton, Rolf P. and Udai Pareek : Training for Organisational Transformation (Part I and II) Sage Publications, 2000
- Rao, T.V. : Appraising and Developing Managerial Performance, Excel Books, 1999

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Course Title : Cross-Cultural Management

Course No. MBA- 412

Contact Hours : 45

Duration of Examination : 3 hours

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objectives :

1. To expose the students to the international dimension of people's behaviour in organizations.
2. To develop a diagnostic and conceptual understanding of the cultural and related behavioural variables in the management of global organizations

UNIT-I

Cross-cultural Management: The meaning and concept; Cultural orientations; Cross-cultural differences and managerial implications; The Cross-Cultural puzzle of global human resource management: Global strategy and culture.

UNIT-II

Work behaviour across cultures; National culture and Organisational culture; Hofstede's Cultural / value dimensions; coping with cultural differences; understanding socialization; Implications of organisational cultures for international Management.

UNIT-III

Cultural Diversity – Meaning and Nature; the importance of valuing diversity; the challenge of work-force diversity; managing work-force diversity as competitive advantage; the impact of diversity on groups / teams; types of diversity in groups. A Model for a high performance diverse team. Managing diversity in organizations : success model, strategies and guidelines, developing a multi-cultural organisation.

UNIT-IV

Managing people in international context: India, China. Cross-Cultural communication: communication misperception, communication misevaluation, communication misinterpretation; communication break down across cultures. Cross-Cultural partnership; European, Japanese and US leadership approaches; Leadership approaches in developing countries; Factors contributing to effective leadership across cultures.

UNIT-V

Cross-Cultural Motivation: Are motivation theories universally applicable across cultures? Motivational difference across cultures; Negotiating internationally; Cross-Cultural perspective. Negotiation process, Qualities of a good negotiator. Cross-

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cultural transitions; Expatriate employee-cross-cultural entry, Home country re-entry; careers in international management.

Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall be required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

SUGGESTED READINGS

- Alder, Nancy J 'International Dimensions of Organisational Behaviour, PNS – Kent, 1991
- Peter, J. Bowling, Denjee H. Hule and Nandall S. Shuler, International Human Resource Management – Managing People in Multinational Context, South College Publication, 1999
- Hofstede, Geert, Culture's Consequences, Strategies' Sage, 1999
- Pucik Vladinia, Noel M. Tichy and Carole K. Barnett (eds.)-Globalising Management, John Wiley, 1992
- Hodgeits, Richard M. and Fred Luthans, International Management, Mc Graw Hill, 1994
- Luthans, Fred, Organisational Behaviour, Mc Graw Hill, 1995
- Harris, Anthony W. and Myers, Salma G., Tools of valuing diversity, Wheeler Publishing, 1998
- Myers, Salma G. Team Building for Diverse Work Groups, Wheeler Publishing, 1998
- Kluckhohn and Strodtbeck, Variations in value orientation, New York: Row Peterson, 1961
- Mead, R., International Management : Cross Cultural dimensions, Oxford : Blackwell, 1994
- Ansari, K. H. and Jackson, J. Managing Cultural Diversity at work, New Delhi: Kogan.

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Course Title : Industrial Relations and Labour Laws

Course No. MBA- 413

Contact Hours : 45

Duration of Examination : 3 hours

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

Main objective of the course is to provide an understanding of the conceptual framework and operational aspects of issues relating to industrial relations.

UNIT I

Understanding Industrial Relations(IR): Meaning, objective, scope and determinants; Dimensions of IR, Interaction among principle parties within social , economic, political contexts; Theories and evolution of IR in India; Framework for successful Industrial Relations programme.

UNIT II

Approaches to the study of IR; Industrial Conflicts: Nature, causes and the effect of industrial disputes; Industrial Disputes Act 1947; Machinery to resolve industrial dispute in India(Conciliation, Arbitration, Adjudication); Alternative dispute resolution.

UNIT-III

Trade Unions: Objectives, Structure and Strategies; Problems and prospects of Trade Unions; Role of Indian Labour Organisation in Trade Union Movement; Recognition of Trade Unions; Trade Union Act, 1926 (Amendment Act, 2001) Factories Act 1948.

UNIT-IV

Collective Bargaining: Meaning , objective , approaches, strategies and process; Impact of collective bargaining on management of Industrial Relations; Workers participation and IR; Workers' education and training; Employer's Associations: Function, role and importance; Steering groups and Quality Circles.

UNIT-V

Unfair labour practices; Judicial delineation of unfair labour practices; code of discipline in industry ; Contract Labour Act, 1970; Child Labour Prohibition and

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Regulation Act, 1986; Organisational safety and welfare in India; Future of Industrial Relations in India.

Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall be required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

Books Recommended

- Edwin B. Flippo - Personnel Management - McGraw-Hill International Edition, 1984
- David Lewin - Contemporary Issues In Employment Relations, Amazon Publications
- C.B Mamoria, S. Mamoria S.V. Gankar - Dynamics of Industrial Relations - Himalaya Publication House, 2010
- P. N. Singh, Neeraj Kumar- Employee Relations Management, Pearson, 2011-11-14
- B. P. Singh- Personnel Management and Industrial Relations, Dhanpat Rai and Co.
- Dale Yoder- Personnel Management and Industrial Relations Prentice Hall of India
- Biswajeet Patnayak- Human Resource Management., Prentice Hall of India, 2006

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Course Title : Expatriate Management

Course No. MBA- 414

Contact Hours : 45

Duration of Examination : 3 hours

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

1. To develop a diagnostic and conceptual understanding of issues related to Expatriate Management.
2. To expose the students to various dimensions of global assignments.

UNIT I

Expatriation: Definition, importance, international careers, the Expatriate's global career cycle, considering an international assignment; Experiencing culture shock; Designing an efficient expatriate management programme; Link to international human resource management.

UNIT II

Single career couples: The traditional expatriate's wife, Moving Abroad: Pre-made Decisions, Cross- Cultural Transitions, Situations faced by the spouse: frustration, foreign language illiteracy, loneliness, boredom and meaninglessness, Separation & lack of support, Creating a meaningful portable life & Recommendations for Single Career Couples, Dual- Career Couples: Individual and organizational implications, commitment to and role changes in dual-career families, acknowledging the challenges of accompanying partners, Work-Life Balance.

UNIT III

Expatriate selection for Global Assignments: Process, Managerial implications of expatriate selection model: recommended decision-making procedure; Training of Expatriates: Four- Phase Training Model: Self-awareness, General awareness of cultural differences, Specific knowledge acquisition and Specific skills training; The Beitler and Frady Model of Expatriate Manager Assessment and Development.

UNIT IV

Expatriate Remuneration: Rising to the Challenges of Global Payroll, Changing face of expatriate premium, home country-based compensation, modified home country compensation, headquarter-based systems, host country-based compensation, regional compensation, developmental assignment compensation; Assignment Incentives: International premiums, Hardship premiums, Danger pay; Pre-Assignment Expatriate Programs: Medical expense reimbursement, Assistance with passports, visas, and work Permits, Accommodation search assistance, Cultural orientation, Language training, Legal, financial and tax assistance.

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UNIT V

Repatriation: Coming Home- Re-entering one's own culture, Professional Re-entry, Effectiveness, Xenophobic Response, Skills learned by managers abroad, Transition Strategies- Resocialized Returnees, Alienated Returnees, Pro-active Returnees; Managing Re-entry, Underutilized Global Managers, Coaching Women for Global Managerial Success and Expatriate Failure.

Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall be required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

Books Recommended

- Adler, N.J. and Gundersen, A. 2007. International Organisation Behaviour. New Delhi: Cengage Learning.

Hodgetts, R., Luthans, F., and Doh, J. 2006. International Management: Culture, Strategy and Behavior. New York, NY: McGraw-Hill Irwin

- Stroh, L.K., J.S. Black, M.E. Mendenhall and H.B. Gregesen (2005). International Assignments: an integration of strategy, research, and practice, Mahwah, NJ: Lawrence Erlbaum Associates.
- Selmer, J. 1995 .Expatriate Management: New Ideas for International Business. Westport, CT, Quorum Books

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Course Title : Entrepreneurship Development and Enterprise Management

Max. Marks : 100 Marks

Course No. MBA- 422

Contact Hours : 45

Duration of Examination : 3 hours

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

The purpose of this paper is to offer a platform to the students to view Entrepreneurship as a desirable and feasible career option. In particular the paper seeks to build the necessary competencies and motivations for a career in Entrepreneurship.

Unit I

Entrepreneur and Entrepreneurship: Nature, meaning and concept of entrepreneurship; Theories of entrepreneurship; Classification of entrepreneurs; Entrepreneurship in different context; Competencies and characteristics of a successful entrepreneur; Motivational issues in entrepreneurship; Seeking entrepreneurial opportunities; Entrepreneurial decision process.

Unit II

Entrepreneurship Development: Role of Government of India and Government of J&K in promoting entrepreneurship; Incentives, subsidies and grants – Fiscal and non-fiscal incentives available; Role and contribution of various developmental and financial institutions for entrepreneurship development.

Unit III

Micro, Small and Medium Enterprises (MSME): MSME sector in India, concept and definitions of MSME; Growth and performance of MSME sector its role and significance in Indian Economy; MSMED Act 2006; Government policy and implications on MSMEs.; Issues concerning MSMEs' sickness – criteria, causes and remedial measures.

Unit IV

Creating Entrepreneurial venture: Starting the business – business idea & innovation, opportunity recognition; Product planning and development process; Establishing intrapreneurship in the organization; Legal issues for the entrepreneur; Project preparation and appraisal; Feasibility and evaluation; Business Plan - Format and writing of business plan.

Unit V

Management of Enterprises: Human resource, Marketing and Financial management related issues of Enterprises; Growth and social Responsibilities; Case studies on entrepreneurial issues.

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Suggested Readings :

- Small- Scale Industries and Entrepreneurship , Vasant Desai, Himalaya Publishing, New Delhi, 2010.
- Dynamics of Entrepreneurial Development and Management, Vasant Desai Himalaya Publishing, 2009
- Entrepreneurship, Cynthis L. Greene, Cengage Learning, New Delhi, 2009.
- Entrepreneurship, Madhurima Lal and Shikha Sahai, Excell Books, New Delhi, 2008.
- Entrepreneurship, Rajeev Roy, Oxford University Press, 2008.
- J&K Industrial State Policy 2002-2015 by A.K.Dewani, Jammu.

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Course Title : Tourism and Hospitality Management

Max. Marks : 100 Marks

Course No. MBA- 423

Internal Assessment : 30 Marks

Contact Hours : 45

Semester Examination : 70 Marks

Duration of Examination : 3 hours

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

The objective of the course is to help the students to develop the core management skills and its application in the tourism and hospitality industry.

Unit 1

Tourism Conceptual Framework- Typologies of tourism, motivations for tourism, factors affecting the growth of tourism; Tourism systems, elements of tourism; Tourism Impacts – economic, social, cultural and environment; Sustainable tourism and carrying capacity.

Unit 2

Tourism product development and distribution – Tourism product design and development, tour packaging, elements of tourism product, tourism product distribution; Travel agency and tour operators management; Hotel management and catering technology; Airline ticketing and reservations; IT in tourism as GDS and CRS.

Unit 3

Management of Tourism and Hospitality Services: Tourism and hospitality services, tourism destination planning and management; Emerging tourism paradigms; MICE and event management; Tourism and hospitality marketing.

Unit 4

Tourism in India: Tourism infrastructure and tourism resources of India; Indian tourism and hospitality organizations -ITDC,IATO,TAAI,HCI; Major Hotel chains : Taj Hotels, Resorts and Palaces; ITC Welcome Hotels; Oberoi Hotels and Resorts. Aviation industry in India.

Unit 5

International Tourism: Pattern of international tourism at the global level – America, Europe, Africa, Middle East, Asia, East Asia/Pacific; International tourism organizations – UNWTO, IATA, ICAO and PATA; Tourism and economy-international perspective.

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Suggested Readings :

- Tourism Concepts and Practices, John Waker, Josielyn Walker, Pearson.
- The Business of Tourism, Chriss Holloway, R Davidson, Claire Humphreys, Pearson.
- Service Operations Management , 3rd Editions, Robert Johnston, Graham Clark, Pearson.
- Basics of Tourism, K.K. Kamra & Mohinder Chand, Kanishka Publishers, New Delhi.

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Course Title : International Marketing

Max. Marks : 100 Marks

Course No. MBA-431

Internal Assessment: 30 Marks

Contact Hours : 45

Semester Examination : 70 Marks

Duration of Examination : 3 hours

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

The objective of this course is to expose the students with the challenges and issues related to international marketing. The distinctive aspects of international marketing have been deliberated upon in this course.

Unit I

International Marketing; Process of International Marketing; Domestic, International vs. Global Marketing; Management Orientation – Ethnocentric, Polycentric, and Geocentric; Process of Internationalization; Benefits of International Marketing.

Unit II

Trade Theories – Comparative Advantage, Relative Advantage, Factor Endowment, Product Life Cycle Theory; World Trade Organization (WTO); Economic Cooperation; Marketing Barriers – Tariff and Non Tariff

Unit III

World Marketing Environment – Economic, Political, Social and Cultural; Foreign Market Entry Strategies – Exporting, Licensing, Joint Ventures, Manufacturing, Assembly Operations, Management Contract, Acquisition, Strategic Alliances ; Free Trade Zones; Export Processing Zones

Unit IV

International Product Life Cycle; Product Adoption; Branding Decisions; International Advertising and Promotion Strategies, International Channels of Distribution; Channel Decisions; Global Pricing Strategy

Unit V

Multicultural Marketing; Segmentation in Cross Cultural Marketing; Cross-Cultural Marketing Research; Cross-Cultural Communication and Promotion, Marketing Services Across Cultures.

Note for Paper Setters

The examiner is required to set ten questions, two from each unit. The students are expected to attempt five questions i.e. one from each unit.

Books Recommended

- International Marketing – Analysis and Strategy by Sak Onkvisit and John J. Shaw, Prentice Hall Publication (Indian Edition)

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- Global Marketing Management by Warren J Keegan, Prentice Hall Publication (Indian Edition)
- International Marketing Management, by Subash C Jain, South-Western Publication
- Cross Cultural Marketing, Robert Rugimbana and Sonny Nwankwo, Thomson Learning.

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Course Title : Distribution and Sales Management

Course No. MBA- 432

Contact Hours : 45

Duration of Examination : 3 hours

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

The objective of the paper is to aware the students for various decisions undertaken while managing channels and sales function in an organization.

Unit I

Marketing Channels: Concepts, Importance of Marketing Channels, Channel and Management Strategy, Flows in Channels, Channel Structure. Channel Participants: Producers, Intermediaries and facilitating agencies. Behavioural process in Marketing Channels: Conflict, Power and Communication in Marketing Channels.

Unit II

Developing the Channel: Strategy in Marketing Channels, Designing the Channels, Selecting the channels, Target market and Channel Strategy.

Unit III

Managing the Channel: Motivating the Channel Members; Product Issues in Channel Management. Pricing Issues in Channel management; Promotion through Channel members. Logistics and Channel Management.

Unit IV

Sales Management in 21st century, Environmental factors affecting Success in Selling, Process of Selling and Buying, Linking Sales to CRM, Organizing Sales Effort, Role of Information in Sales Management.

Unit V

Implementing Sales Program: Sales Performance – Behaviour, Role, Perception & Satisfaction. Motivating Sales Force; Criteria for Selecting Sales Force, Recruitment and Selection of Sales Force. Sales Training: development of Training Program, Training topics and evaluating the program. Compensation and Incentives for sales force

Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

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Books Recommended

Bert Rosenbloom:
Stern, El Ansary:
Johnston & Marshall:
Ingram, Laforge, Avila:
Schwepker Jr. & Williams

Marketing Channels
Marketing Channels
Sales Force Management
Sales Management

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Course Title : Retail Management

Course No. MBA- 433

Contact Hours : 45

Duration of Examination : 3 hours

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

To introduce the basic framework and principles of Retail Management (both domestic and international) to students in preparation for more advanced retailing decisions and processes.

UNIT I

Retailing and Retailer, Retailing's role in the Marketing System, Evolution of Retailing and Economy, Types of Retail Institutions, Merchandise Blend, Trends in Retailing.

UNIT II

Retail Market Opportunities and Franchising, Store Location and Site Evaluation, Store Design and Layout, Organization and Supervision, Operating a Retail Business.

UNIT III

Pricing, Introduction, Factors Influencing Pricing Decisions, Setting Prices, Cost oriented pricing, Demand-oriented pricing, Competition –oriented pricing, The multi-stage pricing, Price adjustments.

UNIT IV

Retail Communication, Retail Communication Mix, Advertising in Retailing, Personal Selling, The progress of the sale, sales promotion, supplier originated sales promotions, Retailer-originated sales promotion, Public Relations.

UNIT V

Retail Management Information System, Retail Audits, E-Retailing, Global Retailing Local Retailing, Legal and Ethical Issues in Retailing.

Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall be required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

Books Recommended

1. Retail Management by Levy & Weitz
2. Retail Management by Berry Berman and Joel R Evans
3. Retailing by Lewison and Delozier

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Course Title : Strategic Marketing

Course No. MBA- 434

Contact Hours : 45

Duration of Examination : 3 hours

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

The objective of this course is to build strategic orientation among the marketing students. This course brings latest and emerging concepts of marketing and integrates it with their existing knowledge and understanding of marketing. At the end of the course, the students shall be able to comment on new strategic direction in the domain of marketing.

Unit I

Concept of marketing strategy; Strategy content and process perspective; Marketing strategy – performance relationships; Sustainable competitive advantage; Competitive marketing behaviour; Comparative advantage theory of competition

Unit II

Market Driven Organizations, Market Orientation – concept and its linkages with performance; First Mover Advantage – merits and demerits; Customer Relationship Strategy; Metrics for Customer Relationship Marketing

Unit III

Return on Marketing; Customer Equity; Customer lifetime value (CLV) – models to measure CLV; Customer Profitability Analysis; Marketing Analytics

Unit IV

Service dominant logic of marketing; Co-creating value; Co-opting Customer Competence; concept of service science, Convergence marketing; viral marketing; Social media marketing; Interactive marketing

Unit V

Emerging markets strategies, Rural Marketing as a strategy; Concept of bottom of the pyramid marketing, 86% solution; Cause Related Marketing; Green Marketing Strategy, Ambush Marketing

Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall be required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

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Books Recommended

- The 86 Percent Solution: How to Succeed in the Biggest Market Opportunity of the Next 50 Years, Vijay Mahajan, Kamini Banga, Pearson Prentice Hall, 2005
- Convergence marketing: combining brand and direct for unprecedented profits, Richard Rosen, Richard G. Rosen, Jane Rosen, John Wiley and Sons, 2009
- Convergence marketing: strategies for reaching the new hybrid consumer, Yoram Wind, Vijay Mahajan, Robert E. Gunther, Financial Times Prentice Hall, 2002
- Principles and Practice of Social Marketing: An International Perspective, Rob Donovan, Nadine Henley, Cambridge University Press, 2010
- Service Science, Mark S. Daskin, John Wiley and Sons, 2010
- Customer Relationship Management, Peelen Ed , Pearson Education India, 2008
- Customer Relationship Management: Getting It Right!, Kincaid, Pearson Education India, 2003
- Varadarajan, P. Rajan, and Satish Jayachandran (1999), "Marketing Strategy: An Assessment of the State of the Field and Outlook," *Journal of the Academy of Marketing Science*, 27 (Spring), 120-143.
- Varadarajan, P. Rajan (1999), "Strategy Content and Process Perspectives Revisited," *Journal of the Academy of Marketing Science*, 27 (winter), 88-100
- Cavusgil, S. Tamer and Shaoming Zou (1994), "Marketing Strategy-Performance Relationships: An Investigation of the Empirical Link in Export Market Ventures," *Journal of Marketing*, 58 (January), 1-21.
- Day, George S. and Robin Wensley (1988), "Assessing Advantage: A Framework for
- Diagnosing Competitive Superiority," *Journal of Marketing*, 52 (April), 1-20.
- Bharadwaj, Sundar G., Varadarajan, P. Rajan, and John Fahey (1993), "Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Research Propositions," *Journal of Marketing*, 57 (October), 83-99.

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Neelkshant

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Course Title : International Financial Management

Course No. MBA- 441

Contact Hours : 45

Duration of Examination : 3 hours

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

The main objective of this course is to give students an overall understanding of the international financial system and also create awareness about the functioning and operations of a Multinational Corporation.

Unit I

Introduction to Globalization, Risks and opportunities of Going Global, Imperatives of Globalization, the Global Market and Multinational Corporation. International financial System, International Monetary Institutions and organizations

Unit II

Theoretical Developments in International Financial Management, Theories of International Trade- Mercantilists' View, Absolute Advantage theory, Comparative Advantages Theory, H-O-S model and Strategic Trade Theories, International Trade Patterns and Balance of Payments framework

Unit III

Foreign Direct Investment: Introduction, Types of Foreign Direct Investment, Patterns and strategies of Foreign Direct Investment, Theories of International Investment,

International Capital Budgeting: Acceptance Criteria in Foreign Investments
International Portfolio Investment

Unit IV

Management of Economic and Political Risk

Foreign Exchange Exposure, Nature and Measurement of Foreign Exposure, Management of Exposure. Exchange Rate Forecasting Techniques.

Unit V

International Working Capital Management, Working Capital Policy, Financing of foreign Trade, Methods and Investments of Trade financing.

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Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall be required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

Books Recommended

- Sharan, Vyuptakesh (2009) International Financial management, (5thed) Prentice hall India.
- Joshi, Rakesh Mohan (2009) International Business (1sted), Oxford University Press.
- Chary, S.N. (2009) Elements of International Business, Wiley India Edition.
- Bhalla V.K., International Financial Management, (2nded), Anmol Publications.
- Buckley, Adrian (1996) Multinational Finance, Newyork, PHI.

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Course Title : Financial Derivatives

Course No. MBA- 442

Contact Hours : 45

Duration of Examination : 3 hours

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

The objective of this course is to acquaint MBA students to the basics of Financial Derivatives and their Management. This course will help them in developing an understanding about the various aspects of Financial Derivatives and their impact on the Business Risk Management. This course has been devised for session 2011-12, 2012-13 and 2013-14.

Unit I

Introduction-Definition, features and types of financial derivatives. Basic financial derivatives and their utility. Types of traders, Critiques of the derivatives. Financial Derivatives Markets in India.

Unit II

Forwards and Futures-Financial Futures Contracts and its types, Functions of futures market, Specifications of the Futures Contract, Clearing House, Concept and types of margin, Settlement/ Closing a Futures Position. Forward contracts and Forward trading mechanism, Gain on Long and Short Position Contract, Pay Off from forward contract, forward prices versus futures prices, Main distinction between futures and forward contracts.

Unit III

Financial Swaps and Options- Concept and features of swaps, Major types of swaps- Concept, features, types and valuation of Interest Rate swaps and Currency swaps, Debt- Equity Swaps. Concept and types of Options, Option valuation, Option Positions, Underlying assets in exchange traded options.

Unit IV

Trading with Options- Trading with options- Strategies involving a single option and a stock, Spreads (trading strategy) - Vertical Spreads, Butterfly Spreads, Horizontal Spread, Diagonal Spreads; Combinations. Determinants of Option Prices, The Black-Scholes Option Pricing Model, Binomial Option Pricing Model.

Unit V

Hedging Strategy- Hedging Concepts, basic long and short hedges, cross hedging, The Perfect Hedging Model, basic risk and hedging, basic risk versus price risk, devising a hedging strategy, hedge ratio, Management of the Hedge. Concept of Fixed Hedge, Zero Cost Option Strategy, Delta Hedging, Theta, Gamma, Vega, Rho and Phi

Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall be required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

Books Recommended

- | | |
|--|---|
| 1. Financial Derivatives Theory
Concepts and Problems | S. L. Gupta
Prentice- Hall of India Private Limited,
New Delhi |
| 2. Options, Futures and Other
Derivatives | John C. Hull
Prentice- Hall of India Private Limited,
New Delhi |
| 3. Derivatives
Valuation and Risk Management | David A. Dufresne & Thomas W.
Miller, Jr.
Oxford University Press |
| 4. Derivatives
Risk Management Basics | Don M. Chance
Cengage Learning India Private
Limited, New Delhi |
| 5. Security analysis and Portfolio
Management | S. Kevin
Prentice- Hall of India Private Limited,
New Delhi |
| 6. Securities Valuation
Application of Financial Modeling | Thomas S Y Ho , Sang Bin Lee
Oxford University Press, New Delhi |

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Course Title : Strategic Financial Management

Course No. MBA- 443

Contact Hours : 45

Duration of Examination : 3 hours

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

The objective of this course is to help student in familiarizing with various aspects of Strategic Financial Management. This course has been devised for session 2011-12, 2012-13 and 2013-14.

Unit I

Introduction – Strategic handling of cost-benefit analysis, Nine References (Nine S Model) for Strategic Financial Management, Strategic Investigation of Growth, Value Chain Analysis, Value Chain and Investment.

Unit II

Innovative Approach to Internal Cost-Profit Analysis - Strategic cost analysis, Parallel approaches to product and activity Costing, Micro level Cost analysis, Cost-Profit-Sales Analysis using a product/ project as profit centre. Multi-product / Multi- project cost-profit appraisal.

Unit III

Innovative Accounting and Financial Engineering- Life Cycle Costing, Activity Based Costing (ABC) and Objective Based Costing, Economic Value Added (EVA), Owners Value Added. Holistic Approach to Innovative Financial Engineering, Benchmarking of Earning Expectations, Components of Benchmarked ROI.

Unit IV

Corporate Restructuring - The Restructuring Plan, Financial Aspects of Various Restructuring Exercises- Cost Restructuring, Business Downsizing, Restructuring of Existing Products and Value Chains, Organizational Restructuring for Better Performance, Restructuring of Ownership, Control and Empowerment, Restructuring a Sick Organisation, Restructuring through Privatization

Unit V

Innovative Fund Raising Instruments and Approaches, Project Finance Instrument, Versatile Bond, Brand Finance, Vendor Finance, Cooperative Federation, Venture Finance, Futuristic Securitization, Employee Finance, Dealer Finance, Structured Finance, Special Purpose Vehicle (SPV) Fund-Deployment Strategies, Monitoring and Assessment system, Programs and Policies to Reward various stake holders.

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Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall be required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

Books Recommended

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|---|--|
| 1. Strategic Financial Management | G P Jakhotia
Vikas Publishing House Pvt. Ltd, New Delhi ISBN 81-259-1419-6 |
| 2. Strategic Corporate Finance | Samuel C Weaver & J. Fred Weston
South- Western Cengage Learning, New Delhi |
| 3. Strategic Management Concepts & Cases | Fred R. David
Pearson Education Pte Ltd. New Delhi |
| 4. Concepts in Strategic Management and Business Policy | Thomas L Wheelen & J. David Hunger
Pearson Education Pte Ltd. New Delhi |
| 5. Business Policy and Strategic Management | Azhar Kazmi
Tata McGraw-Hill Publishing Company Ltd, New Delhi |
| 6. Strategic Planning :Formulation of Corporate Strategy Text & Cases: The Indian Context | VS Ramaswamy & S Namakumari
Macmillan India Ltd, New Delhi |
| 7. Strategic Management Concepts & Cases | S C Bhattacharya
Wheeler Publishing, New Delhi |
| 8. Strategic Management Competitiveness and Globalisation | Michael A. Hitt, R.Duane Ireland & Robert E. Hoskisson
South- Western Thomson Asia Pte. Ltd., Singapore |
| 9. Mergers Acquisitions and Takeovers | H.R. Machiraju
New Age International (P) Limited, New Delhi |
| 10. Takeovers, Restructuring and Corporate Governance | J. Fred Weston, Mark L. Mitchell, J. Harold Mulherin
Pearson Education Pte Ltd. New Delhi |
| 11. Corporate Growth Through Mergers And Acquisitions | S Shiva Ramu
Response Books, New Delhi |

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Course Title : Mergers and Acquisitions

Course No. MBA- 444

Contact Hours : 45

Duration of Examination : 3 hours

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

(For the Examinations to be held in 2012, 2013 and 2014)

Objective

The objective of this course is to help student in familiarizing with various aspects of mergers and acquisitions, including their valuation.

Unit I

Introduction - Mergers, acquisitions, amalgamations and takeover, Types of merger- horizontal, vertical and conglomerate mergers, Theories of merger. Requirements of successful merger- Due Diligence, Integration, Post- Merger Integration Organization, Communication and Culture, Mergers and Competition Policy in India

Unit II

Merger Process- Merger Agreement, Legal Procedure for Merger- Formulation of Scheme, Intimation to SEBI, Stock Exchange and Notification, Shareholders' Approval, Application to Court, Meeting Ordered by Court, Petition for Confirmation of Amalgamation, Evaluation of Procedure, Basis for Exchange Ratio, Follow-Up on Benefits.

Unit III

Valuation -Valuation Approaches – Income or Cash Flow Method- Net Present Value Method, Estimating Cost of Capital with CAPM, Market based or Relative Value Method- Profit Earning Capacity Value (PECV), Profit Earning(PE) Ratio Method, Asset Oriented Method, Weighted Average Method, Fair Value.

Unit IV

Takeover- Takeovers and types of takeover tactics, Take over defenses – Pre-Bid and Post-Bid. Salient features of SEBI Takeover Regulations 1997 - Purpose, Objective, Public Announcement, Letter of Offer, and Minimum Offer Price.

Unit V

Accounting and Taxation- Methods of Accounting for merger and amalgamation – Pooling of Interest Method, Purchase Method, Accounting procedure laid down under Accounting Standard (AS14) for merger and amalgamation. Special Provisions for computation of cost of acquisition in certain cases (under Section 43C), Finance Act 2000, Conditions for availing Loss and Depreciation, Tax Neutrality.

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Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall be required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

References:

- | | |
|--|--|
| 1. Mergers Acquisitions and Takeovers | H.R. Machiraju
New Age International (P) Limited, New Delhi |
| 2. Takeovers, Restructuring and Corporate Governance | J.Fred Weston, Mark L. Mitchell, J. Harold Mulherin
Pearson Education Pte Ltd. New Delhi |
| 3. Corporate Growth Through Mergers And Acquisitions | S Shiva Ramu
Response Books, New Delhi |
| 4. Merger Acquisitions & Corporate Restructuring | Chandrashekar Krishnamurti, S.R. Vishwanath
Sage Publication, New Delhi
ISBN:978-0-761-93586-5 |
| 5. Creating Value from Mergers and Acquisitions | Sudi Sudarsanam
Pearson Education, New Delhi
ISBN:978-8-177-58870-5 |
| 6. Corporate Finance Theory and Practice | Aswath Damodaran
Wiley, New Delhi
ISBN:978-0-471-28332-4 |
| 7. Valuation For Mergers, Buyouts, And Restructuring | Enrique R. Arzac
Wiley India (P) Ltd.
ISBN13:978-8-126-524129 |

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Ravi

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Course Title : Electronic Commerce: Strategies and Applications

Course No. MBA- 451

Contact Hours : 45

Duration of Examination : 3 hours

(For the Examinations to be held in 2012, 2013 and 2014)

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

Course Objective

The objective of this course is to help students to understand E-Commerce issues for providing a secure and effective method of conducting a business and the use of E-Commerce in competing markets.

Unit I

Introduction to E-Commerce: Definition, Forces fuelling E-commerce, Industry framework types, Internet service providers, Internet Access providers, Internet Vs Online service, www; concepts and Technology.

Unit II

Intranets, Extranets and their applications, Electronic Commerce and Retailing, Supply Chain management, Intranets and Customer Relationship Management Technology and business strategy.

Unit III

Intranets and manufacturing- integrated logistics, Agile manufacturing, Intranets and finance – Meaning, Software modules.

Unit IV

Electronic Payment system- Electronic Payment Technology- Digital Cash- Electronic Cheque – Online Credit Card, Electronic commerce and Banking: changing dynamics in the banking industry- Home banking implementation approaches, Open Vs Closed models, Management issues in online banking.

Unit V

Security Implications- Introduction, Risk analysis, Security policy, Types of EDI and security, EDI security concepts, message integrity, non-repudiation services, Auditability, Confidentiality, Security mechanisms. Advantages and disadvantages, Internet security, Network firewalls, Proxy server.

Note for Paper Setting

The question paper shall contain two questions from each unit (total 10 questions) and the candidate shall required to answer one question from each unit (total questions to be attempted is five) i.e. there will be internal choice within each unit.

List of cases articles will be announced in the class

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Books Recommended

- Fundamentals of E-Commerce: Ravi Kalakota and Whinston Addison Wesley
- Frontiers of E-Commerce: Ravi Kalakota and Whinston Addison Wesley
- The Internet: Cady. G.H and Part Megregor BPB Pub. Delhi
- E-Commerce: The Cutting Edge of Business Kamlesh Nag.Bajaj Debjani

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Neel Kumar

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Course Title : Customer Relationship Management and Business Intelligence

Course No. MBA- 452

Contact Hours : 45

Duration of Examination : 3 hours

(For the Examinations to be held in 2012, 2013 and 2014)

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

Objective

The objective of the course is to understand the fundamentals of CRM, which include understanding the benefits of and difficulties in developing and implementing CRM strategies. Also, the course aims at making the students aware of CRM's role in managing customers as critical assets, with business intelligence and knowledge management.

UNIT I

CRM Theory and Development; Principles of Customer Relationship Marketing, History and Development of CRM, Relationship Marketing & Customer Relationship Management, Organization & CRM

UNIT II

Data, Information, and Knowledge Management; CRM and Data Management, Technology and Data Platforms, Database and Customer Data Development

UNIT III

CRM: Impact on Sales and Marketing Strategy; Sales Strategy & CRM, CRM Technology and Sales, Marketing Strategy and CRM, CRM, Marketing Automation, & Communication.

UNIT IV

e- CRM Evaluation and Its Applications; CRM Program Measurement & Tools, CRM in Banking and Insurance, CRM in manufacturing, e-CRM: corporate role of e-CRM, e-CRM update, e-CRM –A tool for retaining customers, CRM in Service Sector.

UNIT V

Privacy, Ethics, And Global Considerations; Latest Developments in Customer Relationship Management, Privacy Considerations & Issues, CRM New Horizons, Future of CRM

Note for Paper Setting

The question paper shall contain two questions from each unit (total ten questions) and the candidates shall be required to answer one question from each unit (total no.

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References: S. Shanmugasundaram (PHI)

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Course Title : Knowledge Management and Strategic Systems

Course No. MBA- 453

Contact Hours : 45

Duration of Examination : 3 hours

(For the Examinations to be held in 2012, 2013 and 2014)

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

Objective

The objective of the course is to make the students aware of the concepts and applications of knowledge management and role of strategic systems for the efficient knowledge management. The course also aims at making the students aware of the explicit knowledge concept and how it differs from data and information, strategic use, technologies, knowledge transfer, and implementation.

UNIT I

The Knowledge Economy: Leveraging Knowledge, Data- Information-knowledge-Wisdom relationship, organizational knowledge, characteristics and components of organizational knowledge. Drivers of Knowledge Management, Creating the Knowledge Edge, Knowledge Management Road Map and Leveraging existing Infrastructure

UNIT II

The Knowledge Society: Building knowledge societies, Indian knowledge root, the Beginning of knowledge and the Grey Revolution. The knowledge vision and the organizational strategy for strategic systems

UNIT III

The Knowledge Process: Universal appeal, Stages of KM Process, Knowledge, Capital vs. physical capital, Implementation of Knowledge Management: Roadblocks to success, 10-step KM Road Map, Business Intelligence and Internet platforms, web Portals, Information Architecture: A three-way Balancing Act, KM , the Indian experience,

UNIT IV

Strategic Systems and Information Technology: Role of Information Technology in Knowledge Management Systems, Knowledge Management tools, Creating effective knowledge Management Systems through Information Technology, ERP and BPR

UNIT V

Future of Knowledge Management and Industry perspective: Companies on the road to knowledge management, Knowledge Management in Manufacturing and service industry, Challenges of Knowledge Management

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Note for Paper Setting

The question paper shall contain two questions from each unit (total ten questions) and the candidates shall be required to answer one question from each unit (total no. of questions be attempted shall be five i.e. there should be internal choice within each unit.)

References

- Barnes, Knowledge Management systems, 1/e, Cengage Learning , 2006.
- Thothathri Raman, Knowledge Management, First Edition, Excel Books, New Delhi, 2004.
- Awad, Knowledge Management, Pearson Education, 2007.
- Mattison, Web Warehousing & Knowledge Management, Tata McGraw-Hill, 2007
- Tiwana, The Knowledge Management tool kit: Practical techniques for building a knowledge management systems, 2/e, Pearson Education, 2006.
- Harish Chandra Chaudhary, Knowledge Management for competitive advantage, first edition, Excel Books, New Delhi, 2005.
- Sislop, Knowledge Management, Oxford University Press, New Delhi, 2007

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Suresh

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Course Title : GLOBAL LOGISTICS & SUPPLY CHAIN OPERATIONS

Course No. MBA- 454

Contact Hours : 45

Duration of Examination : 3 hours

(For the Examinations to be held in 2012, 2013 and 2014)

Max. Marks : 100 Marks

Internal Assessment : 30 Marks

Semester Examination : 70 Marks

Objective

The objective of the course is to develop an understanding of the complexities and processes involved in global logistics and supply chain operations and the strategic implications of this area for an organization. The course aims to demonstrate how operations performance can shape and influence the sales and profit ambition of a business.

Unit I

International Logistics and Supply chain management: meaning and objectives, importance in global economy , Characteristics of global supply chains, Supply chain relationship to business performance, -Key tasks of logistics and supply chain managers, Role of Government in controlling international trade and its impact on Logistics and supply chain

Unit II

Supply chain as a competitive advantage, Global Supply chain strategy, Structuring supply chain capabilities, Business matching supply chain design with business strategy

Unit III

Planning global supply chain, Network design for global supply chain management, Risk management in the global context, Measuring logistics cost and performance. Benchmarking the supply chain, Performance measurement and evaluation in global supply chains

Unit IV

Importance of Coordination in Supply Chain, Bullwhip Effect, Effect of lack of coordination on performance, Obstacles to Coordination, Strategies to achieve coordination, Building Strategic Partnership and Trust In Supply Chain

Unit V

Role and Importance of IT in Supply Chain Management, IT solutions for Supply Chain Management, Supply Chain Information Technology in Practice

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Neeh K. K. K.

V. S. S.

K. S. S.

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Note for Paper Setting

The question paper shall contain two questions from each unit (total ten questions) and the candidates shall be required to answer one question from each unit (total no. of questions be attempted shall be five i.e. there should be internal choice within each unit.)

Books Recommended

- Douglas Long International Logistics: Global Supply Chain Management Springer-Verlag New York, LLC; 2004
- Philippe-Pierre Dornier, Panos Kouvelis, Michel Fender Global Operations and Logistics: Text and Cases Wiley, John & Sons, Incorporated 1998
- Alan Branch Global Supply Chain Management in International Logistics Routledge 2007
- Kent N. Gourdin Global Logistics Management: A Competitive Advantage for the New Millennium Blackwell Publishing 2006
- Sridhar R. Tayur (Editor), Michael J. Magazine (Editor), RAM Ganeshan (Editor) Quantitative Models for Supply Chain Management Kluwer Academic Publishers 1998

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