

Regulation & Syllabus

FOR

- ❖ **Post Graduate Diploma in Human Resources Management(PGDHRM)**
 - ❖ **Post Graduate Diploma in Financial Management(PGDFM)**
 - ❖ **Post Graduate Diploma in Marketing Management(PGDMM)**
 - ❖ **Post Graduate Diploma in Dietetics and Nutrition Management(PGDD&NM)**
 - ❖ **Post Graduate Diploma in Tour and Travel Management(PGDT&TM)**
 - ❖ **Post Graduate Diploma in Production and Operation Management(PGDP&OM)**
-
- ❖ **Post Graduate Diploma in Banking and Insurance Management(PGDB&IM)
(Face to Face Mode)**

DIRECTORATE OF DISTANCE & CONTINUING EDUCATION
UTKAL UNIVERSITY
BHUBANESWAR

ACADEMIC SESSION 2013 & 2014.

Regulations for P.G Diploma Programme

- ❖ **Post Graduate Diploma in Human Resources Management(PGDHRM)**
 - ❖ **Post Graduate Diploma in Financial Management(PGDFM)**
 - ❖ **Post Graduate Diploma in Marketing Management(PGDMM)**
 - ❖ **Post Graduate Diploma in Dietetics and Nutrition Management(PGDD&NM)**
 - ❖ **Post Graduate Diploma in Tour and Travel Management(PGDT&TM)**
 - ❖ **Post Graduate Diploma in Production and Operation Management(PGDP&OM)**
-
- ❖ **Post Graduate Diploma in Banking and Insurance Management(PGDB&IM)
(Face to Face Mode)**

1. ELIGIBILITY

- 1.1. Bachelor Degree in Commerce/ Arts/ Science/ Business Administration/ Engineering/ Pharmacy or Equivalent from a University.
- 1.2 Any student who has passed Diploma in Office Management from State Council of Vocational and Technical Education established by Govt.
- 1.3 A student may concurrently pursue any of the PG Diploma Courses with any other courses on regular mode. In such cases CLC shall not be insisted upon.

2. DURATION

- 2.1 One year of two semester in toto.
- 2.2 Odd semester is from June to December (i.e., 1st semester). The examination shall be held normally in the month of November - December.
- 2.3 Even semester is from January to June (i.e., 2nd semester). The examination shall be held normally in the month of May - June.
- 2.4 A student would be required to complete the course within three academic years from the date of admission.

3. CONTACT HOUR

- 3.1 Under face to face Programme
- 2 credit points :- 10 hours,
- 3 credit points :- 15 hours,
- 4 credit points :- 20 hours,

4. GRADING SYSTEM

Grade		Mark Secured from 100	Points
Outstanding	'O'	100-90	10
Excellent	'E'	89-80	9
Very Good	'A'	79-70	8
Good	'B'	69-60	7
Fair	'C'	59-50	6
Pass	'D'	49-36	5
Failed	'F'	Below 36	0

N.B. A Candidate has to secure Grade -D or above to pass in each of the Papers

- 4.2 A transitory letter grade I (carrying points 2) shall be introduced for cases where the results are incomplete. This grade shall automatically be converted into appropriate grade(s) as and when the results are complete.
- 4.3 A student's level of competence shall be categorized by a GRADE POINT AVERAGE to be specified as :

SGPA - Semester Grade Point Average
CGPA - Cumulative Grade Point Average

- (a) **POINT** - Integer equivalent of each letter grade
- (b) **CREDIT** - Integer signifying the relative emphasis of individual course item(s) in a semester as indicated by the Course structure and syllabus.

CREDIT POINT - (b) X (a) for each course item
CREDIT INDEX - \sum **CREDIT POINT** of course items in

GRADE POINT AVERAGE - $\frac{\text{CREDIT INDEX}}{\sum \text{CREDIT}}$

SEMESTER GRADE POINT AVERAGE (SGPA) = $\frac{\text{CREDIT INDEX}}{\sum \text{CREDIT}}$ for a Semester

CUMULATIVE GRADE POINT AVERAGE(CGPA) = $\frac{\text{CREDIT INDEX of all previous Semester upto a Semester}}{\sum \text{CREDIT}}$

4.4 In addition to the points marks/ percentage would also be awarded and shall also be reflected in the Mark Sheet.

5. REPEAT AND IMPROVEMENT

5.1 A student has to clear back papers (i.e., in the paper/papers one has failed) by appearing at subsequent two semester examinations.

5.2 A student may appear improvement (repeat) in any number of papers in the immediate subsequent examination. Only one chance can be availed. The higher mark of the two chance (i.e. , first and the improvement) shall be valid.

6. HARD CASE RULE

6.1 1% of grace mark on the aggregate mark subject to maximum of 3 (three) marks in single paper shall be given. This shall be applicable in each semester.

7. UNIVERSITY EXAM / PRACTICAL EXAM MARK DISTRIBUTION

7.1 Semester end University Examination shall be of 70 marks for all papers & Assignment shall be 30 marks for all papers.

7.2 The duration for 100 marks theory exam shall be 4 hours , for 50 marks theory exam duration shall be 2 hours.

8. UNIVERSITY EXAMINATION QUESTION PATTERN

8.1 There shall be three types of questions – Essay/Descriptive , short answer & objective. The following shall be the distribution for papers carry 70 marks.

a. Three essay type carrying 12 marks out of five is to be answered. Model answers should be between 700 - 1000 words.

b. Three long type questions carrying 8 marks out of five is to be answered. Model answers should be between 500 - 700 words.

c. Two short type questions carrying 5 marks out of four is to be answered. Model answers should be between 200 - 500 words

8.2 Distribution of marks for assignment papers carrying 30 marks

a. Two essay type carrying 15 marks out of Six is to be answered. Model answers should be between 700 - 1000 words.

9. COMMON QUESTIONS

Common question papers shall be set for common papers for MBA & All P.G. Diplomas. Common examination will be held.

10. Students admitted into P.G. Diploma Course and completing the course in the same academic year may get admitted into MBA in the next academic session. Such students shall enjoy waiver for the papers completed under P.G. Diploma course . This up-gradation shall be allowed within one year only. For example students admitted in 2009-10 academic session into P.G. Diploma courses have the choice of upgrading to MBA course in 2010-2011 academic session only. The marks secured in P.G. Diploma Examination shall be transferred to MBA Examination for respective common papers. Such candidates shall surrender their provisional certificate and mark-sheets. Fresh mark-sheets for MBA would be issued.

11. Addition to the Regulation of **2006 & 2000** of DDCE Management Programme (i.e. MBA & P G Diplomas) . Wherever internal or college mark is not available the marks proportionate to the marks secured in that paper in the University examination shall be awarded to facilitate publication of result. All other clauses of respective regulation of 2000-2006 shall remain unchanged.

Courses Studies

1ST SEMESTER

	PGDHRM	PGDMM	PGDDNM	PGDT&TM	PGDPOM	PGDFM	PGDB&IM
Paper-1	MCP	MCP	MCP	MCP	MCP	MCP	MCP
Paper-2	MCSD	MCSD	MCSD	MCSD	MCSD	MCSD	MCSD
Paper-3	RM	RM	RM	RM	RM	RM	RM
Paper-4	OB	OB	OB	OB	OB	ADM	ADM
Paper-5	HRM	MM	FND	TO	POM	FM	FM

PAPER-1 P.G. DIPLOMA HRM /MM /FM /DNM /POM /TTM /BIM

MANAGEMENT CONCEPTS AND PRACTICES

- Unit-1** Concept of Management, Functions, Skills of a Manager, Process of Management, Development of management (Scientific Management- Taylor, Modern Approach- Fayol, Human Relations Approach - Mayo)
- Unit-2** Planning: Concept, Process, Type, Importance; Decision making: types of Decision, Process of decision making, Models & Issues.
- Unit-3** Principles of Organisation: structure & Types of Organisation; Departmentation, Decentralisation, Delegation, Span of management. Line & Staff Organisation, Matrix Organisation.
- Unit-4** Coordination and Controlling: Principle of Coordination –Process of Coordination, Control – Tools and Techniques, -MBO.
- Unit-5** Contemporary Issues: -Recent Trends and Challenges, -Role of Managers in Changing environment, -Contemporary Organisational Structure, Trends in Management, Challenges in today's global environment and competitiveness.

References

1. Essentials of Management – Koontz, O'Donnel & Weihrich (Tata Mc.Graw)- Reading in Management Peter Ducker
2. Management – Robbins & Coulter (Pearson)
3. Principles of Management – Stoner & Freeman
4. Principles of Management – Chandra Bose (PHI)

PAPER- 2. P.G. DIPLOMA HRM /MM /FM /DNM /POM /TTM /BIM

MANAGERIAL COMMUNICATION SKILL AND DEVELOPMENT.

Unit-1 Introduction to Official Documentation and Business Communication. Basic Concepts of Business Communication, Principles of Good Writing, Format and Types of Business Letter. Procedure of Filing and File movements, E-filing.

Unit-2 Managerial Communication (Written)

Official Letters, Memos, Notice, Circular, Letter Relating to Personnel Department, Correspondence with Banks, E-Mails, Fax, Correspondence With Media, Drafting of Advertisements, Report Writing.

Unit-3 Business Etiquettes and Executive Manners.

Etiquette in office, Meetings, Seminars and Conferences, How to dress up according to the occasion, Dress Code, table manners, dining etiquettes, Elevator Etiquettes, Electronics Etiquettes.

Unit-4 Succeeding in Job Interviews

Writing a C.V. and Cover Letter, JOB INTERVIEWS, Over-coming Common Mistakes in Interview, Confidence Building.

Unit-5 Group Discussion: Basic Concepts of Group Discussion, Types of Group Discussion, Preparation for Group Discussion, Process of Group Discussion, Category of Topics in Group Discussion, What is observed in Group Discussion. Critical Success Factors in Group Discussion, Overcoming Mistakes in Group Discussion.

Suggested Readings

1. Business Communication Today- Bovee, Thill, Schwatzman, Pearson Education.
2. Business Communication Concepts, Cases and Applications- P.D. Chaturvedi, Mukesh Chaturvedi.
3. Communication for Business- Shirley Taylor, 3rd Edition, Pearson Education.
4. Letitia Baldrige's New Complete Guide to Executive Manners.

PAPER-3 P.G. DIPLOMA HRM /MM /FM /DNM /POM /TTM /BIM

RESEARCH METHODOLOGY

Unit-1: Research: Meaning, Objectives & Importance of Research ; Role of research in Functional Areas : Finance, Marketing, HRD ; Research Methodology ; Process of Research .

Unit-2: Defining Research Problem: Process of formulating Hypothesis; Research Design ; Sampling Design.

Unit-3: Collection , Processing & Analysis of Data , Design of Questionnaire; Testing of Hypothesis ; Parametric and Non-parametric Tests ; T-test, Z-test and chi-square test.

Unit-4: Multivariate Analysis Techniques; Multiple Regression Analysis; Discriminat Analysis; Factor Analysis, ANOVA.

Unit-5: Interpretation & Report Writing ; Importance & Techniques of Interpretation ; Significance of Report Writing ; Steps in Writing Report ; Lay-out of the Research Report ; Types of Report.

References

1. Panneerselvam – Research Methodology (PHI)
2. Research Methodology : Methods and Techniques, by C R Kothari
3. Quantitative Techniques for Managerial Decisions, Wiley Eastern Ltd , by U K Srivastava
4. Statistics for Management by Levin (PHI)

PAPER- 4. P.G. DIPLOMA HRM /MM /FM /DNM /POM /TTM

ORGANISATIONAL BEHAVIOUR

Unit-1 The Study of Organizational Behaviour: Focus and Purpose, Nature, Scope and Development, OB Models and Models of Man.

Unit-2 Personality:Determinants of Personality, Theories of Personality, Individual Difference, Matching Personality and Jobs, Personality and Organization, Perception: Meaning, Perceptual process, perception and O B

Unit-3 Learning and Behaviour Modification:Learning process, Theories of Learning, Attitude - Characteristics and Components of Attitude, Attitude and Behaviour, Attitude Formation, Measurement of Attitude, Attitude and Productivity

Unit-4 Motivation:Nature of Motivation, Motivation Process, Theories of motivation; Need Priority Theory, Theory X and Theory Y, Two Factor Theory, E R G Model, Limitations and Criticisms of Motivation Theories.

Unit-5 Leadership:Importance, Functions, Style, Theories of Leadership, Types. Communication:Importance of communication, communication Process, Barriers to Communication, Steps for improving Communication, Transactional Analysis

References

1. Stephen P Robbins - Organization Behaviour, (PHI)
2. L M Prasad - Organizational Behaviour, (Sultan Chand)
3. R Aswathappa - Organizational Behaviour, Himalaya Pub House
4. Michael, V.P. : Organisational Behaviour & Managerial Effectiveness (S.Chand)
5. S.S.Khanka-Organisational Behaviour (S.Chand).

PAPER- 4. P.G. DIPLOMA FM /BIM

ACCOUNTING FOR DECISION MAKING

Unit - 1 Accounting; The Language of Business; Accounting: An Information System; Users of Accounting information; Branches of Accounting; Financial Accounting; Generally Accepted

Accounting Principles; Accounting Standards; The Accounting Equations; Financial Statements

Unit – 2 Recording Business Transactions: Classification of Accounts; The Double Entry System; Journal And Ledger; Process of Recording; Cash and Bank; Bank Reconciliation Statement

Unit – 3 Trial Balance; Measuring Business Income: Revenue from sales, Cost of Goods Sold; Inventory valuation; Fixed Assets; Depreciation, Liabilities & Share holders Equities

Unit – 4 Preparation of Financial Statements: Profit & Loss Account, Balance Sheet, Cash Flow Statement

Unit – 5 Analysis and Interpretation of Financial Statements, Financial Ratios, Corporate Disclosure.

PAPER- 5. P.G. DIPLOMA HRM

HUMAN RESOURCE MANAGEMENT

Unit-1 Concept, Importance of HRM Emergence of HRM, Feature, Scopes, Relationship with line function, Role and functions of HR Managers, HRM Practices in India,

Unit-2 Human Resource Planning, Concept, Need, Method and Techniques, Market and HR Planning, Recruitment: Concept, Policy and Procedures, Sources, Selections, Concept, Policy, Types, Procedures, Induction: Concept, Objective.

Unit-3 Internal Mobility and Evaluation, Promotion: Purpose, types, Methods, Transfer: Concept Purpose, Types, Separation; Different Schemes and Practices. Performance Appraisal: Concept, Objective, Method. Practice with cases. Potential Appraisal: Practices with cases.

Unit-4 Compensation Management: Concept, Objectives Wages & Salary and incentives: Types and Practices Impact on Motivation.

Unit-5 Training & Development – Concept, Objective, Types, Methods and practices. Training Need Assessment & Evaluation Motivational impact, Skill up gradation, Competence building.

Books Recommended

1. Pattanayak – Human Resource Management. (PHI)
2. Kandula – Human Resource Management in Practice with 300 models, Techniques & Tools (PHI)
3. Personnel Management and Industrial Relations – R.S. Davar: Vikash Publishing House Pvt. Ltd.
4. Human Resource Management – Subba Rao: HPH

PAPER- 5. P.G. DIPLOMA MM

MARKETING MANAGEMENT

- Unit-1 Introduction to Marketing:** Meaning, Importance, Scope, Core Concept, Marketing Management Process, Marketing in Economic Development Process, Marketing Environment.
- Unit-2 Marketing Planning:** Identification of market, Market Segmentation, MIS, and M.R. Studying of Consumer Behaviour.
- Unit-3 Product Pricing Strategy:** Product, Product Classifications, Product Strategies, Product Life Cycle and Marketing Mix Strategy, Branding, Levelling and Packaging Strategies, Methods of Pricing and Strategy.
- Unit-4 Promotion and Placement Management:** Meaning, importance, scope and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Strategic functions of whole seller and retailer.
- Unit-5 Strategic Marketing:** in Practice, Marketing of Services, Rural Marketing, International Marketing and Cyber Marketing.

References

1. Philip Kotler - Marketing Management, 12th Edn , PHI
2. Sherlekar, S.A. Marketing Management, HIMALAYA.
3. Stanton : Fundamentals of Marketing.
4. Kotler & Arm Strong : Principles of Marketing (Asian Perspective)
5. Rajan Saxena - Marketing Management, Tata - McGraw Hill
6. Ramaswarny & Namakumari - Marketing Management, McMillan

PAPER- 5. P.G. DIPLOMA FM /BIM

FINANCIAL MANAGEMENT

- Unit-1 Financial Management :**Meaning, nature and scope of finance, Financial goal-Profit vs. wealth maximization, Finance functions- Investment, Financing and Dividend Decisions, Innovative finance functions.
- Unit-2 Capital Budgeting :** Nature of investment decisions, Investment evaluation criteria- Net present value, Internal rate of return, Pay back period, Accounting rate of return, Capital rationing, Risk analysis in capital budgeting.
- Cost of Capital:** Meaning and significance of cost of capital, Calculation of cost of debit, Preference capital, Equity capital and Retained earning, Combined cost of capital (weighted).
- Unit-3 Operating and Financial Leverage:** Measurement of leverages, Effects of operating and financial leverage on profit, Analyzing alternate financial plans, combined financial and operating leverage.
- Capital Structure Theories:** Traditional and M.M. hypotheses- Determining capital structure in practice.
- Unit-4 Dividend Policies:** Issues in dividend decisions, Walter's model, Gordon's model, M-M hypothesis, Dividend and uncertainty, Relevance of dividend, Dividend policy in practice, Forms of dividends, Stability in dividend policy, Corporate dividend behaviour.
- Requirement of Working Capital & Financing :**Meaning, significance and types of working capital, Calculating operating cycle period and estimation of working capital requirements, Financing of working capital, Source of working capital, Spontaneous Source and Negotiated Source,

Unit-5 Management of Working Capital: Dimensions of Working Capital Management, Management of Cash, Management of receivables and Management of Inventory.

References

1. Van Horn : Financial Management- Pearson Education.
2. I M Pandey - Financial Management, Vikash
3. Prasanna Chandra - Financial Management, TMH
4. Khan & Jain - financial Management, Tata McGraw - Hill
5. Banerjee: Financial policy and Management Accounting (PHI)
6. Sahoo, P K - financial Management, Pen Point Communication

PAPER- 5. P.G. DIPLOMA DNM

FOOD ,NUTRITION AND DIETETICS

- UNIT—1** Introduction of food and nutrition. (Definition, Function). Nutrients (Classification, Types and Functions).
- UNIT-2** Classification, Composition, Sources and Recommended allowance. Energy yielding foods (Carbohydrates and Fats). Body building foods (Proteins).
- UNIT—3** Balanced diet (Concepts and Components). Meal planning (Principles, Objectives and Factors affecting menu planning). Food groups (Importance, Nutritive value and Types).
- UNIT-4** Preparation of diet for special conditions (Infancy, Childhood, Adolescents, Pregnancy, Lactation and Old age).
- UNIT-5** Therapeutic Diets (Concept, Purpose, Principles, Classification and Factors responsible). Role and Responsibility of Doctor, Dieticians and Nurse. Dietary prescription and follow up, Counseling and Preparation of Diet chart.

PAPER- 5. P.G. DIPLOMA TTM

TOURISM IN ORISSA

- UNIT-1** An outline of History of Orissa from Ancient Time to Independence
- UNIT-2** History of Religions of Orissa : Jainism, Buddhisim, Saivism, Vaisnavism, Saktism, Bramho Dharma, Mahima Dharma, Christianity, Islam
- UNIT-3** Development of Art and Architecture in Orissa from 3rd century B.C. to 16th century A.D., Sculpture, Temple Architecture, Paintings, Important Archaeological Sites- Hindu,Buddhist & Jain
- Unit-4** Tour Potentiality, Wildlife, Natural Flora and Funna, Zoological and Botanical, Tourist attractions- Hills, Beaches, Waterfalls, Fairs and Festivals of Orissa : Music and Dance

forms, Textiles, Handicrafts and Paintings, Fairs and Festivals with special reference to Classical Dances, Textiles and Handicrafts.

Unit-5 Tourist Infrastructure in Orissa : Transport facilities- Air, Rail and Road, Accommodation for the Rich and Middle Class.

REFERENCE BOOKS :

1. History of Orissa - Das. P. C. (Kalyani)
2. An Advanced History of Orissa - Patra K. M. & Devi Bandita (Kalyani)
3. Orissa, People, Culture & Policy - B. B. Jena

2ND SEMESTER

PGDIPLOMA IN HUMAN RESOURCE MANAGEMENT

- Paper- 6** Human Resources Planning & Development
Paper- 7 Managing Employee Relation & Related Laws
Paper- 8 Management Of Training And Development
Paper- 9 International Human Resource Management
Paper- 10 Project Viva

PAPER- 6 HUMAN RESOURCES PLANNING & DEVELOPMENT

- Unit-1** HRP concepts, importance, objective, type of HR plan, HRP approaches, (Social demand approach, rate of return approach and man power requirement approach).
- Unit-2** HRIS importance, types, sources, and procedure of maintaining HRIS, Human Resource reporting, HR audit and HR accounting.
- Unit-3** HRD, Concept system, HRD matrixes climate, elements,
- Unit-4** HRD Interventions, Quality of Work life, Models
- Unit-5** Career planning concept objective process Career planning and Career development, Career planning Vs Succession planning.

References

1. Pattanayak – Human Resource Management – PHI
2. Manpower Planning and Development –Excel Publisher.
3. Kandula – Strategic Human Resource Development – PHI.
4. Arthur, M Career Theory Handbook Englewood cliff, Prentice Hall Inc 1991
5. Belkaoui, A R and Belkaoui, J M Human Resource Valuation; A Guide to Strategies and Techniques Greenwood, Quorum Books, 1995

PAPER- 7 MANAGING EMPLOYEE RELATION & RELATED LAWS

- Unit-1** Industrial relations concept and scope, approaches to IR, Different actors & role of state in IR, legal frame work of IR, Collective Bargaining, concept scope and values, Collective Bargaining in India,

worker participation management, concept approaches factors promoting WPM and Practice of WPM in India, Quality Circle

Unit-2 Labour legislation, need, objective, scope, growth, growth of labour legislation in India, impact of ILO & LL

Protective and regulative labour legislations, factory Act 48, Mines Act-1952.

Unit-3 Legislation concerning wages and bonus, Payment of Wages Act -1936, Minimum Wages Act-1948, Payment of Bonus Act-1965, Equal Remuneration Act-76,

Unit-4 Legislation concerning Industrial Relations: Industrial Dispute Act -1947, Trade Union Act-1926, Industrial Employment and standing order Act 46

Unit-5 legislation concerning social security, Workmen's compensation act 1923, Employee state insurance act 1948, Employees Provident fund act 1952, Maternity Benefit act 1961, Payment of gratuity act 1972, and Misc. Act 1996.

Reference Study

1. Gomez –Mejia – Managing Human Resource –PHI
2. Seperich & Mccalley6 – Managing Power and People – PHI.

PAPER- 8 MANAGEMENT OF TRAINING AND DEVELOPMENT

Unit -1 Concepts of training, comparison between training and development, concept of skill up gradation different aspects of trainings

Concept of learning, techniques of learning, adult learns principles and pedagogy, designing a learning environment

Unit-2 Concept of training need; identification of training need, methods of training and techniques of training, on the job, off the job, lecture, role play, case study, vestibule training, simulation techniques, in basket exercise, syndicate method, T group training, psychological lab, business game, activity based training, programme instruction training Choosing the right training techniques

Unit-3 Training aids; different type of training aids choosing the appropriate training aids Training module; concept, dimension and designing an appropriate training module.

Unit-4 Administrative procedure for training; Training file, need assessment form, feedback form, format for request letter for trainers and trainees, their certificate of participation and learning diary Training Calendar, Training Policy

Unit-5 Evaluation of Training effectiveness, assessment criteria

Reference Studies

1. FORD- Bottom Line Training – How to Design and Implement Successful Programs that boost profits –PHI.
2. Dr. B. Rathan Reddy “Effective HR Training and Development Strategy” HPH

PAPER- 9 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

- Unit-1** IHRM Difference between Domestic and International Manager, Issues in IHRM, Developing International Strategy, Understanding Culture, its coverage, determinants, Cross Cultural Theory (Halls & Lorange).
- Unit-2** Cross Cultural Negotiations, Planning and preparation parameter, Types and Strategy of Organisational Culture.
- Unit-3** International Business and IHRM: Approaches, Globalisation Approaches, Globalisation and the strategie, the competency required for International Managers.
- Unit-4** International Labour Market, Sources, Recruitment and Selection, Training, Types of Cross Cultural Training. Multinational performance management, Developing International staff and Multinational Team.
- Unit-5** International compensation system, Objectives, Approaches and practice, Expatriation and Repatriation process, Managing people in International Firms.

Reference Studies

1. S.C.Gupta Text Book of IHRM. McMillan.
2. Punnett- International Perspectives on Organizational Behaviour and Human Resource Management (PHI)

PAPER- 10 -- PROJECT VIVA

2ND SEMESTER

PGDIPLOMA IN FINANCIAL MANAGEMENT

- Paper- 6** Financial Market & Institutions
- Paper- 7** Merchant Banking & Financial Services
- Paper- 8** Security Analysis & Portfolio Management
- Paper- 9** International Finance
- Paper- 10** Project Viva

PAPER- 6 FINANCIAL MARKET & INSTITUTIONS

- Unit-1 Financial System:** Components of Indian Financial System, Institutions, Instruments, Market & Services, Nature and Role of Financial System, & Economic Development, Financial Sector Reforms.
- Unit-2 Capital Market:** Constituents, Functions, Capital Market instruments, New issue Market, Private Placement, Security Exchange Board of India, Regulation and Investor Protection
- Unit-3 Secondary Market:** Stock Exchange; Rules & Regulation of Trading & Settlement, Stock Market Reforms, Listing of Shares, Depositories System.
- Unit-4 Money Market:** Constituents and functions , Types of Money Market, Government Security Market, Money Market Instruments, Regulations of the Money Market.

Unit-5 Financial Institutions: Reserve Bank of India, Commercial Banks, Developmental Financial Institutions, Investment institutions, Role & Functions.

Reference Studies

1. Shashi K.Gupta, Nisha Aggarwal, Neeti Gupta, “financial Institutions and Markets” –Kalyani Publishers.
2. Fabozzi & Modigliani – Capital Markets Institutions and Instruments (3rd Edn) – PHI.

PAPER- 7 MERCHANT BANKING & FINANCIAL SERVICES

Unit-1 Financial Services:Introduction, Role & Functions. Merchant Banking:Concept, Functions, Growth, Policy Measures, SEBI Guidelines, Future of Merchant Banking in India.

Unit-2 Lease: Meaning, importance, types, evaluation of lease form the point of view of leaser and leases, leasing vs. Buy Decision.

Hire Purchase and instalment credit, types. Housing Financial: Sources and policies for housing finance.

Unit-3 Mutual Funds: Concept, different schemes, advantages, UTI: Objective, functions, Regulation of Mutual Fund, Role of UTI in Industrial Finance.

Venture Capital: Concept, and developments in India, Process and methods of financing

Unit-4 Factoring, Forfeiting, Credit Rating: Meaning and necessity methodology of credit rating. Factoring, Forfeiting,

Unit-5 Merger and acquisitions: Merger and take over, Main highlights, take over by bids and acquisitions, guiding principles, BIFR & Merger. Insurance Sector: Objective, Role, investment practice, IRDA: Role and Functions.

Reference

Banking By Gordon and Natrajan.

PAPER- 8 SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Unit-1 Introduction to Portfolio Management: Risk & Return in a Portfolio, Markowitz Model, Two & Multi Assets Portfolio, Sharpe Model.

Unit-2 Portfolio Selection Process : Optimal Portfolio, Concept & Determination, Utility Theory, Indifference Curve, Capital Assets Pricing Model & Arbitrage Pricing Theory, Efficient Market Hypothesis.

Unit-3 Building Fixed Income Security Portfolio- Bond VALUATION: Yield to Maturity, Duration & Immunisation, Valuation of Convertibles & Warrants, Bond Management Strategies

Unit-4 Fundamental Analysis : Economic, Industry, Company & Environment Analysis, Technical Analysis, Volume & Price Trends, Tools of Analysis, Derivative Instruments, Forward Futures, Options & Swaps

Unit-5 Evaluation of Portfolio Performance- Framework of Evaluating Performance, Measures of Portfolio Performance, Reward to Variable Measure, Measure Problems with Portfolio Management.

References

1. Kevin –Security Analysis and Portfolio Management -PHI

2. Jack Clark Francis - Management of Invest, McGraw Hill
3. Elton & Gruber - Modern Portfolio Theory and Investment Strategy, Willey
4. Shape Alexander Ballen - Investment, Eastern Economy Ed
5. Jordan and Fisher - Security Analysis and Portfolio Management, Prentice-Hall I
6. SAPM –VA Avdhani.

PAPER- 9 INTERNATIONAL FINANCE

Unit-1 International Monetary and Finance System:Importance of international finance, Bretton woods conference and afterwards, European monetary system – Meaning and Scope.

Balance of payment and International Linkages:Balance of payments and its components, International flow of Goods, Services and Capital.

Unit-2 Foreign Exchange Markets:Determining exchange rates, fixed and flexible exchange rate system, Exchange rate theories, Participants in the foreign exchange markets, Foreign exchange market spot markets, Exchange rate quotes, LERMS, Factors affecting exchange rates – spot rates, forward exchange rates, forward exchange contracts, Foreign exchange and currency possession, Information and Communication, Foreign exchange trades.

Unit-3 Foreign Exchange Risk:Transaction exposure, Transaction exposure and Economic exposure, Management of exposures – Internal techniques, netting, marketing, leading and lagging, pricing policy, asset and liability management and techniques.

Management of Risk in Foreign Exchange Markets: Forex derivatives – Swaps, Future and Option and Forward Contracts.

Unit-4 International Capital and Money Market and Instruments:Salient features of different international markets, GDRs, ADRs, IDRs, Eurobonds, Euro loans, CPs, Floating rate Instruments, Loan syndication and Euro deposits.

Unit-5 Multilateral Finance Institutions:Role of IMF, IBRD and other development banks, International investors and foreign investment institutions.

Reference Studies

1. Sharan – International Financial Management _-PHI

PAPER- 10 -- PROJECT VIVA

2ND SEMESTER

P.G. DIPLOMA MARKETING MANAGEMENT

- | | |
|------------------|---------------------------------------------|
| Paper- 6 | Consumer Behaviour |
| Paper- 7 | Advertising and Promotion Management |
| Paper- 8 | Sales & Distribution Management |
| Paper- 9 | Product & Brand Management |
| Paper- 10 | Project Viva |

PAPER- 6 CONSUMER BEHAVIOUR

- Unit-1** Introduction: the application of consumer behaviour, principle to strategic marketing, Consumer Research, Consumers Psychographics; Constructing a Psychographic inventory, application of psychographic analysis
- Unit-2** The nature of consumer's attitude; structural models of attitudes, measurement of attitudes, social class and consumer behaviour; the measurement of social class, life style profiles of the social classes
- Unit-3** The influence of culture on consumer behaviour, characteristics of culture, the measurement of culture personal influence and the opinion leadership process; measurement of opinion leadership
- Unit-4** Consumer Decision making; Four view of consumer - Economic man, Passive Man, Cognitive Man, Emotional Man, Consumer Decision Process, Comprehensive Models of Consumer Decision Making; Nicosia Models Howard - Sheth Model, Engel - Kollat - Blackwell Model.
- Unit-5** Diffusion of innovations; the diffusion process, the adoption process, a profile of the consumer innovator consumer behaviour, application for profit and Non profit service Organisation

References

1. Solomon –Consumer Behaviour-Buying, Having & Being. PHI.
2. Assael H Consumer Behaviour and Marketing Action, Ohio, South Western, 1995
3. Engle, J F etc Consumer Behaviour Chicago, Dryden Press, 1993
4. Howard, John A etc consumer Behaviour in Marketing Englewood Cliffs, New Jersey, Prentice Hall Inc , 1989

PAPER- 7 ADVERTISING AND PROMOTION MANAGEMENT

- Unit-1** Advertising and the marketing process, Media planning and selection, Campaign planning and launching.
- Unit-2** Message designing and development. Advertising budgeting, Corporate Advertising.
- Unit-3** Client-Agency Relationship - The role and working of an Ad Agency.
- Unit-4** Measurement of Advertisement Effectiveness - DAGMAR Approach. Pre-Testing, Post-Testing Techniques of measuring Ad. Effectiveness.
- Unit-5** Sales Promotion- Consumer Promotion, Dealer Promotion, Sales Force Promotion. Sales force planning and execution. Recent trends. Elementary knowledge of public relations.

References

1. Sharma & Singh –Advertisng, Planning & Implementaion – PHI
2. Wells, Burnett, Moriarty – Advertising –Prin & Practice. PHI.
3. Wright, Farner and Zieglar - Advertisin
4. Chunawalla and Sethia - Advertising Management –(HPH)
5. S.A.Chunawala - HPH

PAPER- 8 SALES & DISTRIBUTION MANAGEMENT

- Unit-1** Introduction to Sales Management- Understanding Basics of Selling- Meaning, Importance and Scope, Selling, Salesmanship, Selling Process, Selling Skills
- Unit-2** Sales Organisation and Territory Management- Importance of Sales Organisation, Types of Sales Organisation, Rates, Responsibilities of Sales Manager, Sales Forecasting and Budgeting, Territory Management, Sales Quotas, Sales Displays and Sales Promotion
- Unit-3** Sales Force Management- Meaning, Importance of Sales Force, Recruitment, Selection of Sales Force, Training, Compensation, motivation, Performance Education and Controlling of Sales Force
- Unit-4** Distribution Management- Introduction to Indian Distribution System, Factors in Designing Strategic Distribution System, Logistics, Managing Physical Distribution System
- Unit-5** Management of Channels of Distribution - Meaning and Importance of Channel Members, Designing Channel Strategies, Management of Whole selling, Management of Retailing, Horizontal and vertical Marketing System

References

1. STILL, Cundiff, Govoni – Sales Management : Decision, Strategies & cases (5th Edition) PHI.
2. R L Spiro, W J Stanton, G A Rich “Management of a Sales Force”, Tata McGraw Hill Publication
3. D Jobber and L Lancaster, “Selling and Sales Management”, Pearson Publishing House
4. Chunawalla, “Sales Management”, Himalayan Publishing House
5. S L Gupta, “Sales Distribution Management”, Excel Book
6. T Panda, S Sahadevan, “Sales and Distribution Management”, Oxford
7. Das Gupta- Sales Management – In the Indian Perspective, PHI.

PAPER- 9 PRODUCT & BRAND MANAGEMENT

- Unit-1** New Product development process, Research techniques used in the process, Product development strategies: Idea generation, Concept, Concept testing, Concept evaluation, Product testing, Pre-test Marketing and Test Marketing, Launching strategies for new Product
- Unit-2** Product lifecycle Management, Production Portfolio Analysis and Management, Industrial Products and Consumer Products, Shopping (Durable) goods and services and convenience (FMCG) goods and services, Specially goods and services
- Unit-3** Underst and Brands - Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning; Brand Equity, Value addition from Branding - Brand - customer Relationships, Brand Loyalty and Customer Loyalty
- Unit-4** Managing Brands; Brands Creation, Brand Extensions, Brand-product Relationships, Brand Portfolio; Brand Assessment through Research - Brand Identity, Position, Image, Personality Assessment and Change
- Unit-5** Brand Revitalisation; Financial Aspects of Brands; Branding in Different Sectors: Customer, Industrial, Retail and Service Brands

References

1. Majumdar-Product Management in India –PHI.

2. Aaker, David, A, Managing Brand Equity, New York, Free Press, 1991
3. S.A.Chunawalla. "Product Management". HPH.

PAPER- 10 -- PROJECT VIVA

2ND SEMESTER

P.G. DIPLOMA TOUR AND HOSPITALITY MANAGEMENT

Paper- 6	Tourism & Travel Trade
Paper- 7	Hotel Management
Paper- 8	Tourism Marketing, Event Management
Paper- 9	Tour Organizations & Travel Management
Paper- 10	Project Viva

2ND SEMESTER

PAPER- 6 TOURISM & TRAVEL TRADE

UNIT-I Definition & Historical Development, Forms of Tourism, Inbound & Outbound, International & Domestic, Adventures & Sports, Cultural, Health, Commercial, Research & Educational, Wildlife & Eco Tourism

UNIT-II Industry, Nature & Characteristics, Components, Economics of Tourism, Implication & Significance, Attraction; Alternation, Transport, Accommodation, Shopping, Entertainment, Infrastructure & Hospitality

UNIT-III Destination & Attraction : Tourist Spots, The elements of Tourist Destination & its Understanding, Activities, Influence on Tourist flows & Planning, Concepts & Patterns of Destination use

UNIT-IV Tourism Products : It's difference from other types of consumer products, elements & characteristics of Tourism Products, Product Life Cycle, Natural & Man-made attractions, Special interest tour; Ethnic Tourism, Rural Tourism, Theme Parks etc.

UNIT-V Present State of Indian Tourism : Case Studies of Rajasthan, Goa & Kerala, Emerging Trends & New Thrust Areas (Innovations such as House Boating, Herbal Treatment, Resorts, Train Tourism etc.)

Reference Books

1. Tourism & Hoteling - M.S. Negi
2. Tourism - Rob Davidson - (ELBS)
3. Travel & Tourism Management- Ghosh, Biswanath
4. Professional Hotel Management - Jogmohan Negi

PAPER- 7 HOTEL MANAGEMENT

UNIT-I Evolution of Hotel Industry : Types of Hospitality Industry & Catering Industry,

UNIT-II Types of Hospitality : Rooms & Accommodation, Product Details, Service Details, Accommodation Planning, Classification of Hotel, i.e., Camping, Caravan, B & B, Pension /Guest House/ Boarding House/Resorts Motel, Inn, Budget; Mid price, Types of Hotel : Casino, all Suit Hotels, Heritage Hotels, Prime Planning : Conferences and Banqueting.

UNIT-III Operations : Internal Operations, Departmental wise in Hospitality Industry, Front Office, House Keeping, Food & Beverage, Maintenance, Productions

UNIT-IV Accommodation Tariff, GIT, FIT, Check in & Check Out, Rack rate, seasonal and off-seasonal rate, Travel agency coordination towards Hotel booking, Reservation formalities, Hour rules of the Hotel, Registration, Cancellation

UNIT-V Present state of Indian Hotels : Emerging trends & New thrust areas like Eco Friendly Hotels, Motels, Time shares, Boatels and Luxury Cruise, Herbal Treatment resort.

Reference Books

1. Food & Beverage Service Manual - Andrewes (TMGH)
2. Hotel Housekeeping Training Manual - Andrewes (TMGH)
3. Hotel Front Office Training Management - Andrewes (TMGH)
4. Marketing & Sales Techniques in Hotel - Jagmohan Nagi (S.Chand & Co.)
5. Professional Hotel Management - Jagmohan Nagi (S.Chand & Co.)
6. The Waiter - John Miller
7. Introduction to Tourism & Hotel Industry : With Special Focus on Hotel Front Office Management -
8. Zulfikar, A. K

PAPER- 8 TOURISM MARKETING, EVENT MANAGEMENT

UNIT-I Meaning & Scope of Marketing, Modern Concepts of Marketing, Difference Between Marketing of Products and Services, An Overview of Indian Markets, Marketing strategy, Target marketing, Positioning, 8 p's of Marketing, Market Research & its Procedure, Demand Forecasting, Promotion Mix-Advertising, Advertising Sales Promotion & Publicity, Pricing Policy, Distribution System in Travel & Tourism

UNIT-II Managing the sales force, Selecting sales strategy, Salesmanship, Motivating Professional Sales Force, Marketing evaluation & Control, Intimating to the concept Travel & Insurance Agency & Embassy

UNIT-III Event Management: Importance of Event Management., Introduction to Meeting, Meeting incentives, conventions & exhibition ,

UNIT-IV Definition of Conference & Components of Conference, Corporate Meetings, Festivals & Cultural Events : Organising, planning & Managing of Different types of Festivals like New Years Day, Christmas Celebration, Holi, Diwali etc. , knowledge of different marriage events & its celebrations.

UNIT-V Trade shows & Exhibitions , principal Purpose, Types of shows, Benefits, Participants, Organisation & Membership, Evaluation of Attendees, Residential Conference Arrangement and making their check list and other requirements, Cruisers event management.

PAPER- 9 TOUR ORGANISATIONS & TRAVEL MANAGEMENT

UNIT-I Importance of Tour Organisation and Travel Management. , Types of Travel Agencies & Tour Operations & Their Organisational Setups, Present Trends and Patterns, Prospectus, Problem and Issues, the Indian Travel Agencies and Tour Organisations an Overview

UNIT-II Setting up of a Travel Agency, Market Research & Investment Provision

UNIT-III Preparing Feasibility Report, Procurement of Legal Certification for Setting of a Travel Agency, Affiliation Membership from Reputed Association like IATA, UFTA, TAAI, WATA, FHRA etc.

UNIT-IV Functions of a Travel Agency, Understanding Functions of a Travel Agency, Travel Information, Documentation, Planning & Casting Tours, Ticketing Product Promotion and Other Miscellaneous Works, Customer's Service & Use of Foreign Language & its Incentives, Sources of Income, Commission, Service Charges Make up on Tours.

UNIT-V Organizational Structure of Standard Agencies Such as SITA / TCI / SOTC / SHIKHAR, International Conventions- Warshaw Convention 1929, Chikago 1944, Brussels Convention 1961, Berne Convention 1961-66.

Reference Books

1. Tourism Development Principles & Practices - A. K. Bhatia
2. Tourism - Rob Davidson

PAPER- 10 -- PROJECT VIVA

2ND SEMESTER

P.G. DIPLOMA DIETETICS AND NUTRITION MANAGEMENT

- Paper- 6 Human System Management**
Paper- 7 Therapeutic Management
Paper- 8 Microbial Management and Food Industry
Paper- 9 Public Health Policy & Management
Paper- 10 Project Viva

PAPER- 6. HUMAN SYSTEM MANAGEMENT

Unit-1 Introduction to human body, Cell –Structure, Characteristics, Reproduction, Function.

- Unit-2** Respiratory System – Structure and functions of respiratory Organs (Nose, Larynx, Trachea, Bronchi and Lungs) Types of respiration – Pulmonary and Tissue.
- Unit-3** Digestive System – Structure and functions of digestive Channel (Teeth, Tongue, Salivary Gland, Liver, Pancreas, Gall Bladder, Oesophagus, Stomach, Small and Large intestine), Digestion and absorption of nutrients – Proteins, fats and carbohydrates.
- Unit-4** Circulatory System – Blood – Composition, Functions, Blood Clotting, Blood Groups, Blood vessels, Heart – Structure, Functions, Blood pressure, pulse rate and Cardiac Cycle.
- Unit-5** Excretory System - Structure and function, renal organs-Kidney, Ureter, Urinary bladder, Composition and formation of urine.

PAPER- 7. THERAPEUTIC MANAGEMENT

- Unit-1** Nutritional Status (Introduction and Maintenance of nutrition and status). Deficiency diseases (Protein energy malnutrition, Underweight, Vitamin and Mineral deficiency) Causes, Symptoms and Preventive measures.
- Unit-2** Dietary modification (Objectives, Types of modified diet- according to consistency and nutrients). Modification of normal diet, Routine hospital diet, Special feeding methods, Pre and Post operative diets.
- Unit-3** Modification of diets in fever, infection (T.B.), Surgery, Injury, Allergy, Sports and Underweight.
- Unit-4** Causes, Symptoms and Prevention of Peptic ulcer, Arthrosclerosis, Hypertension, Nephritis, Cirrhosis of liver and Diabetics.
- Unit-5** Modification of diet in Peptic ulcer, Arthrosclerosis, Hypertension, Nephritis, Cirrhosis of liver and Diabetics.

PAPER- 8. MICROBIAL MANAGEMENT AND FOOD INDUSTRY

- Unit-1** Introduction to microbiology. Characteristics, Types of microorganisms- Bacteria, Fungi, Virus, Algae, Moulds, Yeasts and Parasites.
- Unit-2** Food degradation- Introduction, Definition, Factors influencing growth of microorganism, Control of microorganisms, Symptoms of degradation (Fresh, dry and preserved food).
- Unit-3** Infective agents in food, Chemicals, Antibiotics, Metal contamination and Toxic foods. Food allergy- Types and causes, Food adulteration and Food hygiene (Criteria for receiving safe food).
- Unit-4** Food Technology and its hazards (Chemical hazards)- Preserving agents, Coloring, Sweetening and Flavoring agents, Antioxidants, Antibiotics and Pesticides. Radiation hazards through irradiation of foods, Natural radiation fall out (Iodine-131, Strontium-90, and Cesium-137).
- Unit-5** Control of food quality. Indian standard (Compulsory standards, Voluntary standards, Agmark, I.S.I and F.P.O). Adulteration, Misbranding and Municipal Health Laws.

PAPER- 9. PUBLIC HEALTH POLICY & MANAGEMENT

- Unit-1** Nutritional Disorder- Concept, Causes (Insufficient food production, climatic irregularities, Soil erosion, inefficient farming, Poverty, low SES, ignorance, lack of transport and religious Custom).
- Unit-2** Nutritional Disorder and Prevention- Education in Nutrition (Rural and Urban) Types of Nutrition education – Education in mother craft, (Maternity care, Home economics, Community education), professional education- (Nursing, Dieticians Nutritionists).
- Unit-3** Natural calamity- Famine- Causes, Effects of famine, Famine relief and food requirement, Prevention of epidemics and treatment.
- Unit-4** National Nutrition Policy-SFP (Supplementary feeding programme)- Mid-day meal programme, Special Nutrition Programme, Applied Nutrition Programme, Food Security Programme (FSP) – Food for work programme, Antyodaya Anna Yojana
- Unit-5** Environmental Pollution- Introduction, Types of Pollution, Types of Pollution- Air, Water, Pesticide, soil, and its measures, Nutrition Programmes for rural people.

PAPER- 10 -- PROJECT VIVA

2ND SEMESTER

P.G. DIPLOMA PRODUCTION & OPERATION MANAGEMENT

- Paper- 6** Total Quality Management
- Paper- 7** Purchasing & Material Management
- Paper- 8** Operation Planning Control
- Paper- 9** Technology Management
- Paper- 10** Project Viva

PAPER-06 TOTAL QUALITY MANAGEMENT

- Unit-1** Concept of total Quality Cost of Quality, Evolution of total Quality management, Components of Total Quality loop, principles of TQM, organisational changes for adopting TQM.
- Unit-2** Concepts on SQC Acceptance Sampling and Inspection Plans Statistical process control.
- Unit-3** Quality Management Systems, Lead Assessment and ISO9000 standards Basic approach of ISO 9000 and TQM principles and objectives Applicability and areas of coverage of ISO - 9000 standards.
- Unit-4** Strategic tools and techniques for TQM, Quality function Deployment (QFD), Failure Mode and Evaluation analysis (FMEA), Quality circle, Zero-defect programme, concurrent engineering, Taguchi's Quality loss function Affinity Diagram K J method, Q-7 tools, bench marking, Business programme reengineering, principles and tools, six-sigma.

Unit-5 Functional Linkage of Quality with reliability and maintainability, Failure analysis (FTA / FMEA) optimum maintenance decisions Total Production Maintenances (TPM), quality audits, Performance evaluation of TQM.

References

1. Mukherjee : Total Quality Management (PHI)
2. Kulneet Suri, Total Quality Management, Principles and Practices, Tools and Techniques- S K Kataria and Sons
3. K C Arora- ISO 9000 to OHAS 18001- S K Kataria and Sons
4. J S Oakland, Butterworth- Heinemann- Total Quality Management-Oxford

PAPER-07 PURCHASING & MATERIAL MANAGEMENT

Unit-1 Management of materials in production system:concept scope and methods, Objective and Organisation of Material Management

Unit-2 Purchase system and procedures:Objectives , Purchasing functions, Purchasing policies and decisions, Make or Buy Vender selection and Rating, Timing of Purchase, Price determination, Purchase procedures and system Public Purchasing and tendering.

Unit-3 Inventory Management:Introduction of inventory Systems, Functions of Inventory and Relevant Cost Concept, Classification of Inventory Systems Inventory Models : Deterministic, Discount, EOQ, EBQ , MRP-I, Selective Inventory Management ABC, VED , FSN , PQR etc

Unit-4 Stores Management:Introduction stores functions stores organisation, stores system and procedures : Identification system, Receipt System, Store system, Issue system Stores Accounting and Verification system, Stores address system, Stores location and layout Store equipments, Automated Storage and retrieval Standardisation Codification

Unit-5 Waste Management:Introduction, Scope, Objectives, Interrelation between Waste Management and resource Management, Classification of Waste Wastavity and its measurement Organisation of Waste management Waste reduction approach, Waste collection, Recycling Waste disposal system

Books Recommended

1. Gopala Krishnan & Sundaresan –Materials Management an Integrated approach. PHI.
2. Chitale & Gupta- Materials Management : Text & Cases. PHI.
3. Dobler D W Etc - Purchasing and Material Management , New York , Mc Graw Hill
4. Dutta A K - Integrated Material Management- PHI

PAPER-08 OPERATION PLANNING CONTROL

Unit-1 Operations planning and controlling functions. Operation control and information flow, Integrated operating Control information system.

Unit-2 Forecasting: Qualitative forecasting, Time series prediction using regression, Exponential smoothing, Seasonal forecasting, cyclic forecasting, forecasting error analysis, Box Jerkins approach.

Unit-3 Aggregate planning concept. Graphical / Table approach, empirical approach, optimization approach, pre-meiotic approach to production planning, desegrate into a master schedule, MRP-II.

- Unit-4** Sequencing and scheduling: overview, Job shop scheduling process, scheduling of tasks on single processor, and multiple processors, priority rule, sequencing rule.
- Unit-5** Scheduling with resource constraints: Allocations of single and multiple resource, resource balancing, line balancing, Helgeson-Birries approach. Region approach, Stochastic mixed product line balancing, personnel scheduling.

References

1. Bedworth and Bailay - Integrated production Control Systems Management, Analysis and Design, John Wiley.
2. Dilworth - Operations Management- McGraw Hill.
3. Schroeder - Operations Management - McGraw Hill.
4. Buffa and Miller- Production Inventory Systems Planning and Control, D. Irwin.
5. Chase, Aquilano, Jacobs- Production and Operation Management-TMH.

PAPER-09 TECHNOLOGY MANAGEMENT

- Unit-1** Basic Concepts , Concept Technology, Role and importance of technology Management in India, Technology lifecycle, Science and technology policy statements of government Technology and Socio-economic planning, Technological change Macro effects of change
- Unit-2** Technology forecasting: Need, Role, Methodologies of forecasting, Various Forecasting Methods
- Unit-3** Technology Strategy: Technology Generation, Technology Development
- Unit-4** Technology transfer: Models of Transfer, Modes of Transfer, Search strategy, transfer package, agreements technology absorption, Concepts, Constraints, Management of Absorption, Govt initiatives
- Unit-5** Technology assessment methods, Technology evaluation Diffusion of Technology Strategy, Mode appropriate technology

References

1. Hawthorne- The Management of Technology, McGraw Hill
2. Twiss- managing Technological Innovation, Pitman
3. Desai- Technology Absorption in Indian Industry- Wiley Eastern
4. Betz- Managing Technology, Prentice Hall
5. Rohatgetal- Technological Forecasting, Tata McGraw Hill
6. Sharif Nawaj- Technology Policy formulation and Planning : A reference manual APCTT
7. Tushar and Anderson , Managing Strategic Innovation and Change, Oxford University Press
8. C.S.V.Murthy (HPH)

PAPER- 10 -- PROJECT VIVA

2ND SEMESTER

P.G. DIPLOMA BANKING & INSURANCE MANAGEMENT

Paper- 6 Management of Banking & Insurance Companies

Paper- 7	Risk & Claims Management
Paper- 8	Banking and Insurance Laws
Paper- 9	Banking and Insurance Marketing
Paper- 10	Project Viva

PAPER- 6 MANAGEMENT OF BANKING & INSURANCE COMPANIES

- Unit-1 Management of Banking Companies** Principles of Banking, Debitisation of Bank, Creation of Money, Present Structure of Commercial Banking system in India, Transaction, working during 1947 to 1991 and the after. **Principles of Insurance:** Definition of Insurance , Meaning and Definition of Risks
- Unit-2 Management Principles in Banks. Nature of Insurance Business:** Nature of Insurance contract Insurance Contract VS Wage sing Contract, Importance of Insurance- Uses of Insurance Business.
- Unit-3 Management of Deposit and Advances. Role of Development Officer:** Meaning - Importance of Development officer, Duties of Development officer.
- Unit-4 Investment Report** Nature of Bank Investment, **Role of Insurance Agents:** Meaning and Definition of Agents Recruitment and selection of Agents, Training of Agents, Duties of Agents, Code of Conduct for Agents, Rights of Agents, Essential Qualifications for successful Agents, Termination of Agents.
- Unit-5 Management of Finance** Bank Accounts, Records, Reports, Statement of Advances, Profit and Loss accounts, Balance Sheet and reports.**Management Principles in Insurance:** Management function in Insurance, hierarchy, Individual and group behaviour, Management of personnel of manager, Management process of selection, Training , Promotion etc.

PAPER- 7 RISK & CLAIMS MANAGEMENT

- Unit-1** Definition of Risk, Why Risk Management? Risk identification- Why does risk arise and what to do with this? **Management of Risks** R. of Risks Management, Sources of Risk, Risk Identification,
- Unit-2** Various Kinds of Risks- Financial Risks and Non-Financial Risks, Process of Risk Management, Identification, Quantification, Mitigation or Control, Monitoring and Reviewing **.Miscellaneous Claims Settlement** Health Insurance, Mediclaim Settlement of Claims, Property Insurance claims Settlement, Cattle. Insurance , Risk Settlement, National Agricultural Insurance Schemes, Settlement of Claims.
- Unit-3** Credit Risk- Transaction Risk, Portfolio Risk .Market Risk- Interest Rate Risk, Liquidity Risk, Forex Risk .Operating Risk Systematic Risk
- Unit- 4 Marine Claims Management** Kinds of Marine Losses, Notice to Abandonment, Effect of Abandonment Actual Total Loss- US- Constructive Total Loss- Average loss VS Particular Loss Claims Document, Rights of Insurer on Payments.

Unit-5 Claims on Fix Policies Various Types of Fix Policies Payment of Claims, Average Clause, Rights of Insurer. **Motor Vehicle Insurance Claims** Classification of Motor Vehicles, Kinds of Policies, Procedure for Settlement of Claims.

PAPER- 8 BANKING AND SURANCE LAWS

Unit-1 Banking Laws and Regulation Evolution of Banking Institution – Com. Bank, Co-op. Banks. **Insurance Services:** Registration of Insurance Companies, Investment norms, Preparation of Financial Statements licensing of Insurance Agent, Surveyor and Loss Assessors.

Unit-2 Negotiable Instruments Act.-1981. Reserve Bank of India -1934

Insurance Regulatory and Development Authority (IRDA) Opening up of the Insurance Industry trends and thrusts, Progress and prospects of Insurance Sector.

Unit-3 Insurance Advertisement and Disclosure, General Insurance, Re-instance, Assets-Liabilities, Protection of policy holders, Life Insurance Vs General Insurance, Insurance Brokers, Agents.

Unit-4 Capital Formation and Insurance Insurance as financial —, Insurance Vs other Financial Informations, Privatisation of Insurance Sector and Related Issues.

Extension of Insurance to Specialised and Cliché areas Health Insurance, Third Party Administrators, Pensions.

Unit-5 Banking Regulations Act 1949 ,Origin of the Act- Business of Banking Company, Capital requirements, Branch Licensing policy, Winding up and amalgamation of Banking companies. **Banking System in India**, The Banking Companies acquisition and transfer of undertakings act 1970 and 1980 state Bank of India act 1955 State Bank of India associates Banks act 1959, Banking reforms as per Narasimha Committee 1 and 2, Foreign Banks, OH and New Generation Private Sector Banks, Banking Schemes SAFRES.

PAPER-9 BANKING AND INSURANCE MARKETING

Unit-1 Meaning & Scope of Marketing, modern concepts of marketing, Marketing strategy, STP approach, differences between goods & services marketing, Marketing environment with references to Banking & Insurance in India. Customers expectation & orientation with references to Banking & Insurance in India.

Unit-2 The concept of Bank Marketing & insurance marketing, formulation of marketing mix for banking and insurance sector, Promotion strategy for banks and insurance sector,, relationship marketing, behavioural profile of customers, factors influencing customer behaviour , Basic problems in life insurance marketing.

Unit-3 Product, New product development process ,product life cycle, branding, methods of pricing and strategy with references to Banking & Insurance in India

Unit-4 Promotion mix, managing the sales force, selling process, selling skill, distribution strategy with reference to banking and insurance sector.

Unit-5 Delivery of services, the process and measurement ,understanding of service quality and building customer relationship. Case studies from Banking & Insurance sector.

References

1. Marketing Management. - Philip Kotler
2. Service Marketing - Zeithamal & Bitner.
3. Bank Marketing - S.N.Jha

PAPER- 10 -- PROJECT VIVA