

## **IM 801**

### **TOTAL QUALITY MANAGEMENT (TQM)**

#### **Course Objective:**

After successful understanding of TQM principles, tools and techniques, the students will be able to apply this knowledge as management executives and contribute as a member of team in improving the quality standards in industry/corporate sector.

#### **Course Contents:**

1. Quality definition, product quality, service quality, dimensions of quality, quality evolution.
2. Inspection QC, quality assurance, total quality control, other aspects of quality, reliability, maintainability and availability.
3. Concept of total quality.
4. Total quality management - definition, and guiding principles.
5. Quality management philosophies, Demming philosophies, Fourteen points of management, Juran philosophy, Quality trilogy, cross by philosophy comparison.
6. Cost of quality.
7. Quality management and ethics, quality culture.
8. Focusing on customers – internal and external customers.
9. TQM leadership
10. Quality improvement and problem solving, introduction to TQM tools and techniques, statistical process control
11. Kaizen, bench marking, quality systems – ISO 9001:2000

#### **References:**

1. TQM – K.S. Bhat
2. TQM – Besterfield
3. TQM – Ross
4. Quality – Donna, C.S. Summers
5. Quality Management – Goetsch
6. Principles Of Total Quality – Swift
7. Kaizen Strategy For Customer Care – Patricia Weillington

## **IM-803 H/FT-403H**

### **Performance Planning and Appraisal**

#### **Objective of the Course**

To help the students to comprehend what is meant in an organization by performance and how its planning is important in an organization with respect to attaining and maintaining a contented work force for the larger objective of having a competitive edge in the industry.

#### **Course Content:**

1. Overview: Challenges and opportunities
2. Prerequisites for an objective performance appraisal
3. Performance Appraisal basics :PA and expectancy theory, Defining performance Appraisal process, Absolute process, Relative Methods, MBO,
4. New objectives of PA
5. Developing performance appraisals
6. Performance appraisal in a government organization
7. Performance appraisal in a private industry
8. Project on Performance Appraisal
9. Road Ahead

#### **Test books & other references:**

- Organization Behavior by Robbins
  - Personnel / Human Resource Management by DeCenzo and Robbins
  - Handbook on Organizational Performance – Johnson and Redman
  - Designing and Managing HR Systems- Pareek and Rao.
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**IM - 803HM / FT- 403 HM**  
**HR AND PERFORMANCE PLANNING**

**Course objective:-** To make students aware of performance control mechanism in the organization.

**Course Content:-**

- 1) **HUMAN RESOURCE PLANNING:** - Definition, model for HR planning, forecasting demand and supply, planning for shortages & surplus, planning for new establishment, Managerial succession planning, Career planning.
- 2) **HR INFORMATION SYSTEM:-** Purpose of HRIS, uses of HRIS, Establishing an HRIS, approaches to evaluate an HRIS.
- 3) **HRD AUDIT:** - Meaning, Concept, HRD Audit Process, Parameters to be audited, audit results, preventive and corrective actions.
- 4) **INTRODUCTION TO PERFORMANCE AND POTENTIAL APPRAISAL:-** HRD and Performance Appraisal Systems, Identification of KPA's Self Appraisal.
- 5) **PERFORMANCE ANALYSIS PROCESS:-** Performance Rating, Counseling and Feedback.
- 6) **JOB ENRICHMENT:-** Quality of work life and role efficacy.

**Text Readings:-**

1. Designing and Managing HRS – Udai Pareek & T.V. Rao
2. HRD Audit – T.V. Rao
3. Performance Planning analysis and review - T.V. Rao
4. Redesigning Performance Appraisal System - T.V. Rao
5. Personnel Management – C.B. Mamoria



## **IM - 803MM / FT – 404 MM**

### **PRODUCT AND BRAND MANAGEMENT**

#### **Course Objectives:**

The objectives of this course are to discuss various concepts involved in learning Product and Brand Management for the success of any concern, to understand how the product manager implements business strategy in the marketplace and to acquaint the students with the process and strategies of new product management. The course also explores the methodology for managing the cohesive development and marketing of new products from idea inception to product discontinuation.

#### **COURSE CONTENTS:**

- 1. Product Management: Introduction and concept of product, Product components, objectives of Product Management, Roles of Product Manager.**
- 2. Product mix** and product line decisions, Growth strategies for the FMCG.
- 3.** Routes of new product development, Process of new product development, the latent factors behind marketing success and failure of any new product, Product elimination strategies
- 4. Brand Management:** Branding concept, Benefits of Branding, Brand perspectives, Characteristics of a Brand, Branding decisions
- 5.** Brand Personality: Introduction, concept Types and brand personality scale
- 6.** Brand Extension, Types of Brand extension, Strategies for successful brand extension
- 7.** Brand positioning and repositioning
- 8. Global branding: Concept, advantages and disadvantages**
- 9. Brand equity: Introduction and concept of brand equity, Cost based, price based, customer based Methods**
- 10.** Brand Loyalty: Concept, Loyalty pyramid
- 11.** Brand management and the future
- 12.** The Six myths of Branding

**Books recommended:**

1. Marketing Management by Philip Kotler.
  2. Product Management by R. Majumdar
  3. Strategic brand management by Kevin Lane Keller.
  4. Brand Management by Y.L.R.Moorthy.
- **Collateral Readings for Brand Management:**  
Doyle, P. (1989), “ Building successful brands : The strategic options” , Journal of Marketing Management.  
  
Kapferer, J.- N.(1997), Strategic Brand management.  
  
Brand Equity of “The Economic Times” newspaper.
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## **IM-804F/FT-405F**

### **FINANCIAL ENGINEERING & RISK MANAGEMENT**

#### **Objective of the Course:**

The focus is to provide an opportunity to develop a basic understanding of process of financial engineering, risk & risk management techniques, Derivatives & Derivative trading process for managing risk.

#### **Course Content:**

##### **Unit I: Introduction to Financial Engineering**

Scope of Fin. Engg., Tools of Fin. Engg. ,Factors contributing to Growth of Fin. Engg. Environmental Factors, Intra-firm factors.

##### **Unit II: Risk & Risk Management**

Types of Risk: Market Price Risk, Measuring exposure to price risk, Interest rate risk, Exchange rate risk, Risk Management: Why Risk Management, Hedge Ratios & their uses, Composite Hedging.

##### **Unit III: Tools of Financial Engineering**

Introduction to derivatives, Forward & Future Contract, Trading in Futures Market, SWAP, Options, Fixed Income securities, Recent Debt market innovations, Equity related Instruments & Hybrid securities, Asset Liability Mgt.

Leverage Buy Out (LBO), Arbitrage.

##### **Unit IV: Forward & Futures**

Forwards, Futures, Forward Rate Agreement, Market participants in futures market, Hedging using Futures Contracts, Valuation of Forward & Futures Contract, Stock Index Futures, their valuation, Hedging using stock Index futures contract .

## **IM-804 HA/FT-410H**

### **HUMAN RESOURCE PLANNING AND AUDIT**

#### **Course Objectives:**

This course will introduce students to different aspects of human resource planning and how it is helpful in giving organizations a competitive edge. The role of HRD audit and its impact on business improvement will also be examined.

#### **Course Contents**

1. Human Resource Planning: Definition, HR Planning, Model for HR Planning, forecasting Demand and Supply, Planning for Shortages, Surplus, Planning for New Establishment, Managerial Succession Planning, Career Planning.
2. Downsizing, HR information System: Purposes of HRIS, Uses of HRIS, Establishing an HRIS, Approaches to Evaluate HR Function.
3. HRD Audit: Meaning and Concept, Need, Designing HRD Audit Process, Parameters to be Audited, Audit Results, Preventive and Corrective Actions, Role in Business Improvement, Methodology and Limitations.
4. HRD styles and culture: OCTAPACE Culture, Importance of Top Management Styles in Building Culture, Auditing the HRD Culture, Auditing the Style of Top Management, Current Structures and Structural Alternatives.
5. HRD Competencies: Challenges, Professionalism in HR, Myths and Realities of HRD, Competencies Needed, Auditing HRD Competencies, individual interviews, Group interviews, Observation, HRD Audit instruments.
6. HR Performance and Benchmarking in Policy, Process and Management Styles, Benchmarking Analysis.

#### **Text Reading**

1. Donald Currie, “**Personnel in Practice for the New IPD-CPP**”, Blackwell, MA, 1997.
2. R. W. Mondy and R. M. Noe, “**Human Resource Management**”, Prentice Hall, London, 6<sup>th</sup> Ed., 1996.
3. T. V. Rao, “**HRD Audit**”, Response Books, New Delhi, 1999.

#### **Suggested Reading**

1. Satish Pai Ed., “**HRD Skills for Organizational Excellence**”, Bombay, Himalaya Publishing House, 1999.





## IM-804MA

### Strategies & Modeling in Marketing

#### **Objectives of course:**

The objectives of this course are to help the students to gain an understanding of concepts of marketing strategies and modeling, and their applications in real life corporate world with the help of case studies.

#### **Course Content:**

- 1. Strategic Marketing:** Basic concept of strategy, Strategic management, Strategic planning at corporate, SBU and operational level, Strategic marketing, Marketing management, Process of strategic marketing.
- 2. Strategic analysis:** Corporate appraisal, understanding competition, analyzing customers, scanning the environment.
- 3. Strategy Formulation:** Analysis models, portfolio analysis, strategy selection, segmentation, targeting, differentiation and positioning.
- 4. Market strategy:** Dimensions of market strategy, strategies for new, growing, mature and declining markets.
- 5. Product Strategy:** launch, relaunch, Positioning, repositioning, overlap, scope, design, elimination, and new product strategies.
- 6. Pricing Strategies:** Factors affecting prices, initiating and responding to price changes, New product, product mix, Discriminatory pricing strategies, formulating strategies for price leadership.
- 7. Distribution strategies:** Channel structure strategy, channel mix, modification, control and management strategies.
- 8. Promotion strategies:** Strategies for developing promotional prospective, Promotion mix strategies.
- 9. Implementation and control of marketing strategies.**
- 10. Marketing models:** science and marketing models, types, purpose and development of models, decision support models, theoretical modeling in marketing.
- 11. Application of models:** Consumer behavior, Organizational Buying, New product Development and advertising.

**Text Reading:**

1. Subhash C. Jain, 'Marketing Planning and Strategy', 'India : Thomson- South Western.
2. Ferrell, 'Marketing Strategy', India: Cengage
3. Lilien, G.L: Kotler Philip and Moorthy, K.S., ' marketing Models' India : PHI
4. Kotler Philip, 'Marketing Management' India : PHI
5. Kotler Philip, 'Marketing Management- a south asian perspective', India: Pearson

## **IM 805F / FT 403F**

### **INTERNATIONAL FINANCE**

#### **Course Objective:**

The focus of “**International Finance**” course is two fold- one, it develops an understanding of International Financial System. Two, it gives an insight into different dimensions in managing MNC’s. Specifically understanding of International Financial System and Business Environment.

#### **Course Contents:**

## **1. Growth & Evolution of International Business**

*Additional Readings:*

- “From trade to Investment”, Merchants to Multinationals by Geoffrey Jones, Oxford university press
- History of World Trade, by Mira Wilkins

## **2. International Monetary System**

- IMF, World bank, Asian Development bank etc.
- Exchange rate regimes

*Additional Readings:*

- [www.imf.org](http://www.imf.org), [www.worldbank.org](http://www.worldbank.org),
- Global Corporate Finance , Kim & Kim

## **3. International Trade & balance of payments**

*Class Discussion:*

“India’s BOP- critical analysis of Present and Present” *Website to be visited:* [www.rbi.org.in](http://www.rbi.org.in)

## **4. Foreign Exchange Management**

Foreign Exchange Market and Mechanism  
Determinants of Exchange rates (theories)  
Foreign Exchange Risk & Exposure  
Exchange Control Regulations & Role of RBI

*Cases:*

- Ken & Joan Morse
- Coimbatore Yarns Receivables
- Eurotunnel

## **5. Internal Examination I & Mid-term Review of Term Paper**

### **Management of MNC’s**

Foreign Direct Investment  
Drivers of MNC  
Strategic Entry Options to MNC’s

*Additional Readings:*

- Foreign Direct Investment: India, a case study, Yamini Karmarkar, G.Kawadia
- Cross-Border Management: Motivations & Mentalities, Bartlett & Ghoshal, Transnational Management, Irwin McGraw Hill Pub.
- Are MNC’s Safer, Journal of International Business, spring 86, vol 17, issue 1

*Case:* AT & T Consumer Products

## **6. Multinational Cash Management**

*Case:* British Metal Corporation

## **7. Multinational Capital Budgeting & Capital Structure**

*Additional Readings:*

- An Empirical Examination of MNC Capital Structure, Todd Burgman, Union College
  - MNC vs DC ;Financial Performance and characteristics, Journal of International Business, Fall 86, vol 17, issue 3
- Case:* Wiley International

## **8. Financing Foreign Operations**

*Case:* Reliance Industries Ltd: Global Financing Choices

## **9. International Banking Transactions for Export & Import**

## **10. International Taxation**

## **11. Internal Examination II & Submission of Term paper**

**Text Books & Other references:**

*Text Books*

- International Financial Management, P.G.Apte, Tata McGraw Hill
- Multinational Financial Management, Madhu Vij, Excel Publications

*Reference Books:*

- “International Financial Management”, Alan Shapiro
- “Global Finance”, Eng, Lee, Maur, Addison Wesley Ltd.
- “Global Corporate Finance”, Keith Pilbeam

*Journals:*

- RBI Bulletin
  - Journal of Foreign Exchange and International Finance
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## **IM - 805FM / FT – 403 FM**

### **INTERNATIONAL FINANCIAL MARKETS & INSTRUMENTS**

**Course Objective:-** The objective is to familiarize the participants to the International Financial Markets and the instruments available for financing the needs of the capital.

#### **Course Contents:-**

1. **EVOLUTION OF TRADE AND MONETARY SYSTEM:** - Barter System, Evolution of money and foreign trade.
2. **INTERNATIONAL MONETARY SYSTEM AND INSTITUTIONS:** - Need for institution to manage growing trade and fix exchange rate for currencies.
3. **FOREIGN TRADE AND BALANCE OF PAYMENTS:-** Growth of foreign trade and system of balance of payment to settle the transactions
4. **FOREIGN EXCHANGE MANAGEMENT:** - Structure of foreign exchange markets, Fixing of exchange rates.
5. **RESERVE BANK OF INDIA & EXCHANGE CONTROLS:** - RBI'S role as controller of foreign exchange reserves and its management.
6. **INDIAN AND INTERNATIONAL FINANCIAL MARKETS.**
7. **INSTRUMENTS OF FOREIGN FUNDING:-** FC loans v/s Bonds, FC notes, Fixed v/s floating rate notes, CP's, FDI, GDRs, ADRs.
8. **RISK MANAGEMENT IN FOREIGN EXCHANGE.**

#### **Text Books & Other references:**

##### *Text Books*

- International Financial Management, P.G.Apte, Tata McGraw Hill
- Multinational Financial Management, Madhu Vij, Excel Publications

##### Reference Books:

- "International Financial Management", Alan Shapiro
- "Global Finance", Eng, Lee, Maur, Addison Wesley Ltd.
- "Global Corporate Finance", Keith Pilbeam

##### Journals:

- RBI Bulletin
- Journal of Foreign Exchange and International Finance

IM-805M /FT 403M

## **INTERNATIONAL MARKETING**

### **COURSE OBJECTIVE:**

The objectives of this course are to help the students to gain an understanding of concepts of international marketing, types of international markets, demand and supply, position in international markets, import-export documentation, policies and procedure of foreign trade.

### **COURSE CONTENT:**

- 1. INTERNATIONAL MARKETING:** basis of international trade, theories of international trade, absolute advantage, comparative advantage and factor endowment theory, difference between domestic, international, multinational. Global markets, EPRG framework.
- 2. SCANNING OF INTERNATIONAL ENVIRONMENT:** social, political, legal, economic.
- 3. FACTORS AFFECTING INTERNATIONAL TRADE:** methods of entry, role of IMF and WTO in international trade.
- 4. FOREIGN TRADE POLICY:** EXIM policy, salient features of latest policy. Export documentation and procedures and institutional support for export promotion in India.
- 5. PRODUCT:** identifying new products, international product planning, product design strategy, product elimination, adoption and diffusion of new products, branding strategies.
- 6. PRICING STRATEGIES:** factors affecting international prices, methods of pricing, pricing an international product, transfer pricing.
- 7. DISTRIBUTION SYSTEM FOR INTERNATIONAL MARKETS:** direct and indirect channels, factors affecting international channel, international channel management.
- 8. PROMOTING PRODUCTS/SERVICES IN OVERSEAS MARKETS:** perspectives of international advertising, standardization v/s localization, global media decisions, and global advertising regulations.

### **TEXT READINGS:**

1. W.J.KEEGAN- "Global marketing management", new delhi, PHI, 5th edition 1997



2. SACK ONKVISIT AND JOHN SHAW, "International marketing analysis and strategies", new delhi, PHI, 1998
  3. SUBHAS S.JAIN, "International marketing management", Delhi, CBS Publishers Distributors, 1997.
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## **IM-806 HA/FT-407HA**

### **HR Based Business Process and Transformation**

#### **Course Objective:**

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

#### **Course Contents:**

1. **Innovation and Creativity:** Theories of innovation and creativity, managing people side of motivation, resistance to motivation, the creative process, releasing creativity, creative techniques of problem solving, the creative environment, creative organization, creativity training, introduction to learning organizations, Architecture of Learning Organization.
2. **Team Building:** Redesigning Work, Developing Teams, Building Teams Structure and Skills, managing Disruption and Conflict, Improving work process and work flow, Appraising Team Performance, Leading High Performance Teams.
3. **Total Quality Management:** History and Philosophy of TQM, TQ as a System, Step by step TQM Implementation Process, ISO 900 and ISO 4000 process Implementation and obtaining Certification, Malcom Baldrige Award criteria, Demings Award, Rajiv Gandhi Quality Award.
4. **Basic HR issues in TQM:** Leadership Vision and Continuous Process of improvement, Kaizan, performance appraisal and TQM, People Capability Maturity Model (PCMM), Quality HR Practices.
5. **Business Process Re-Engineering:** Basic Concepts, Process Mapping, Work flow Mapping, Effectively Applying BPR in the Organizations.
6. **Management Of Change:** Theories of Change, Leading Change, Resistance to Change, Change Process, Visioning, HRM and Culture.
7. **Knowledge Management:** Meaning, Application, Creating Knowledge Organization, Role of Chief Knowledge Officer in Organization.

**Text Readings:**

1. Pradip N. Khandwala, Fourth Eye: "Excellence Through Creativity", Wheeler Publishing, New Delhi
  2. Knoes B Stephen "Human Resource Management Perspective on TQM: Concepts and Practices, Milwaukee Kilsconsin, ASQC Quality Press latest edition, 1996.
  3. Robert A. Pato an James Mccalman, "Change Management: A Guide to Effective Implementaton" New Delhi, Response Books, 2000.
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## SERVICE MARKETING

### **Course Objective:**

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

### **Course Contents:**

1. **Services:** Service sector and Economic Growth, Service Concept, Classification of Service, Challenges in Service Marketing, Characteristics and Strategies for dealing with unique characteristics.
2. **Strategic Issues in Service Marketing:** Segmentation, Differentiation and Positioning of Services
3. **Marketing Mix in Service Marketing:** Product, Price, Place, Promotion, People, Physical Evidence and Process Decisions
4. **4. Designing a Service Strategy:** Service management Process; Internal, External and Interactive Marketing Strategies
5. **5. Managing Service Quality and Productivity:** Concepts, Dimensions and Process; Service Quality Models (Gronnos and Parsuraman) Application and Limitations, Productivity in Services, Customer Focus
6. **6. Applications of Service Marketing:** Marketing of Financial, Hospital, Health, Educational, Tourism, Telecom and IT, and Marketing for Non Profit Organizations and NGOs.

### **Text Readings**

1. Christopher H. Lovelock, “**Services Marketing**”, New Delhi: Prentice Hall of India, 3<sup>rd</sup> Edn., 1996.

### **Suggested Reading**

1. Ravi Shankar, “**Services Marketing**”, New Delhi, Global Press, 2<sup>nd</sup> Edn., 1998.
  2. V.A. Zeithamal and M.J. Bitner, “**Service Marketing: Integrating Customer Across the Firm**”, McGraw Hill, 2002.
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  2. V.A. Zeithamal and M.J. Bitner, “**Service Marketing: Integrating Customer Across the Firm**”, McGraw Hill, 2002.
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## **IM - 807MM / FT – 409 MM**

### **SERVICE MARKETING**

#### **Course Objective:**

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

#### **Course Contents:**

1. **Services:** Service sector and Economic Growth, Service Concept, Classification of Service, Challenges in Service Marketing, Characteristics and Strategies for dealing with unique characteristics.
2. **Strategic Issues in Service Marketing:** Segmentation, Differentiation and Positioning of Services
3. **Marketing Mix in Service Marketing:** Product, Price, Place, Promotion, People, Physical Evidence and Process Decisions
4. **4. Designing a Service Strategy:** Service management Process; Internal, External and Interactive Marketing Strategies
5. **5. Managing Service Quality and Productivity:** Concepts, Dimensions and Process; Service Quality Models (Gronnos and Parsuraman) Application and Limitations, Productivity in Services, Customer Focus
6. **6. Applications of Service Marketing:** Marketing of Financial, Hospital, Health, Educational, Tourism, Telecom and IT, and Marketing for Non Profit Organizations and NGOs.

#### **Text Readings**

1. Christopher H. Lovelock, “**Services Marketing**”, New Delhi: Prentice Hall of India, 3<sup>rd</sup> Edn., 1996.

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1. Ravi Shankar, “**Services Marketing**”, New Delhi, Global Press, 2<sup>nd</sup> Edn., 1998.
2. V.A. Zeithamal and M.J. Bitner, “**Service Marketing: Integrating Customer Across the Firm**”, McGraw Hill, 2002.





## IM 808F/ FT 404 FA

### BANK MANAGEMENT

#### Course objective:

The course aims at developing understanding about the various functions operations and activities of banking institutions. The course also covers application of basic finance concept to management of Indian banking institutes

#### ***COURSE CONTENTS:***

1. Bank's role as financial intermediaries, Basic Principles of Banking
2. **Evaluation of Bank Performance:** Introduction and analysis of financial statements of banks operating in India. Non-interest incomes and non-interest expenses in Indian banks. Key performance indicators for Banks CAMELS Ratings, alternative models of bank performance.
3. **Bank Customer Relationship:** Bank customer, Forms of bank customer relationship. Types of customer and their accounts. Bank's duties and rights, Termination of bank customer relationship.
4. Some Important **Legal Provisions** Relevant for Bankers.
5. **Sources of Bank Fund I-Deposits and Non Deposits:** Basic Concepts, types of Deposits, Deposit insurance, Deposit pricing, Non-deposit sources. Nomination facility of deposit accounts. Reserve requirement and computation of NDTL for banking system in India, Non deposits sources for banking system in India.
6. **Source of Bank Fund-II Capital:** Function of bank capital, Bank capital standards, Basel Committee.
7. **Use of Bank Fund-I Lending:** Purpose, security and modes of credit delivery, Broad steps to credit analysis, risk classification criteria, Fixed vs floating rate, Legal Aspect of Lending. Prudential norms, Loan sales.
8. **Use of bank fund II-Investment:** Basic concepts, VaR, Banks investment portfolio in India.
9. **High Tech Banking:** E Payment system and electronic banking
10. **Retail Banking:** Innovation in products and services in banking.

#### **BOOKS:**

1. "Management of Banking" - S. Scot McDonald and Timothy W. Koch, Thomson.
2. "Management of Banking and Financial Services" Justine Paul and Padmalatha Suresh, Pearson Education.
3. "Financial Institutions and Markets" L.M Bhole, Tata Mc Graw Hill Publishing Company, New Delhi.
4. "Bank Financial Management" S N Swastikar, Taxmann Publication Pvt. Ltd.

## **IM-808H/FT-412H**

### **Labour Law**

**COURSE OBJECTIVES:** The course is based on various important provisions of labour laws. The aim of the course is to give the students knowledge of various labour laws and its practical aspects, which will make them capable to handle the matters in practical business life.

#### **COURSE CONTENTS**

- **Industrial Disputes Act, 1947**

Introduction, meaning and definitions of important terms

Authorities under the act and their duties and powers

Reference of disputes to the authorities

Procedures for disposal of disputes, award and settlements

Provisions regarding strikes, lockout, layoff and retrenchments

Provisions relating to closure of undertakings

- **The Factories Act, 1948**

Meaning and definitions of important terms

Concepts of manufacturing process and occupier

Provisions relating to health, safety and welfare

Working hours and employment of women and young person

Special provisions relating to hazardous process

- **The Payment of Wages Act, 1936**

Definitions of important terms

Provisions relating to applicability of the act

Responsibility for payment of wages

Deductions, which may be made from wages

- **The Minimum Wages Act, 1948**

Objects and applicability of the act

Important definitions

Concept of minimum wages and relevance of paying capacity

Fixation and revision of minimum wages and its procedure

Advisory board and misc. provisions

- **The Trade Union Act, 1926**

**Objectives and important definitions**

Provisions regarding registration of trade unions

Funds, office bearers, membership rights and privileges

Alteration and change in name etc. and provisions regarding dissolution of trade unions.

- **The Workmen's Compensation Act, 1923**

Meaning, objectives and important definitions, Concept of “arising out of” and “in course of employment” and liability of employer in such cases, theory of notional extension of time and place, Concept of permanent and temporary disablement and liability of employers, Concept of occupational diseases, personal injury and accident and liability of employers in such cases., Remedies of employer against strangers, Provisions relating to compensation and responsibility of employer

- **An introduction to misc. Labour Laws**

The Payment of Bonus Act, 1965, The Payment of Gratuity Act, 1972, The Contract Labour (Regulation & Abolition) Act, 1970, The Employees State Insurance Act, 1948, The Employees Provident Fund & Misc. Provisions Act, 1952, The Industrial Employment (Standing Orders) Act, 1946,

**Readings: A Hand book of Industrial Law: N. D. Kapoor**

Industrial Laws: J.K. Bareja

Labour and Industrial Laws by P.K. Padhi

Study Material of The ICSI

**References: Labour Laws: P.L. Malik**

Bare Acts

**IM- 810 F/FT-407 F**  
**PERSONAL FINANCIAL MANAGEMENT**

**Course Objectives:**

To acquaint the students with the basic understanding of all personal financial planning related concepts and procedures and programs. Also to have understanding about insurance and its applicability in personal financial planning.

**Course Contents:**

1. Personal Finance:
  - Introduction
  - The Goal And Steps Of Personal Planning
  - Personal Financial Statements
2. Models Of Personal Finance:
  - 4 Stroke Model
  - Stair Case Model
  - Earning –Expenses Model
3. Managing Expense Mix: Personal Expenses, Personal Investment And Personal Charities
4. Principles And Importance Of Insurance In Personal Financial Planning
  - Principles Of Insurance
  - Principles Of Life Insurance: Uberrima Fide And Insurable Interest
  - Various Types Of Insurance: Their Importance In Personal Financial Planning, Their Characteristics, Corollaries Of Indemnity
5. Plan Of Life Insurance: Premium Computation, Surrender Value Computation, And Loanable Amount Computation.
6. Non Life Insurance: Fire, Marine, Motor, House Holds, Health, Etc. And Their Importance In Personal Financial Planning.
7. Claim Management.
8. Managing Personal Taxes: IT, Wealth Tax And Property Taxes Etc.
9. Managing Fixed Invest: House Buying, Bond Buying, Etc.
10. Consumer Credits, Credit Cards, Auto And Consumer Durables Loans And Personal Loans And Their Planning.
11. Some Special Schemes: Post Office Schemes, Government Schemes, Etc.
12. Cases In Personal Financial Management.
13. Presentation Of Projects.

**Reference:**

1. Personal Financial management Volume I, II, III by ICFAI
  2. Planning for Retirement by IIBF
  3. Insurance products and Services by IIBF
  4. Fundamentals of Insurance by P.K. Gupta, Himalaya Pub.
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## **IM - 810FM / FT -411FM**

### **PERSONAL FINANCIAL MANAGEMENT**

#### **Course Objectives:**

To acquaint the students with the basic understanding of all personal financial planning related concepts and procedures and programs. Also to have understanding about insurance and its applicability in personal financial planning.

#### **Course Contents:**

**I. Personal Finance:** - Concept. Goal and steps of Personal finance, Present Economic and Financial environment, Statement & record keeping of Personal finance, Personal Budget.

**II. Models Of Personal Finance:** 4 Stroke Model, Stair Case Model, Earning –Expenses Model

**III. Risk:** - Concept of risk, Types of risks and individual's risk management

**IV. Tools for Personal Financial Management:-** Expense sheet, Calculation of income level, Calculation of expenses

**V. Principles And Importance Of Insurance In Personal Financial Planning:** Principles Of Insurance, Principles Of Life Insurance: Uberrima Fide And Insurable Interest, Various Types Of Insurance: Their Importance In Personal Financial Planning, Their Characteristics, Corollaries Of Indemnity

**VI .Managing Investment:-**Understanding Investments, Investment return & security.

**VII. Personal debt management:-** Loan, housing loan, personal loan and other loans, repayment period, monthly installment, interest frequency

**VIII. A person's financial net worth:-**Net worth, Managing assets and liability, Taxes and tax planning

**IX. Personal finances:-**Teaching children, Creating savings account, lower bad debt , insurance policies.

**X. Some Special Schemes:** Post Office Schemes, Government Schemes, Etc.

**Reference:**

1. Personal Financial management Volume I, II, III by ICFAI
  2. Planning for Retirement by IIBF
  3. Insurance products and Services by IIBF
  4. Fundamentals of Insurance by P.K. Gupta, Himalaya Pub.
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# **IM - 810HM / FT -411 HM**

## **HR FOR BUSINESS EXCELLENCE**

**Course Objectives:** The Objective of the course is to acquaint students with the importance of HR role in business excellence and to offer insights into various mode of business excellence.

### **Course Content**

1.Theories Of Innovation, Innovation V/S Kaizem, Team & Its Types, Team Building & Its Process, Resistance To Team Building, Performance Evaluation For Teams, Teams V/S Groups, Small Group Activities (SGA) Like Quality And Kaizem Group

2.Total Quality Management: History & Philosophy Of TQM, Total Quality As A System, Step By Step TQM Implementation Process, ISO 9000 & ISO 14000 Process Implementation & Obtaining Certification, Malcon Bridge Award Criteria, Demings Award, Rajeev Gandhi National Quality Award

3. Problem Solving Tools & Business Process Re-Engineering (BPR): 7 QC Tools, BPR Meaning, Concept, Methodology & Its Implementation Of HR Intervention In BPR

4. TQM in Service & Manufacturing Industries: Understanding the Different Processes & Designing TQM Models For These Industries

5. Turnaround Mgmt. : Meaning, Types, Methodology & Implementation, Barriers To Turnaround & Methods Of Minimizing Them.

6. Change Mgmt.: Theories Of Change, Leading To Change, Resistance To Change, Change Proneness, Visioning, HRM & Culture Of Change

### **Text Readings:**

1. Pradip N. Khandwala, "Turnaround Excellence Theory & Cases", Response Books, New Delhi, 2001
2. Lt. Gen. Ahluwalia J.S (Ed.), "TQM: The Transforming Role Of Quality In A Turbulent World. ", New Delhi, Tata McGraw Hill, 1997
3. Madhukar Shukla, "Competing Through Knowledge", Response Books, New Delhi, 1999
4. Knouse B Stephen & Milwaukee Klisconsin, "Human Resource Management Perspectives On TQM: Concepts & Practices "

**Suggested Readings:**

1. Anthony R. Montbellow, "Work Teams That Works", Bestsellers, Usa, 1996
2. Charles N Weaver , "Managing The Four Stages Of Tqm: How To Achieve World Class Performance Asqc Quality Process"

**IM-810M/FT-405M**  
**PRODUCT AND BRAND MANAGEMENT**

**Course Objectives:**

The objectives of this course are to discuss various concepts involved in learning Product and Brand Management for the success of any concern, to understand how the product manager implements business strategy in the marketplace and to acquaint the students with the process and strategies of new product management. The course also explores the methodology for managing the cohesive development and marketing of new products from idea inception to product discontinuation.

**COURSE CONTENTS:**

- 1. Product Management: Introduction and concept of product, Product components, objectives of Product Management, Roles of Product Manager.**
- 2. Product mix** and product line decisions, Growth strategies for the FMCG.
3. Routes of new product development, Process of new product development, the latent factors behind marketing success and failure of any new product, Product elimination strategies
- 4. Brand Management:** Branding concept, Benefits of Branding, Brand perspectives, Characteristics of a Brand, Branding decisions
5. Brand Personality: Introduction, concept Types and brand personality scale
6. Brand Extension, Types of Brand extension, Strategies for successful brand extension
7. Brand positioning and repositioning
- 8. Global branding: Concept, advantages and disadvantages**
- 9. Brand equity: Introduction and concept of brand equity, Cost based, price based, customer based Methods**
10. Brand Loyalty: Concept, Loyalty pyramid
11. Brand management and the future
12. The Six myths of Branding

**Books recommended:**

1. Marketing Management by Philip Kotler.
2. Product Management by R. Majumdar
3. Strategic brand management by Kevin Lane Keller.

4. Brand Management by Y.L.R.Moorthy.

- **Collateral Readings for Brand Management:**

Doyle, P. (1989), “ Building successful brands : The strategic options” , Journal of Marketing Management.

Kapferer, J.- N.(1997), Strategic Brand management.

Brand Equity of “The Economic Times” newspaper.

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