

HS 751 Advance Statistical Techniques

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Unit-I

Basic Statistical Techniques: Measure of Central Tendency, Dispersion, Skewness and Kurtosis.

Unit:II

Univariate Analysis: Introduction. Logic of hypothesis testing Parametric Test: Z Test, t-test and f-test for analysis of variance. Non-parametric tests: chi-square test, MCNE-mar test; Kolmogorov-Smirnov test; Kruskal wallis test: Friedman's two-way ANOVA and Kendal's Coefficient of concordance (w)

Unit III

Bivariate Analysis: Introduction, correlation, simple linear regression Model, fitting of a Simple Linear Regression Model. Non-Parametric methods of Association, Spearman's Rank correlation Coefficient (rs), kendall's Tau and contingency coefficient.

Unit IV

Analysis of experimental Data: Analysis of single factor experiments. Single factor Randomised Blocks design. Latin square Design, completely Randomized 2x2 factorial Design.

Unit V

Multivariate Analysis of Data: Multiple Regression, overcoming multicollinearity, discriminant analysis, canonical correlation Analysis, path analysis, conjoint analysis, Factor analysis; multi-dimensional scale and cluster analysis

Unit VI

Analysis of Time Series: Meaning and components of time series, Methods of estimating trend – the semi average method, the moving average method and the least squares method. Fitting of straight line, second and third degree equations. Fitting of the modified exponential curve, Gompertz curve and the logistic curve. Measurement of Seasonal, Cyclical and irregular variations.

SUGGESTED READINGS

1. Taro Yamane, Statistics. Harper International.
2. M.R. Spiegel. Theory and Practice of Probability and Statistics, Schaum's outline series, McGraw Hill.
3. A.L Nagar and R.K. Das. Basic Statistics, Oxford University Press, New Delhi.
4. George Snedecar and W.G. Chockrane. Statistical Methods. Oxford & IBH, New Delhi.
5. S.P. Gupta. Statistical Methods, Sultan Chand & Sons, New Delhi.
6. Damodar Gujarati. Basic Econometrics, Second Edition.

HS-850

Research Methodology

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Unit-I

Nature and Scope of Research: Problem formulation and statement of research objectives; organizational structure of research, research process.

Unit- II

Research Designs: Exploratory, descriptive and experimental designs, hard and soft data focus, practical considerations, instruments to be used etc.

Unit-III

Methods of Data Collection: Levels of data collection, individual group, organization unit, micro organization, methods of data collection, interviews, group technique observation, questionnaire, self generated measures.

Unit -IV

Sample Design: Sampling, sample size, selecting an appropriate technique; field work and tabulation of data.

Unit -V

Analysis of Data: Techniques for data analysis ANOVA, discriminant analysis, factor analysis, conjoint analysis, multidimensional scaling and clustering method; research application.

Unit- VI

Intellectual property rights, related laws/statutes, filing procedures for IPRs, Patents, designs, copyright, trademark, geographical indications etc., focus on Indian and international IPR laws and procedures, case studies of IPR infringement.

Text Books/References:-

1. 'Social Indicators of well being' by Andrew, F.M. and S B Wity, Plenum Press, NY, 1976
2. 'Management Research' by Bemnet, Roger, H.O. 1983.
3. 'Floyd J. Jr. Survey Methods' by Fower, 2nd Ed. Sage Pub., 1993
4. 'Randomized Response: A method of Sensitive Surveys' by Fox, JA and PE Tracy, Sage Pub. 1986
5. 'Statistical Information System and Libraries by Goswami P R, New Delhi, Anmol Pub., 1996
6. 'Real World Research' by Colin Robson, Black Well Publishing 2003.

HS-851(a) Advance Research Organizational Behavior

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Unit-I

The importance of interpersonal skills, Management Roles, Management skill, effective versus successful Managerial activities, challenges and opportunities for organization Behaviour, contributing discipline of O.B., Models of Organization Behaviour understanding and Managing individual behavior personality, work Motivation, Job Satisfaction, Decision Making Process, Managers and communication, barriers to effective communicate , improving organizational communication.

Unit-II

Understanding and Managing group processes: Managing group dynamics, stages of group development, group properties, understanding of work teams, types of teams, creating effective team, team composition, team process, team building for group effectiveness. Managers and workforce diversity.

Unit-III

Leadership: Behavioural and Contingency theories, Inspirational Approaches to Leadership, Ethics and trust are the foundation of Leadership, Contrasting Leadership and power, conflict and negotiation.

Unit-IV

Understanding and managing organizational System: Organizational Structure, Organizational design and work stress, multicultural organization.

Reference Books:

- i) Robbins, Judge and Sanghi 13th Edition 'Organizational Behaviour'(2009)
- ii) Management and Organization Behaviour Essential John R. Schermerhorn.J (2004)
- iii) Singh, B.P and Chabra, T.N. Organization Theory and Behaviour, 2nd edition (1998)
- iv) Davis, K. Human Behaviour at Work Tata Mcgraw Hill.

HS -851 (b) INTERNATIONAL HUMAN RESOURCE MANAGEMENT

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Unit-I

Internal Human Resource Management: Concept, Difference between Domestic and International HRM, Variables that moderate difference between Domestic and International HRM.

Unit-II

Internal HRM – Sustaining International Business Operations: Approaches to Staffing Transferring Staff for International Business Activities, Roll of Expatriates and Non-Expatriates, Role of the Corporate HR Function.

Unit-III

Recruiting and Selecting Staff for International Assignments: Concepts, Issues in Staff Selection, Factors Moderating Performance, Selection Criteria, Dual Career Couples and Role of Women in International Management.

Unit-IV

Training and Development: Concept, Role of Expatriate Training, components of Effective Pre-departure training Programs, the Effectiveness of Pre-Departure Training, Developing Staff through International Assignments.

Unit-V

Compensation: Concept and Objectives of International Compensation, Key components of an International compensation Programme, Approaches to International Compensation.

Unit-VI

Re-entry and Career issues: Concept and Repatriation Processes, Individual Reactions to Re-entry Multinational Responses, Designing a Repatriation Program.

Unit-VII

Performance Management: Concept, Multinational performance Management, Performance Management of International Employees, Performance Appraisal of International Employees.

Unit-VIII

Knowledge Transfer within a Multinational Company: Organizational Knowledge and its significance, Sources of Organizational Knowledge: Tacit and Explicit Knowledge; HRM and Organizational Knowledge, Transfer of Knowledge between and within organizations, Transfer of knowledge within MNCs, Transfer of Knowledge across national borders, Transfer of Managerial Know-how and HRM across national borders.

Unit IX

National Context of HRM: HRM practices in Japan, United Kingdom, United States, India and China.

Reference Books:

1. Peter J. Dowling and Denise E. Welch. International Human Resource Management, New Delhi, Thomson, 2007.
2. Monir H. Tayeb. International Human Resource Management – A Multinational Company Perspective, New Delhi, Oxford University Press, 2004.
3. Anne-Wil Harzing and Joris Van Ruysseveldt, International Human Resource Management, New Delhi, 1995.
4. Ian Beardwell and Len Holdon, HRM: A contemporary perspective, New Delhi, McMillan, 2001.

HS-851 © ADVANCED ECONOMIC THEORY

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Unit-I

Market Failure: Some Micro Economic Aspects.

Externalities: Inefficiency of resource allocation in the presence of externalities, Impact of Market Structure on Social welfare loss due to negative externalities. Reducing negative externalities. Emission Standards, Emission Fees, Cost & Benefit analysis of reducing negative externalities. Taxing negative externalities in Non-Competitive market structures. Allocating Property Rights to reduce negative externalities, Coase Theorem: Markets for Pollution.

COMMON PROPERTY: Public goods, Paretian conditions for Public goods, Revealing preferences and valuing Public goods.

Unit-II

Markets with Asymmetric Information: Issues of hidden characteristics/actions and Adverse Selection/Moral Hazard in Insurance and Labor Markets. Response of Market and Government to asymmetric information; efficiency effects.

Unit-III

Monetarist Keynesian debate on Macro theory and Policy. The Micro-foundations of the Philips curve Rational Expectations and the New classical Macro Economics: Lucas critique Policy ineffectiveness Time inconsistency Dornbusch's overshooting model. The random walk model- modern approach to consumption Real Business Cycle Theory.

Unit-IV

Monetarist Keynesian debate on Macro theory and Policy. The Micro-foundations of the Phillips curve Rational Expectations and the New classical Macro Economics; Lucas critique Policy ineffectiveness Time inconsistency Dornbusch's overshooting model. The random walk model – modern approach to consumption Real Business Cycle Theory.

Reference:

1. Pindyck, R.S. Rubinfeld, D.L & P.L. Mehta (2005): Microeconomics (5th Edition), Pearson Education, Delhi.
2. Katz, M.L. and Harvey S Rosen (1999): Microeconomics (3rd Edition) Irwin.
3. Szenberg. M and Ramrattan L.(2004): New Frontiers in Economics, Cambridge University Press (following readings)
4. Reading of Behavioral Economics by Mathew Robin.
5. Eric J. Pentecost (2000): Macroeconomics: An open economy approach, Macmillan Press Ltd, London.
6. Bhaduri, A (1993): Unconventional Economics Essays, Oxford University Press, New Delhi.
7. Rakshit, M (1989); Studies in the Macroeconomics of Developing Countries Oxford University.

HS-851 (d) THEORY OF AGRICULTURAL ECONOMICS

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Unit-I

Agriculture Transformation: Role of Agricultural Innovations; Generations of Innovations (induced innovations, Political Economy of Public Funded Innovations and Policies and Institutions Managing Innovations): Technology Adoptions [Adoption and Diffusion, Risk Management, Institutional Agricultural Commodity Futures and Options; Nature and Principles of Future Markets, Participants in Future Markets, Trading in the Presence of Risk Aversions and Transaction Costs, Future Prices as Forecasts.

Unit-II

Agro-processing: Specificities of Agro-processing, Development Role of Agro-processing Industries, Selection and Evolution Options, Food Processing Policy of India-2005. Agricultural Finance: Agency Relationship, Adverse Selection, Moral Hazards and Enforcement Problem; Segmented Rural Credit Markets, Resolving Information and Incentive Problems, Managing Borrowers Credit Risks, Agribusiness and Trade Financing and Role of Social Capital.

Unit-III

Political Economy of Agricultural Policies: Protection across countries and sectors, influence of political institutions, collective actions of lobbying groups and strategic interactions between lobbying groups and politicians, use of inefficient instruments and rent seeking and explaining public investment in agricultural research.

Food Security and Food Assistance: Concept, Threat, Indicators and Mechanism to Food Security, Food Assistance Programmes [both Domestic and International] and Their Effectiveness.

Unit-IV

Indian Agriculture- Opportunities and Challenges: Expectations, Performance, Problems and Prospects of Indian Agriculture in the Post-reform Period.

Investment in Farm People: Role of Human Capital Formation [Education and Health] in Modernisation and Transition of Agrarian Economies.

References:

1. Bruces L. Gardner and Gordon C. Rausser (2002): Handbook of Agricultural Economics.
2. James G. Brown and Deloitte and Touche (1994): Agro-industrial Investment and Operations, Washington. The World Bank.
3. Government of India (2005): Food Processing Policy, Ministry of Food Processing, New Delhi.
4. T.W.Schultz (1981): Investing in Peoples. The Economics of Population Quality, Univesity of California, Berkly, Radhakrishna R.S.K.Rao, S.Mahendra
5. Dev and K Subbarao 92006): India in a Globalising World: Some Aspects of Macroeconomy. Agriculture and Poverty, Academic foundation, New Delhi.
6. Government of India (2004): State of the India Former: A Millennium Study, Academic Foundation and Ministry of Agriculture, New Delhi (Vol.1-27).

HS- 851 (e) ECONOMETRICS

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Unit-I

Introduction: Meaning and rationale of Econometric as a separate discipline, Methodology, Types of Econometrics, Nature and Sources of Data used in Econometric Analysis. Functional Forms of Regression Models.

Unit-II

Dummy Variables: Introduction and Uses [As independent variables]. Estimation Problems; Nature, Consequences, Detection and Remedial Measures of the problems of Autocorrelation, Heteroscedasticity, Multicollinearity, and Specifications Errors.

Unit-III

Dynamic Econometric Models: Distributed Lag and Autoregressive Models- Rationale, Problems, Koyck and Polynomial Approaches of Estimation and Adaptive Expectation and Partial Adjustment Models, Causation and Granger Test.

Unit-IV

Estimation of Simultaneous Equation Models: Indirect Least Squares, Two Stage Least Squares, Least Variance Ratio and Three Stage Least Squares Methods of Estimation of Simultaneous Equation Models.

Reference:

1. Damodar Gujarati (2003): Basic Econometric [4th Edition], McGraw Hill, New York
2. Jack Johnston and John Dinardo (1997): Econometric Methods [4th Edition], McGraw Hill, New York.

HS-852 (a) Industrial Economics

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Unit-I

Economics of Takeovers and Mergers: Types, Objectives and Effects, Public Policy for business combinations with special reference to India: Takeover code of SEBI and Competition Policy.

Unit-II

Technological Progress: Concepts, Optimal Technology Change, Patents and Innovations.

Unit-III

Porter's Five Competitive Forces: bargaining power of customers, the bargaining power of suppliers, the threat of new entrants, and the threat of substitute products- combined with other variables to influence a fifth force, the level of competition in an industry, Determinants and Strategy formation.

Unit-IV

Globalization, trade liberalization and industrial market structure and economic performance; Theory and evidence since 1991.

Reference:

1. Martin, Stephen (2001): Advanced Industrial Economics, Black-well (2nd Edition).
2. Scherer, F M & Ross David (1990): Industrial Market Structure and Economic Performance, Boston Houghton Mifflin Company, (3rd edition).
3. Hay, D A & Morris, D J (1979): Industrial Economics and Organization Oxford Univ. Press, New York.
4. Shepherd, William, G.J.M. Shepherd (2003): The Economics of Industrial Organization Analysis, Market Policies, Prentice Hall International, (5th edition).
5. Petersen H.C, W.C. Lewis (2002): Managerial Economics, Prentice Hall of India, New Delhi.
6. Schmalensee, R and Robert Willing (1989): Handbook of Industrial Organization (Vol. I &II), Elsevier, North Holland.

HS-852 (b) Industrial Psychology

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Unit-I

Introduction to Industrial Psychology – Definitions & Scope, Major influences on industrial Psychology – Scientific management and human relations schools Hawthorne Experiments.

Unit-II

Individual in Workplace

Motivation and Job satisfaction, stress management, Organizational culture, Leadership & group dynamics.

Unit-III

Work Environment & Engineering Psychology – fatigue, Boredom, accidents and safety, Job Analysis, Recruitment and Selection – Reliability & Validity of recruitment tests.

Unit-IV

Performance Management: Training & Development.

Reference:

1. Miner J.B.(1992) Industrial/Organizational Psychology, N.Y: Mc Graw Hill.
2. Blum & Naylor (1982) Industrial Psychology. Its Theoretical & Social Foundations CBS Publication.
3. Aamodt, M.G.(2007) Industrial/Organizational Psychology: An Applied Approach (5th edition) Wadsworth/Thompson: Belmont, C.A.
4. Aswathappa K (2008), Human Resource Management (fifth edition) New Delh : Tata McGraw Hill.

HS-852 (c) Advertising & Communication Management

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Unit-I

Definition of advertisement, its meaning and its role in marketing process: Advertising's Role in Marketing Process; Legal Ethical and Social Aspects of Advertising Process of Communication; Wilbur Schramm's Model, Two step flow of Communication.

Unit-II

Developing advertising strategies: Theory of Cognitive Dissonance and Clues for Advertising Strategies, Stimulation of Primary and Selective Demand. Objective Setting and Market Positioning Building Advertising programme. Dagmar Approach, Determination of Target Audience, Building of Advertising Programme, Message, Headlines, Copy Logo, Illustration, Appeal, Layout, Campaign Planning, Media Planning, Budgeting.

Unit-III

Selecting and advertising programme, Evaluation, Rational of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs.

Unit-IV

Advertising Organization selection; Advertising Organization, Selection Compensation and Appraisal of an Agency, Electronic Media Buying, Future of Advertising in India.

Reference Books:-

1. Aaker, Devid A etc. – Advertising Management.
2. Beleh, George E and Beleh, Michael A, Introduction to Advertising and Promotion.
3. Borden, William H. Advertising.
4. Hard, Norman – The Practice of Advertiseing.
5. Kleppner, Otto- Advertising Procedure.
6. Ogilvy, David, Ogilvy – Advertising.
7. Russel, Thomas and Verrill, Glann, Klepper – Advertising Procedure.
8. Sandage C H and Fryburger – Advertising Theory and Practice.
9. Sengputa, Subroto – Brand Positioning Stratigies for Competitive Advantages.
10. Philinp Kotler: Marketing Management.

HS- 852 (d) Industrial Relations

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Unit-I

Industrial relation: Meaning, Factor, Scope, Objectives, Principles, Parties to industrial relations, Requirement of successful industrial relations, Industrial Relations policy in India.

Unit-II

Trade Unionism: Meaning, Characteristics, Objectives, Function, Advantages, Disadvantages, Methods used to achieve its objectives, Types, Growth and Development of Trade Unions Movement in India. Central Organizations of India Trade Unions: INTUC, AITUC, HMS, UTUC problems of India Trade Unions, Main provision of the trade unions Act, 1926.

Unit-III

Workers Participation in Management: Meaning, Scope, Objectives, Levels of participation Conditions for the success of participation. Forms of Workers participation in management in India. Works committee, Joint Management Council, Scheme of Workers participation on Board of Directors, Shop and Plant Council, workers participation in Share capital.

Unit-IV

Collective Bargaining: Meaning, Features, principles, scope, forms, importance, Prerequisites for the success of collective bargaining. Collective bargaining in India.

Unit-V

Industrial Disputes and its prevention and Settlement: Industrial disputes: Meaning, Classes, Causes, consequences, Prevention and settlement of industrial disputes, Main provision of the Industrial Disputes Act, 1947.

Reference Books:

1. C.B.Mamoria, S.Manoria Dynamics of Industrial Relations in India.
2. B.R.Virmani, Participative Management v/s/Collective Bargaining.
3. G.Sinha & P.R.Sinha, Industrial Relations and Labour Legislation.
4. Arun Manappa Industrial Relation in India.
5. O.P.Aggarwal Condition of Employment and Disciplinary Action workmen in Industrial and Commercial Establishments and Shops.

HS-852 (e) International Marketing

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Unit-I

Objective of International Marketing challenges and opportunities in International Marketing
Quality consideration in International Marketing. Underlying forces of International Marketing, Absolute and relative cost advantage, factor endowment theory of International trade.

Unit-II

Global Marketing environment-Economic Environment, Socio-cultural Environment Legal and Statutory Framework.

Unit-III

Global Marketing Information System and Research.

Unit-V

MNE and lifecycle of its products-Basic product strategies.

Unit-VI

Pricing-Factors influencing pricing decisions- Physical distribution for International Marketing- Channels for Distribution-Inventory Decisions-Use of Virtual Channels in International marketing.

Unit-VII

Documentation and procedural complexities- Registration with various agencies-Compulsory Quality Control- Processing Export Orders.

Unit-VIII

Concept, objective and scope of marketing logistics. The general structure of shipping industry, coordination-role of intermediaries, Shipper and ship owner consultation arrangement, Chartering, Indian shipping, Ports and overseas marketing logistics, Ware housing, International Air transport, Carriage of goods, Legal aspect, maritime frauds.

Unit-IX

Export Promotion- Financing of the Exports-Export Incentives-Role played by Government in Export Promotion-Custom Clearance procedures for export cargo.

Reference Books:

1. International Marketing –Cateora.
2. Managing International Marketing – Varkey.
3. Creating Market across the Globe , Strategies for business excellence- Korwar
4. Essence of International Marketing-Stan Paliwoda
5. Global Marketing Management – Warren J.Keegan.
6. International Marketing Management- Subash Jain.
7. International Marketing- Kramor R.L.
8. International Marketing – Terpstra Vern.
9. International Marketing – Vasudeva P.K.