

IP/IE- 801 (A) – Marketing Management

Unit 1 Introduction: Concepts of need, want, demand, selling and marketing; marketing as a process; relationship marketing; retaining customer; Porters competitive strategy model; barrier to entry/ exit; switching costs; stages and forms of competition; responding to competition; monopoly restriction by society;

Unit 2 Market planning and behavior: Market opportunity; services rendered by competitors; marketing programs; key success factors with respect to organization SWOT analysis; structure and process of market planning; marketing research and intelligence; market information system and data mining; consumer motivation and decision making process; organization buying behavior; define segmentation; bases for segmentation; industrial market segmentation; segmentation and targeting; demand forecasting; key terms market potential and penetration; qualitative and quantitative forecasting methods

Unit 3 Product:; Product key concepts; product features and quality; product modification, addition and deletion; product line and mix; variety and mass customization; Product Life Cycle (PLC); changes and shift in it; technology innovation effects; fads and fashion; locating products in PLC; new product ideas and decisions; product development process; art of positioning products; diffusion process affecting new products; test marketing and launching new products

Unit 4 Promotion: Advertising and publicity; advertising media and agencies; advertising decisions and effectiveness evaluation; sales promotion; personal selling; role of sales personal; motivation and personality traits of sales person; managing sales force; retail management; strategic decisions in retailing; IT support; direct marketing and internet; distribution channels and evaluating alternatives

Unit 5 Pricing and miscellaneous: Pricing objectives; price sensitivity; pricing strategies; internet and pricing; strategies in market warfare; Customer Relationship Management (CRM) and its importance; complaint management, services and customer loyalty; marketing performance measures; rural marketing importance and characteristics

References:

1. Kotler P; Marketing Management; PHI
2. Saxena Rajan; Marketing Management; TMH
3. Brown SA; Customer Relationship Management; John Wiley, Canada
4. Green PE and Donald ST; Research for Marketing Decisions; PHI
5. Rajgopal D; marketing concepts and cases; New age Pub

IP/IE- 801 (B) – Simulation & Process Modeling

Unit 1: Introduction to modeling and simulation: Modeling and simulation methodology, system modeling, concept of simulation; gaming; static, continuous and discrete event simulation.

Unit 2: Basic concept of probability, generation and characteristics of random variables, continuous and discrete variables and their distributions; mapping uniform random variables to other variable distributions; linear, nonlinear and stochastic models

Unit 3; Introduction to Queuing Theory: Characteristics of queuing system, Poisson's formula, birthdeath system, equilibrium of queuing system, analysis of M/M/1 queues. Introduction to multiple server Queue models M/M/c Application of queuing theory in manufacturing and computer system

Unit 4; System Dynamics modeling: Identification of problem situation, preparation of causal loop diagrams and flow diagrams, equation writing, level and rate relationship, Simulation of system dynamics models.

Unit 5: Verification and validation: Design of simulation experiments, validation of experimental models, testing and analysis. Simulation languages comparison and selection, study of simulation software - Arena, Pro-model, SIMULA, DYNAMO, STELLA, POWERSIM.

References:

1. Law AM and Kelton WD; Simulation Modeling and Analysis; TMH
2. Gordon G., System simulation, PHI Learning
3. Banks J; Hand book of Simulation; John Wiley.
4. Taha H, Operations Research; PHI.
5. Hillier FS, Liberman GJ; Introduction to OR; TMH.
6. Deo N; System Simulation with Digital Computer; PHI Learning
7. Harrell C, Ghosh B, Bowden R; Simulation Using Promodel; MG Hill
8. Seila, Ceric and Tadikmalla; Applied Simulation Modeling, Cengage
9. Payer T., Introduction to system simulation, McGraw Hill.
10. Sushil, System Dynamics, Wiley Eastern Ltd.
11. Spriet JA; Computer Aided Modeling and Simulation, Academic Press INC; USA

IP- 802 – Tool Engineering and Machines tools

Unit I Basic Features and Kinematics of Machine Tools: Features of basic machine tools; construction and operation, types of machine tools, machine tools motions, transmission-rotation in to rotation, rotation in to translation, kinematical-structures of machine tools: elementary, complex and compound structure, kinematical-features of gear shapers and gear hobbing machine.

Unit II Regulation of Speed: Design of gear boxes- need for variation of speed, selection of speed range, laws of stepped regulation, standardization of speeds, speed diagram, analysis of productivity loss, kinematical advantage of GP, structural diagrams, ray diagram and speed chart.

Gear Drives: Belt and cone pulley, slip gear type, north gear drive, draw key gear drive, clutch type, mechanical step less drives, electrical drives; hydraulic drive.

Unit III Design of Metal working Tools: Design of press working tools, shearing, piercing, blanking, dies, compound die design principles for forging dies, bending, forming drawing dies, tooling for forging design principles for forging dies, drop forging, upset forging, design principles and practice for rolling, roll press design.

Unit IV Design of Jigs and Fixtures: Principles of location, locating method and devices, principles of clamping, clamping devices, drilling jigs, types, drill bushes, fixture and economics, types of fixture, milling, grinding, broaching, assembly fixtures indexing jig and fixtures, indexing devices.

Unit V Design of Gauges and Inspection Features: Design of gauges for tolerance for dimensions and form inspection; dies and mould design for plastics & rubber parts: compression molding, transfer and blow molding.

References:

1. Mehta N.K.; Machine Tool Design and Numerical Control; TMH
2. Sen G.C, Bhattacharya A; Principles of Machine Tools; New Central Book Agency.
3. Donaldson; Tool Design T.M.H.
4. Jain KC and Chitale AK; Text Book Of Production Engineering; PHI Learning
5. Juneja, Sekhon and Seth; Fundamentals of Metal Cutting and Machine Tools; New Age.
6. Krar SF, Gill AR, Smid P; Technology of Machine Tools;TMH
7. Sharma P.C; Production Engineering; Chand S
8. Wilson; Fundamentals of Tool Design; ASTME
9. Paqwin J.R; Die Design Handbook; The Industrial Press-NY
10. ASTME; Die Design Hand Book; McGraw Hill
11. Archinov; Metal Cutting & Cutting Tool Design; MIR Publishers Moscow
12. Kempster M.H.A; Introduction to Jig and Tool Design; FLBS.

List of Experiments (please expand it):

1. Study set of milling machine tools
2. Study speed control and gear boxes of various metal cutting machines
3. Prepare jobs on press tools involving operations like shearing, blanking, pressing
4. Design of drilling jig to suit requirements of a given drilling job
5. Study of forging dies and hammers
6. Study of various gauges, go-no-go gauges

IP- 803 – CAD/CAM/CIM

Unit 1 Introduction: Information requirements of mfg organizations; business forecasting and aggregate production plan; MPS, MRP and shop floor/ Production Activity Control (PAC); Mfg as a system, productivity and wealth creation; production processes on volume-variety axes; importance of batch and job shop production; CIM definition and CIM wheel, evolution and benefits; CIM as a subset of Product Life Cycle (PLC) mgt; design for mfg (DFM) and concurrent engg; product design in conventional and CIM environment; terms like CAD, CAE, CAM, CAP, CAPP, CATD and CAQ.

Unit 2 Graphics and standards: Raster scan, coordinate systems for model (M/ WCS) user and display; database for graphic modeling; PDM, PIM, EDM; define EDM, features of EDM; basic transformations of geometry- translation, scaling, rotation and mirror; introduction to modeling software; need for CAD data standardization; developments in drawing data exchange formats; GKS, PHIGS, CORE, IGES, DXF STEP DMIS AND VDI; ISO standard for exchange of Product Model data-STEP and major area application protocols.

Unit 3 Geometric Modeling: Its use in analysis and mfg; 2D and 3D line, surface and volume models; linear extrusion and rotational sweep; Constructive Solid Geometry (CSG); basics of boundary presentation- spline, Bezier, b-spline, and NURBS; sculpture surfaces, classification, basics of coons, Bezier, b-spline and ruled surfaces; tweaking, constraint based parametric modeling; wire-frame modeling, definition of point, line and circle; polynomial curve fitting; introduction to rapid prototyping.

Unit 4 Numeric control and part programming: Principles of NC machines, CNC, DNC; NC modes of point to point, -line and 2D, 3D contouring; NC part programming; ISO standard for coding, preparatory functions(G)- motion, dwell, unit, preset, cutter compensation, coordinate and plane selection groups; miscellaneous (M) codes; CLDATA and tool path simulation; ISO codes for turning tools and holders; ATC, modular work holding and pallets; time and power estimation in milling, drilling and turning; adaptive control, sequence control and PLC; simple part programming examples.

Unit 5 Group Technology: Importance of batch and job shop production; merits of converting zigzag process layout flow to smooth flow in cellular layout, Production Flow Analysis (PFA) and clustering methods; concept of part families and coding; hierarchical, attribute and hybrid coding; OPITZ, MICLASS and DCLASS coding; FMS; material handling; robots, AGV and their programming; agile mfg; Computer Aided Process Planning (CAPP), variant/ retrieval and generative approach

References:

1. S.Kant Vajpay; Principles of CIM; PHI
2. Rao PN; CAD/CAM;TMH
3. Groover MP; Automation, Production Systems & CIM; P.H.I.
4. Rao PN, Tiwari NK, Kundra TK; Computer Aided Manufacturing; TMH
5. Alavudeen A, Venkateshwar N; Computer Integrated Mfg; PHI
6. Radhakrishnan P, Subramanian S and Raju V; CAD/CAM/CIM; New age Pub

List of Experiments (please expand it):

1. 2D and 3D modeling on CAD software
2. Use of CAM software for writing CNC programs

3. Study of automatic and semi automatic control system and writing the electrical analogy.
4. Production & layout for GT for group of jobs to be manufactured
5. A case study / tutorial using CAPP Software
6. Writing M & G codes for given operations.
7. Robot and AGV programming

IP/IE- 804 – Project Management

Unit 1 Concepts of project management: Meaning, definition and characteristics of a project, technical and socio-cultural dimensions; project life cycle phases, project planning and graphic presentation; work breakdown structure, manageable tasks; size of network; blow down NW; identity and logic dummy activity; Fulkerson rule for numbering NW; time-scaled NW

Unit-2 NW analysis: PERT network; mean time and variances; probability to complete PERT project in specified time; CPM network; Event Occurrence Time (EOT); activity start/ finish times; forward and reverse path calculations, concept and calculation of floats; resource allocation and critical-chain; overview of MS-project-2000.

Unit-3 Project duration and control: Importance and options to accelerate project completion; timecost tradeoff; fixed variable and total costs; use of floats and cost optimization; project performance measures; project monitoring info and reports; project control process; Gant chart and control chart; cost-schedule S-graph; planned cost of work schedule (PV), budgeted/ earned cost of work completed (EV) and actual cost of work completed (AC); schedule and cost variances (SV, CV) forecasting final project costs.

Unit-4 Project organization, culture and leadership: projects within functional organization; dedicated project/ task-force teams; staff, matrix and network organization; choosing appropriate project organization; Organization culture; ten characteristics; cultural dimensions supportive to projects; social network and management by wandering around (MBWA); different traits of a manager and leader; managing project teams; five stage team development model; shared vision; conflicts; rewards; rejuvenating project teams; project stakeholders; concept of project partnering.

Unit-5 Strategic planning and project appraisal: Capital allocation key criteria; Porters competitive strategy model; BCG matrix; Strategic Position Action Evaluation (SPACE); time value of money; cash flows; payback period; IRR; cost of capital; NPV; social cost benefit analysis; UNIDO approach; project risks and financing.

References:

1. Prasana Chandra: Projects: planning Implementation control; TMH.
2. Gray Clifford F And Larson EW; Project The managerial Process; TMH
3. Panneerselvem and Serthil kumar; Project management, PHI
4. Burke ; Project Management-Planning and control technics; Wiley India
5. Kamaraju R; Essentials of Project Management; PHI Learning
6. Jack R. Meredith, Project Management: a managerial approach, Wiley.
7. Choudhary ;Project Management; TMH
8. Srinath LS; PERT And CPM Principles and Appl; East West Press
9. Richman L; Project Management: Step By Step; PHI Learning
10. United Nations Industrial Development Organisation, Guide to practical project appraisal - social benefit cost analysis in developing countries, oxford & ibh

List of Experiments (please expand it):

1. Study of project planning software like MS-project
2. Case studies on project management
3. Solution of project networks- manual and using software

IP- 805 Major Project**Objectives of the course Minor/Major Project are:**

- To provide students with a comprehensive experience for applying the knowledge gained so far by studying various courses.
- To develop an inquiring aptitude and build confidence among students by working on solutions of small industrial problems.
- To give students an opportunity to do some thing creative and to assimilate real life work situation in institution.
- To adapt students for latest development and to handle independently new situations.
- To develop good expressions power and presentation abilities in students.

The focus of the Major Project is on preparing a working system or some design or understanding of a complex system using system analysis tools and submit it the same in the form of a write up i.e. detail project report. The student should select some real life problems for their project and maintain proper documentation of different stages of project such as need analysis market analysis, concept evaluation, requirement specification, objectives, work plan, analysis, design, implementation and test plan. Each student is required to prepare a project report and present the same at the final examination with a demonstration of the working system (if any)

Working schedule The faculty and student should work according to following schedule:

Each student undertakes substantial and individual project in an approved area of the subject and supervised by a member of staff. The student must submit outline and action plan for the project execution (time schedule) and the same be approved by the concerned faculty.

Action plan for Major Project work and its evaluation scheme #(Suggestive)

Task/Process	Week	Evaluation	Marks For Term Work#
Orientation of students by HOD/Project Guide	1st	-	-
Literature survey and resource collection	2nd	-	-
Selection and finalization of topic before a committee*	3rd	Seminar-I	10
Detailing and preparation of Project (Modeling, Analysis and Design of Project work	4th to 5th	-	10
Development stage			
Testing, improvements, quality control of project	6th to 10th 11th	-	25
Acceptance testing	12th	-	10
Report Writing	13th to 15th	-	15
Presentation before a committee (including user manual, if any)	16th	- Seminar-II	30

* Committee comprises of HOD, all project supervisions including external guide from industry (if any)

The above marking scheme is suggestive, it can be changed to alternative scheme depending on the type of project, but the alternative scheme should be prepared in advance while finalizing the topic of project before a committee and explained to the concerned student as well.

NOTE: At every stage of action plan, students must submit a write up to the concerned guide: