

1. FINANCIAL DERIVATIVES

Course Code: FIN 401

Objectives: To appraise the students on derivatives, contracts and the concept of swaps.

Contents:

UNIT I: Introduction to Derivatives – Types of derivatives – General characteristics of derivatives-Functions performed by derivatives markets – Traders in derivatives market-- Use of derivatives -- world derivatives market – Derivatives in India

UNIT II: Forward contracts – Classification-Mechanism-features-advantages and disadvantages-valuation-pricing-hedging-Offsetting-limitations

UNIT III: Futures contracts. Nature-Characteristics-Evolution-Participants-Pricing models- hedging strategies

UNIT IV: Options. Options contract - Valuation of options-Hedging **strategies using options**

UNIT V: Financial swaps-Principles and valuation

Text book:

1. Bishnupriya Mishra,Sathya Swaroop debashish-Financial derivatives

Reference Books :

1. John.C.Hull, 'Options, Futures and other Derivative Securities', Prentice Hall India Pvt., Ltd.,
2. S.S.S.Kumar, 'Financial Derivatives – Prentice Hall India Pvt., Ltd.
3. Gupta, 'Financial Derivatives – Prentice Hall India Pvt., Ltd
4. P.Vijaya Bhaskar and B.Mahapatra, 'Derivatives simplified – An Introduction to Risk Management', Response Books, Sage Publication Pvt., Ltd.

5. RISK MANAGEMENT AND INSURANCE

L	T	P	C
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Course Code : FIN-402

Objective : To study about risk, risk management, life insurance, calculation of premium, and legal dimensions of insurance. To also study about government regulation of the insurance sector.

Unit I: Risk – Types of Risk – Objectives of Risk Management – Sources of Risk – Risk Identification – Measurement of Risk

Unit II: Risk Avoidance – Risk retention – Transfer of risk – Value of Risk Management – Pooling – Diversifying risk – Loss of control

Unit III: Risk Management Tools options – Forward Contracts – Future contracts – Hedging - SWAPS

Unit IV: General Insurance – Principles of General Insurance – General Insurance Products – Insurance contracts – objectives – Elements – Characteristics – Pricing – Market regulation & solvency regulations- Government regulation of insurance sector - .Privatization of insurance business in India – insurance intermediaries – Insurance products pricing – IRDA – Objectives and implications.

Unit V: Insurance Principles and Policies - Insurance cost and Pricing - Claim valuation and cost- Reinsurance – Bank assurance – Foreign insures in India

Text book:

1. Dorfman – Introduction of risk management and insurance – prenticehall
2. Harrington and Niehaus, ‘Risk management and Insurance, Tata Mcgraw Hill Publishing, New Delhi, 3rd Edition, 2010.
3. Trieschman, Hoyt, Sommer, ‘Risk management and Insurance, Cengage Learning, 3rd Edition,2011.

Reference Books:

- 1.Dorfman – Introduction of risk management and insurance – prenticehall
- 2.McNamara – introduction of risk management and insurance – Addison-wesley
- 3.Rejda George – principles of risk management and insurance - Addison-wesley
- 4.Mark S. Dorfman, Introduction to Risk management and Insurance, 10th Edition, Prentice hall of India, 2011.
- 5.Stulz, Risk management and Derivaties, Cengage Learning, 2nd Edition, 2011.
- 6.Skipper and Kwon, Risk management and Insurance, Blackwell Publishing, 2009.
- 7.Nalini Prave Tripathy, and Prabir Pal, Insurance – Theory and Practice, Prentice hall of India, 2010.
- 8.George E Rejda, Principles of Risk Management and Insurance, Pearson Education, 8th Edition, 2009.

2. INTEGRATED MARKETING COMMUNICATION (IMC)

Course Code : MKT-302

Objective :

This course provides the student with a thorough understanding of the decision process involved in marketing communications. Apart from providing analytical skills for dealing with promotional decisions, the course will also provide an understanding of the conceptual and the practical aspects of marketing communication. This is a very useful elective for those who want to build a career in advertising and public relations.

Contents:

UNIT 1: Integrated Marketing Communications, Corporate Image and Brand Management , Buyer Behaviors, Promotions Opportunity Analysis, Models of Marketing communication – AIDAS Model, DAGMAR Model, PCB Model and Marketing communication planning process.

UNIT 2: Managing the Marketing Communication Process - Analysis of promotional opportunities, concepts of segmentation and target marketing, promotional strategy of formulation and competitive positioning, determination of promotional objectives, deciding promotional appropriation, integrating marketing communication programme, commissioning and contracting external resources

UNIT 3: Advertising Media: different types of media; media selection; measuring media effectiveness, advertising appeal, idea generation, copy writing, layout, copy testing, media objectives- reach, frequency, cost, etc. media strategy, media scheduling, ad agency – functions and types, outdoor advertising

UNIT 4: Promotional Tools: Trade Promotions, Consumer Promotions, Personal Selling, Database Marketing, and Customer Relationship Management, Public Relations, Sponsorship Programs, and Regulations

UNIT 5: Wider Issues and Dimensions - Sales promotions, personal selling, direct marketing, public relations, publicity and corporate advertising, unconventional promotional media, marketing communication budgeting, measuring promotional performance, global marketing communication, legal and ethical issues in integrated marketing communication

Text Book:

1. Kenneth E Clow / Donald E Baack, Intergrated Advertising Promotion and Marketing Communication, Pearson Education

References

1. Belch, Advertising and Promotion, Tata McGraw Hill
2. Frank Jefkins , Advertising, Macmillan India Ltd
3. Oguinn, Advertising, thomson Learning
4. Kueglar Jr, Web Advertising and Marketing, Prentice Hall of india
5. Batra, Myers and Aaker, advertising Management, Prentice hill

5. RETAIL MANAGEMENT

Course code - MKT 402

Objective

Retailing industry in India is characterized by rapid changes in its format and practices. This course in retail management is designed to help the student to understand, synthesize and critically evaluate the main decision variables and key change drivers in the retail industry.

Contents:

Unit I: Introduction

Global Retailing Overview-Retail Trends in India-Technological Influences on Retail Industry-Indian Government Policy Implication on Retail Sector.

Unit II: Retail Formats

Organized and Unorganized Format-Characteristics of Each Format-Emerging Trends in Recent Format-Global Retail Formats &MNC Role in Organized Retail Format

Unit III: Retailing Decisions

Choice of Retail Location-Atmospherics-Positioning Of Retail Stores-Building Retail Store Image-Retail Service Quality Management-Retail Pricing

Unit IV: Retail Shop Management

Visual Merchandise Management –Inventory Management-Retail Store Brand-Retail Advertising and Promotion

Unit V: Retail Shopper Behavior and Online Retail

Shopper Profile Analysis-Complaint Management-Factors Influencing Retail Shopper Behavior-Online Retail and Emerging Trends

Text Book:

1. Michael Hary, Baston Aweitz And Ajay Pandit, Retail Management, Tata Mc Graw Hill, 6th Edition 2007
2. Ogden, Integrated Retail Management, Biztranza India 2008

References:

1. Patrick M Dunne And Rober F Lusch, Retailing Thomas Learning, 4th Edition 2008
2. Chetan Bajaj, Rajnish Tow And Nidhi, V.Srivatsava Retail Management, Oxford University Press, 2007
3. Swapna Pradhan, Retail Management-Text And Cases Tata Mc Graw Hill, 2nd Edition 2008

3.INTERNATIONAL LOGISTICS AND MANAGEMENT OF GLOBAL SUPPLY CHAIN

Course code : SCM 401

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Objectives:

This course will review the international business environment, and then apply traditional logistics activities, reverse logistics, risk management, sustainability and methods for achieving green supply chains to the international context. Students will learn about trade restrictions, and agreements, such as NAFTA and the WTO. An overview of essential import and export procedures, documentation, and protective measures adopted by countries will also be covered.

Contents

UNIT I : Global supply chain – its importance– Supply Chain Management and Logistics in a Global economy – Stages in International Development - export / import, Terms and conditions of purchase of sales (including INCOTERMS, method of payment, etc.), Quality considerations (e.g. ISO9000, industry quality specifications, etc, Transportation modes and costs, · Security issues, · Packing requirements (i.e. regulatory, preservation of cargo types of containers, packing materials, etc.), Insurance and transportation liability regimes

UNIT II : International Sourcing – Rationale for low cost country sourcing – Challenges for Low Cost Country Sourcing, Calculation of landed costs , total cost approach , issues of contract administration, location, and evaluation of foreign suppliers, exchange fluctuations, customs procedures, and related topics – Guidelines for Sourcing , 3PL, 4PL . Trade agreements between countries, WTO,

UNIT III : Green sustainable supply chain, Environmentally Sustainable Purchasing, Green Transportation, Forces Shaping Today’s Supply chain Environment, competitive Pressure, Corporate Social responsibility, Customer expectations, Role Shifting, Financial Pressure, Global capacity, Globalization, Mergers and Acquisitions, Technological innovation, Time compression

UNIT IV : Designing a Global Network --Establish a Triadic Presence, Achieve Seamless Performance Across Markets, Extend Reach Through Alliances, compete in Competitor’s Home Market, Coordinate Global Activities, , Coordination and Control through Information Technology

UNIT V : Supply Chain Mapping– Importance of Supply Chain Design – Process mapping – Process Analysis – Supply chain Design – Supply chain Mapping approaches

References

1. Global Logistics Management, a competitive Advantage for the 21st Century, Kent N. Gourdin, Blackwell Publishing, 2 nd Ed, (ISBN: 9781405127134)
2. Supply Chain Logistics Management, Donald J. Bowersox, David J. Closs, M. Bixby Cooper, Published by Tata McGraw – Hill Publishing co Ltd, New Delhi.
3. Modeling the Supply Chain, Jeremy F. Shapiro, M I T, Thomson India Edition, India.

4. <http://www.supplychainmagazine.fr/TOUTE-INFO/Lecteurs/MAP-SC-PROCESSES.pdf>
5. <http://www.mhia.org/video/7572/ten-steps-to-a-greener-supply-chain>
6. http://postconflict.unep.ch/humanitarianaction/documents/02_08-04_05-25.pdf
7. http://www.iaeng.org/publication/IMECS2010/IMECS2010_pp1563-1568.pdf
8. http://www.decisionsciences.org/decisionline/Vol39/39_4/dsi-dl39_4pom.pdf
9. http://server-us.imrworldwide.com/cgi-bin/b?cg=inbound&ci=us-bpaww&tu=http://www.inboundlogistics.com/digital/top50green_digital2010.pdf

4.TRANSPORTATION AND WAREHOUSING MANAGEMENT

Course code : SCM 402

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Objectives

This course is an introduction to the physical distribution aspects of supply chain management. Raw materials and components are required to be transported and stored in warehouses till they are required at the manufacturing / assembly locations. The finished goods also experience transportation and temporary storage awaiting the customer's request for shipping. Transportation and warehousing add substantially to the costs but are essential activities to provide the right product at the right place. This course will examine critically the different modes of transportation: truck, rail, ocean, air, pipeline and intermodal. It will also provide an overview of warehousing operations including the main activities performed: receiving, storage, order filling and shipping. Effective methods of evaluating and selecting different transportation/warehousing options will also be covered. This course also examines the impact of emerging technologies such as radio-frequency identification (RFID), electronic product code (EPC), and voice directed activities

Contents :

UNIT I: Information flows and order processing--Sales order-inventory interface procedures, Order information transmittal methods, Ordering rules, Schedule supplies for production/operations.

UNIT II: Transportation—Modes and transport service selection, Outbound Shipments to Customers, inbound Shipments from Vendors, Freight Bills and Freight Claims, Carrier routing, Vehicle scheduling, Equipment selection, Claims processing, Rate auditing

UNIT III: Warehousing—Types of warehouses, Space determination, Functions & operations of a warehouse--- consolidation, Break-bulk, Cross docking , Mixing, Assembly, Stock placement, packaging, racking, safety, quality, labor efficiency, layout and design, Reverse logistics and returned goods processing, Picking by FIFO, FEFO, LIFO, LEFO, expiration date, Pick Pack and Delivery Fulfillment, Inventory & Shelf Life Management Stock layout and dock design

UNIT IV: Materials handling--- Equipment selection, Equipment replacement policies, Order-picking procedures, Stock storage and retrieval

UNIT V: Transportation Management Systems (TMS) and Warehousing Management Systems (WMS), GPS & Communication Applications in Transport, Navigation & Fleet Management Using GPS

References:

1. World-Class Warehousing and Material Handling, Frazelle, Edward, H., McGraw-Hill (2002) ISBN 0-07-137600-3
2. Supply Chain Management--Strategy, Planning and Operation, Sunil Chopra, Peter Meindl, D.V.Kalra, Pearson Education, India
3. World Class Supply Management, Burt, Dobler, and Starling, 7th edition
4. Supply Chain Logistics Management, Donald J. Bowersox, David J. Closs, M. Bixby Cooper, Published by Tata McGraw – Hill Publishing co Ltd, New Delhi.
5. Logistics and Supply Chain Management, Jonsson, P McGraw-Hill, latest edition
6. Logistics and Supply Chain Management, authored by Anurag Saxena, Ph D, Lt. Col Kaushik Sircar, published by Jaico Publishing House, India.

. STRATEGIC HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT

Course code: HR- 301

L	T	P	C
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Objective :

The course introduces students to human resource development, HRD, e-HRM, international and multicultural HR and career concepts in HR

Contents:

Unit I: Human resource development meaning, strategic framework for HRM and HRD. Vision, Mission and Values, Importance and challenges to organizations, HRD functions, roles of HRD professionals, HRD needs assessment, HRD practices, measures of HRD performance, links to HR, strategy and business goals, HRD program implementation and evaluation, recent trends, benchmarking and HRD audit, **Industrial Relations – Scope and Need**

Unit II: E- employee profile, e-selection and recruitment, virtual learning and orientation e-training and development, e-performance management and compensation design, development and implementation of HRIS, designing HR portals, issues in employee privacy, employee surveys online.

Unit III: Domestic Vs international HRM, cultural dynamics, culture assessment, cross cultural education and training programs, leadership and strategic HR issues in international assignments, current challenges in outsourcing, cross border m and a repatriation, etc,

building multicultural organizations, international compensation, exit management, shadowing

Unit IV: Career concepts, roles, career stages career planning and process, career development models, career motivation and enrichment, managing career plateaus, designing effective career development systems, competencies and career management, competency mapping models, equity and competency based compensation

Unit V: Employee coaching , Mentoring and counseling, need for coaching , role of HR in coaching, coaching and performance, skills for effective coaching, **Mentoring – Scope and effectiveness**, need for counseling, role of HR in counseling, components of counseling programs, counseling effectiveness, employee health and welfare programs, counseling effectiveness, work stress, sources, techniques, eastern and western practices, self-management and emotional intelligence.

Textbook:

1.Human resource development by Lalitha Balakrishnan and A.S.Srividya, Himalaya publishers

References :

- 1.Jeffrey, Strategic Human resource management, Thompson, 2003
2. Werner,Human Resource Development, Thompson, 2002
3. Harrison, Employee Development, University Press, New Delhi,
4. Srinivas Kanula, Human Resource Management, Prentice Hall of India, 2005,

6.RECRUITMENT & SELECTION

Course Code : HR 403

L	T	P	C
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Objectives :

To provide an in depth learning experience in the area of job analysis, hiring, screening and testing potential employees.

Contents:

UNIT I: Job Analysis. Meaning, definition and purpose. Methods of job analysis: subject expert workshops, critical incident technique, functional job analysis, job element method, repertory grid, critical incident technique

UNIT II: Hiring Process: Hiring decision. Nature of hiring: Existing post or new post to be created. Need analysis, cost analysis and job analysis. Hiring internally and externally. Advantages and disadvantages of the sources. Job advertisement: drafting, size and contents

UNIT III: Screening the candidates: Application Forms: bio-data / resume / curriculum vitae and weighted application blanks: meaning definition, purpose, advantages and

disadvantages – taking a behavioral approach to recruitment: spotting personality patterns, making basic assumptions, predicting the future, strategy Vs. Technique.

UNIT IV: Testing. Meaning, definition, purpose, advantages and disadvantages. Ability tests clerical ability test, mechanical ability test, mental ability test, physical ability test, personality assessment test, typing test, shorthand test, computer proficiency test
Interviewing: Planning the interview, Interview process –

UNIT V: Reference checking & Appointment orders: meaning, definition and purpose. Meaning, definition, and purpose. Statutory requirements (under the Shops and commercial establishments Act). Contents of appointment letter, hard copy (or soft copy), method of delivery and retrieving the acknowledgement copy. Medical Examination & acceptance of offer for joining.

RECOMMENDED BOOKS:

1. Human Resource Selection by Robert D. Gatewood and Hubert S. Feild, South western Cengage Learning, Mason, Ohio 2001
2. Staffing Organization, Herbert G. Heneman III, Timothy A. Judge, 5th Edition, McGraw Hill International

REFERENCE BOOKS:

1. Employee Selection, Lilly M Berry, Thomson Publications
2. Hiring & keeping the best people, HBS Press
3. Human Resource Planning, Dipak Kumar Bhattacharyya, 2nd edition, Excel Books.
4. High performance hiring by Robert w. Wendover, Crisp Publication, California, 1991.

