Subject: Regarding revised syllabi of M.B.A. (Textile) Part-II (Semester -III & IV) under the Faculty of Commerce.

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the revised syllabi of M.B.A. (Textile) Part-II (Semester –III & IV) under the Faculty of Commerce.

This syllabi shall be implemented from the academic year 2012-2013, (i.e. from June 2012) onwards. A soft copy (C.D.) containing the syllabus is enclosed herewith. The same is made available on university website www.unishivaji.ac.in.

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October/November-2012 and March /April -2013. These chances are available for repeater students, if any.

You are therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,

Sd/-
Dy. Registrar

Encl:- As above
Copy to:-
1 Dean, Faculty of Commerce
2 Chairman, Board of Studies in Business Management
3 Appointment Section
4 O.E-I Section
5 Affiliation Section (P.G.)
6 Computer Centre For information and necessary action.
SHIVAJI UNIVERSITY, KOLHAPUR

B (2009)
Accredited By NAAC

Revised syllabus for

MBA (Textile) Part-II

Syllabus

Semester - III & IV

Introduced from June 2012

(Subject to the modifications made from time to time)
## MBA (Textile) Part-II
### Semester - III & IV
### Introduced from June 2012

#### Third Semester

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of Subject</th>
<th>Paper No.</th>
<th>Marks</th>
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<tbody>
<tr>
<td>1</td>
<td>Logistics and Supply Chain Management in Textile</td>
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<td>2</td>
<td>Textile Policies</td>
<td>XVIII</td>
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<td>3</td>
<td>Economic Environment of Textile Industry</td>
<td>XIX</td>
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<td>4</td>
<td>Textile Production Management and Control</td>
<td>XX</td>
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<td>5</td>
<td>Retail Management in Textile and Garment</td>
<td>XXI</td>
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<td>Elective - Paper-I</td>
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<td>Elective - Paper-III</td>
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#### Electives:
- I. Marketing Management
- II. Financial Management
- III. Human Resource Management

A Student has to select any one Elective out of above three in the II year, M.B.A.

#### Fourth Semester

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1</td>
<td>Entrepreneurship Development and Project Management</td>
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<td>2</td>
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<td>Fashion Industry</td>
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<td>Quality Management for Textiles</td>
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<td>Project Report and Viva</td>
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<td><strong>Total</strong></td>
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A Student has to select any one Elective out of above three in the II year, M.B.A.
# EQUIVALENT IN ACCORDANCE WITH TITLES AND CONTENTS OF PAPERS

## M.B.A. (Textile) – Part – II Equivalence

### Semester-III

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Pre-Revised</th>
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<tbody>
<tr>
<td>17</td>
<td>Corporate Planning and Strategic Management</td>
<td>Strategic Management</td>
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<tr>
<td>18</td>
<td>Business Ethics and Professional Values</td>
<td>To be given two chances</td>
</tr>
<tr>
<td>19</td>
<td>Textile Products and Processes</td>
<td>To be given two chances</td>
</tr>
<tr>
<td>20</td>
<td>Textile Marketing: Domestics and International</td>
<td>Textile Marketing: Domestics and International</td>
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<tr>
<td>21</td>
<td>Indian Textile Industry</td>
<td>Indian Textile Industry</td>
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<tr>
<td>22</td>
<td>Textile Project Planning and Management</td>
<td>To be given two chances</td>
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<tr>
<td>23</td>
<td>Finance for Textile sector</td>
<td>To be given two chances</td>
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<tr>
<td>24</td>
<td>Textile Production management and control</td>
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## M.B.A. (Textile) – Part – II Equivalence

### Semester-IV

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<thead>
<tr>
<th>Paper No.</th>
<th>Pre-Revised</th>
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<tr>
<td>25</td>
<td>Entrepreneurship and Project Management</td>
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<td>26</td>
<td>Management Control System</td>
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<td>27</td>
<td>Managing for Excellence</td>
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<tr>
<td>28</td>
<td>Project Report and Viva</td>
<td>Project Report and Viva</td>
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<tr>
<td>29</td>
<td>Retail Management in Textiles and Garment</td>
<td>Retail Management in Textiles and Garment</td>
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<td>30</td>
<td>Textile Policies and Legal Aspects</td>
<td>Textile Policies</td>
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<td>31</td>
<td>Quality Management for Textiles</td>
<td>Quality Management for Textiles</td>
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<td>32</td>
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## SECOND Yr/ Semester-III

<table>
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<th>Sr. No.</th>
<th>Subject/ Paper</th>
<th>Teaching Scheme Hrs/week</th>
<th>Examination Scheme Marks</th>
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<td>Logistics and Supply Chain Management In Textile</td>
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M.B.A. (TEXTILE) PART-II (SEM-III)
PAPER.NO.-XVII
SUPPLY CHAIN MANAGEMENT and LOGISTICS IN TEXTILE.

Objectives:
1) To understand importance of goods supply, chain design, planning, and operation in Textile
2) To know the supply chain drives used on a conceptual level during supply chain design, planning and operation to improve the performance.
3) To give knowledge of logistics and supply chain methodologies and to understand decision impact on the performance of the firm.

UNIT-I : Supply Chain Management (SCM)
Supply Chain networks for apparel products. Supply Chain Decisions, Location, Production, Inventory and Transportation. Strategies and planning in SCM, Difficulties in implementation of SCM.

UNIT -II : Supply Chain Process
Meaning of supply chain process
Push and Pull View of Supply Chain Process.
Apparel Sourcing: - Domestic, Foreign Sourcing.
Resident Buying Office (RBO).

UNIT -III : Logistics Management
Introduction, Concept and objectives of Logistics management.

UNIT- IV:
A. International Logistics
Foreign Selling Agents, Import Trade Fairs, Liaison Office, Foreign buying office, Import Export Logistics, Types and terms involved in inventory management , Relevant cost in Logistic Inventory.
B. Relevant Cases from Textiles and Apparel Industry.
Reference Books:

1). K. Shridhra Bhat, “Logistics and Supply Chain Management”.

M.B.A. (TEXTILE) PART-II (SEM-III)
PAPER.NO.-XVIII
TEXTILES POLICIES

Objectives: 1) To know the government textile policies in India.
             2) To study the rules and regulations about various sectors of Indian Textile Industry.

Unit I: Introduction to Textile Industry in India
Pre and post Independence Scenario of textile industry in India. Handloom, Power loom and Mill Sectors, Jute sector, Silk and Sericulture sector, Woolen Sector, Garment Sector, Incentives for growth of these Sectors.
Khadi and Village Industries Commission (KVIC) related to textile.

Unit II: Textile Policies
Indian Textile Policy, 2000 and its Salient features, Multi-Fiber Policy.

Unit III: Textile Related Enactments and Regulation
Unit IV: Recent Trends in Textile

Organizations under Ministry of Textiles and their role. Recent textile schemes like TUFS (Technology Upgradation Fund Scheme), STIP (State Textile Integrated Parks) and SPVs (Special Purpose Vehicles). Eco-Friendly Textiles. Sustainability in Textiles. Effluent Treatment Plants (ETP) and other pollution norms. Industrial Sickness.

Reference Books :-


3) The Textile Association (India) Ahmedabad Unit, 1993. Indian Textiles : Achieving Excellence for Going Global – Papers of 48th All Indian Textile Conference, 4th & 5th April 1993, Dinesh Hall, Ashram Road, Ahmedabad


Objective: To familiarize with the impact of economic environmental factors on Textile Industry.

Unit-I: Business Environment
Business:-
A) Meaning and Scope of Business.
B) Environment-Meaning and Scope.
C) Economic Environment-

Unit- II : Textile Environment
Pre and Post Independence Scenario, Effect of Prosperity and recession on Textile.

Unit- III : Global Economic Scenario in Textile:-

Unit- IV: MNCs in Textiles
Meaning of MNCs (Multinational Corporations), Features of MNCs, Classification of MNCs, Role of MNCs in developing countries, Textile Machinery Manufactures and Garment Companies.
Two Case Studies.

Reference Books:-

2) ‘Agenda of Maharashtra Textile Industry’ - Published in editorial vol. 'An Agenda of Economic Reforms for the States in India', Published by Serials Publications, 4830/24, Prahlad Street, Ansari Road, Darya Ganj, New Delhi-110 002.

Objective -1) To know the textile production management and control.

2) To understand the processes involved in spinning, weaving and garment.

UNIT I : Procurement of Material

Introduction:-

UNIT II : Textile Production Process

Textile Production Process (Spinning, Weaving, Processing). Manufacturing Schedule of Spinning, Weaving, Chemical Processing and Garmenting of textiles. Ware housing and store keeping
(Inquiry, Requisition, Indent, Quotation, Comparative Statement)

UNIT III: Production Planning and Control (PPC)

UNIT IV: Inventory Control

Meaning, Objectives and Importance of Inventory Control, Control of Raw Material, WIP, Finished Goods, Spares and Stores. Methods of Inventory Control. LIFO, FIFO, ABC Analysis. Two Case Studies in Textile Production Management and Control.

Reference Books:

3) Burt, David.N., Englewood Cliffs “Proactive Procurement”, New Jersey, PHI.
7) Gopalakrishnan P. and Sundershan.M. “Handbook of Materials Management”, New Delhi, PHI.

M.B.A.(Textile) PART-II (SEM-III)

PAPER.NO. - XXI

RETAIL MANAGEMENT IN TEXTILE AND GARMENT

Objectives: 1) To study the retailing in Textile and Garment. 
2) To inculcate the knowledge useful for retail decision making.

UNIT I: Retail Management

Meaning and nature of Retail Management, Evolution of Retail industry in India, Role of retailing, Trends in Retailing, Emergence of organizational retailing, Classification of Retail Industry, Different retail formats, Careers in Retailing.

UNIT II : Retail Marketing

Meaning of Retail Marketing, Selection of Retail Location, Role of families and women in retailing, Impact of Changing household income, Changing Indian Consumer. Product Concept, Product Classification in Retailing. Types of Consumer Products, Product line and Product Mix. Retail market segmentation, Targeting and Positioning, E-Retailing.
UNIT III: Retailing Concepts
Brand Management, Product V/s Brand, Stocks and Sales relationship, Average Inventory and Planning, Markdowns, Markups, Gross Margin, Cash Discount, Terms of Sales, and Stock Shortage.

Design Centre, Fashion Weeks, Haut Couture, Buying Centre, Market Weeks, Mart. Buying Plans, Assortment Plans, Stock Keeping Units, Vendor Managed Inventory, Stock Turnover, Stock to sell ratio, Open to buy.

Purchase order, Advance order, Recorders, Back orders, Open orders, Special orders, Blanket orders, Approval Buying.

UNIT- IV: Organization of Textile Retail
Organizational Structure of textile retail. Functions and process flow of Retail in Textile, Major Departments and Responsibilities, Challenges, Opportunities, Growth. Retail in Textile. FDI In Indian Retail and its Importance. Strategies of International Retailers in India. Mall management- Meaning, Types of retail formats. Factors influencing Malls Establishments. Indian Scenario for mall management.

Reference Books:

Unit –III : Marketing Mix in Service Marketing

Unit –IV : Marketing Information System
Definition, purpose, scope, procedure, components of MIS.
Marketing Research: applications of marketing research, research process, research design, research tools, research analysis – factor, cluster, conjoint, product research, packaging research, pricing research, promotion research, customer satisfaction research, sales and distribution research, brand research, advertising research. Rural marketing research.
Case studies should be discussed on topics given in syllabi.

References Books:

1) Philip Cateora, “International Marketing”.
2) Francis Cherunilam, “International Marketing”.
3) Christopher Lovelock, ‘Services Marketing’.
4) Zeithaml, Bitner, Gremler and Pandit, ‘Services Marketing’.
5) Helen Woodruff, ‘Services Marketing’.
6) Zha S.M., ‘Services Marketing’.
9) Cooper Schindler, ‘Marketing Research, Concept & Cases’.
10) Paul Green, Donald Tull, Gerald Albaurn, ‘Research for Marketing Decisions’.
11) Nargundkar, ‘Marketing Research’
13) Aakar, Kumar, Day, ‘Marketing Research’.
Objectives –
1) To get knowledge of Indian financial system in respect to structure of financial markets and stock exchanges.
2) To study the banking system and other financial services in India.

Unit I: Structure of Indian Financial System
Pre Nineties and Post Nineties overview Organizational structure of the Indian Financial System-Major Components- Financial Markets; Financial Institutions/Intermediaries; Financial Instruments. Regulatory and promotional institutions: Reserve Bank of India, Securities and Exchange Board of India, IRDA, - Objectives and functions of RBI, SEBI and IRDA
Commodities Market: Concept, Working of Commodities Market, Regulation, Advantages.

Unit-II: Financial Markets and Stock Exchange

Unit-III: Banking
Functions of Commercial Banks, Securitization, Universal Banking, Core Banking, consortium banking, NPA, NBFC- Meaning, Major functions of NBFC, RBI Guidelines. Retail banking – Current Scenario

Unit-IV: Financial Services
Reference Books:

1) L.M. Bhole, “Financial Institutions and Markets”.
2) Khan M.Y., “Indian Financial System”.
3) Pathak, “Indian Financial System”.
4) Bhatta V.K., “Management of Financial Services”.
5) Dr. G. Ramesh Babu, “Indian Financial System”.
6) Gordon, Natarajan, “Financial markets and institutions”.
7) Vasant Desai, “Indian financial system and financial operations”
8) Vasant Desai, “Financial markets and financial services”.

M.B.A. (Textile) PART-II (SEM-III)

Paper – XXII

Elective- III – Human Resource Management

PAPER-I - HUMAN RESOURCE PLANNING and PROCUREMENT

Objectives: 1) To understand Human Resource Planning and Procurement of human resource for textile.

Unit-I: Human resource Planning and Recruitment
HR demand forecasting – HR supply forecasting, determining number and types of people. Recruitment – Policy, Sources – Internal, External & Internet Recruitment, Evaluation and control of Recruitment.

Unit-II: Job Analysis
Methods for job analysis, Job requirement (Job specification & employee specification (job specification), uses of job analysis.

Unit-III: Employee testing and selection-
Testing techniques, matching tests with job requirements – basic testing concept & types. Selection procedure – Application form, background information and reference checks, tests, employment interview, approval by supervisor, physical examination, induction

Unit-IV: Interviewing:
Reference Books:

2) Aswathappa, “Human Resource Management”
3) Edwin Flippo, “Personnel Management”.
4) P.Subba Rao, “Personnel Management”.
5) VPS Rao, “Human Resource Management”.

M.B.A.(Textile) PART-II (SEM-III)
Paper - XXIII
Elective I - Marketing Management

Paper II - Buying Behavior and Brand Management

Objectives –
1) To know the buying behavior of consumer and industrial buyer for marketing of products and services in terms of various consumer behavior models.
2) To familiarize with the Brand and management of brand.

Unit-I: Introduction to consumer Behavior:

Unit-II: Individual Relational importance:

Unit-III: Industrial buying behavior: process, factors influencing industrial buying behaviour, marketing mix for industrial buying behavior.

Unit-IV: Brand management: Brand name and trademark, branding Decisions, advantages and Disadvantages of branding, brand equity, brand image, brand personality, brand identity system, brand strategies, brand extension.

Case studies should be discussed on topics given in syllabi.
Reference Books:
1) Leon Schiffman, Leslie Lazar Kanuk, ‘Consumer Behavior’.
2) Louden, ‘Consumer behaviour’.
4) Reeder, Brierty, Reeder, ‘Industrial Marketing – Analysis, Planning and Control’.

M.B.A.(Textile) PART-II (SEM-III)
Paper - XXIII

Elective II - Financial Management

Paper – II - FINANCIAL DECISION ANALYSIS

Objectives –
1) To understand the basics of capital structure and decisions regarding capital structure, dividend and working capital management.
2) To study the Issues regarding Mergers and Acquisitions decisions for restructuring of sick units.

Unit-I : Capital Structure Decision and Dividend Decision:

Unit-II : Management of Working Capital Components:

**Unit-III : Merger and Acquisition and Restructuring**

**Unit-IV Financial Management in Sick Units**
Definition of Sickness, Causes of Sickness, Symptoms of sickness, Prediction of Sickness, Revival of a Sick Units.

Problems should be covered on following topics only.
- Capital structure Decisions
- Management of Working Capital Components
- Merger and Takeover

**Reference Books:-**
4) *Khan and Jain*, “Financial Management”.
5) *I.M.Pandey*, “Financial Management”.


Objectives – To study the various aspects of Human Resource Development.


Unit-II : Management Development - 
a) Individual and organizational development – management development – manager needs, decision making skills, interpersonal skills, organization knowledge, job knowledge etc. methods to develop managerial skills- In basket , business games, case studies, role playing, behaviour modeling, sensitivity training, transactional analysis, structured insight

Unit-III : Performance Management.

Unit-IV: Management of Careers – nature of careers, career anchors, career mechanism-sources, process and behaviour . Career development programme – career need assessment, career opportunities, need opportunity alignment, designing career path.

Reference Books:

1) Edwin Flippo, “Personnel Management”.
2) P.Subba Rao, “ Personnel Management”.
3) Garry Dessler, “Human Resource Management”.
4) French and Bell, “Organisational Development”.
Objectives –
1) To understand marketing strategy concept and strategy formulations at different product life cycle stages.
2) To know Customer relationship management (CRM)


Unit-II : PLC stages, Marketing strategy formulation for – emerging markets, growth markets, mature, declining, fragmented markets for products (goods and services)


Unit-IV: CRM concept, CRM process, measuring CRM, CRM framework, CRM in services, CRM in product management, Zero customer defection, customer loyalty, customer loyalty development strategies.
Case studies should be discussed on topics given in syllabi.

Reference Books:
1) David Aaker, ‘Strategic Marketing Management’.
3) Sheth, Parvatiyar, Shainesh, ‘Customer relationship Management’.
4) Jagdish Sheth, Atul Parvatiyar, ‘Handbook of Relationship Marketing’.
M.B.A.(Textile) PART-II (SEM-III)
PAPER - XXIV
Elective II - Financial Management

PAPER III- PROJECT PLANNING AND CURRENT TRENDS IN FINANCE

Objectives – 1) To understand the financing and management of projects
               2) To know capital budgeting for project and indirect tax procedure

Unit-I: Project Planning & Financing

Unit-II: Financing of Village and Small Industry:
Meaning, Availability of Finance, Government Policy, Problems in Obtaining Finance

Unit-III : Capital Budgeting
Risk Analysis in Capital Budgeting- Sensitivity analysis, Scenario analysis and Decision Tree analysis. Capital rationing, Techniques of decision making under risk and uncertainty Profitability and expected values, standard deviation, value of information, Optimistic-pessimistic estimates, risk adjusted discounted rate, certainty equivalent approach, Pricing Decisions.

Unit-IV: Indirect Taxation
Concept Contemporary Provisions regarding Central Excise, Service Tax and Sales Tax ( According to the relevant Acts in force in financial year ) Important Concepts under the Law (Definitions), Applicability( Who has to get registered, provisions and procedure for registration), Determination of Tax Liability ( Crystallization of Tax Liability, Calculation of tax Payable ) , Administrative Procedure ( Returns to be filed, Periodicity of return, information required in return, Assessment Procedure)
Problems should be covered on following topics only.
Level of knowledge- Working
1) Repayment schedule of term loan.
2) Capital budgeting

Reference Books:-

1) **Prasanna Chandra**, “Projects: Planning, Analysis, Selection, Implementation and Review”
2) **P.V.Kulkarni & B.G.Satyaprasad**, “Financial Management”.
3) **V.S. Datye**, “Indirect Taxes”.
4) **I.M.Pandey**, “Financial Management”.
5) **R.P.Rustagi**, “Principles of Financial Management”.

M.B.A.(Textile) PART-II (SEM-III)
PAPER – XXIV

Elective III – Human Resource Management

PAPER –III EMPLOYEE REMUNERATION

Objectives: To study wage theories, job evaluation methods for effective HRM.

Unit I :Theories and concepts of wages- various theories of wages, objectives of good remuneration(compensation) model, factors affecting remuneration (compensation) model, external competitiveness, internal equity, pay for contribution.

Unit-II :Job Evaluation – Meaning, objectives, procedure, methods of job evaluation- non-Quantitative and Quantitative methods, point rating system, Factor comparison method, advantages and disadvantages.

Unit-III: Variable remuneration-
Individual incentive plans, group/ team incentive plans- objectives, merits and demerits.
Incentive basis- merit, Seniority, Merit/ seniority. Organizational incentives- profit sharing, production sharing and employee stock ownership plan Fringe benefits- nature of supplementary compensation- principles of fringe benefits, pay for time not worked, legal benefits, discretionary benefits, retirement benefits, pension plans, other flexible benefits.
UNIT IV: Wage legislations and pay commission, laws related to wages, bonus, PF, Gratuities superannuation, DA Pay commissions – 1st to 6th with amendments.

Reference Books:-
3) P.S. Rao, N.N. Chatterjee, “Employee Remuneration”
4) Garry Dessler, “Human Resource Management”.

M.B.A. (Textile) PART-II (SEM-IV)

PAPER - XXV

ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

Objectives:-
1) To create an interactive learning experience that addresses the challenges, issues, and reward faced by entrepreneurs in starting and growing a venture.
2) To study the entrepreneurship development and project management.

Unit I: Entrepreneur
A. Meaning, types, functions and Qualities of Entrepreneur, concept of Entrepreneur
B. Entrepreneurship concepts, theories of entrepreneurship (Max Weber, Schumpeter, Hegan, Peter Drucker).

Unit II: Entrepreneurship Development Process (EDP)
Meaning, Objectives and Importance, Entrepreneur v/s Entrepreneur, Entrepreneur v/s Entrepreneurship, Entrepreneur v/s Manager.
Various Institutions-
Role of Govt. in EDP. Small Industries Development Bank of India (SIDBI), Small Industries Service Institute (SISI) of India, Entrepreneurship Development Institute (EDI), Ahmadabad, National Institute for Entrepreneurship and Small Business Development (NIESBUD), MSME, Maharashtra Centre for Entrepreneurship Development (MCED), District Industry Centre (DIC).

Unit III: Project Management
Meaning, objectives of project management, How to choose a project. Market and Demand Analysis, Technical Analysis, Market Planning, Risk Analysis, Project phases, Project Ideas, project appraisal.
Unit IV : Entrepreneurship In Textile Industry


B. Stories of Successful Textile Entrepreneurs - Dhirubhai Ambani, Aditya Birla, S.P. Oswal, Cotton King.

Reference Books:
2) Hisrich Peters, “Entrepreneurship”.
3) Brigitte Berger, “The culture of Entrepreneurship”.
4) K. Nagarajan, “Project Management”.
5) Prasanna Chandra, “Projects”.
6) Vasant Desai, “Dynamics of Entrepreneurship Development”.
7) Dr. P.C. Shejwalkar, "Entrepreneurship Development”.
8) Shrinivas Pandit, “Thought Leaders”.
9) Steven Brandt, “Entrepreneurship”.
10) S.N. Chary, “Business Gurus Speak”
11) Gurmit Narula, “The Entrepreneurial Connection”.

M.B.A.(Textile) PART-II (SEM-IV)
PAPER – XXVI
STRATEGIC MANAGEMENT

Objectives: -
1) To study the Strategic Management.
2) To develop the critical skills needed to plan and manage strategic activities.

Unit – I: Strategic Management.
Meaning, Strategic management process, Strategic Intent of business: vision, mission, goals and Objectives, Benefits of strategic management.

Unit – II: Strategy Formulation
Strategy formulation at business level and corporate level, Competitive Analysis, tools and techniques of strategy analysis.
Unit – III: Strategy Implementation
Strategy Implementation meaning, organizational structures and control, Corporate Governance, strategy and structures, strategic leadership, succession planning, Role of Board of Directors (BOD) and CEOs in strategic decisions.

Unit – IV: Strategy Evaluation and Control
B. Suggestions for Case Analysis,
   1. The Case Method
   2. Researching the Case Situation
   3. Financial Analysis: A Place to Begin

Reference Books:-
1) **Thomas L. Wheelen, J. David Hunger**, “Strategic Management & Business Policy”.
2) **S.K. Bhattacharya and N. Venkatraman** “Managing Business Enterprise: Strategies, Structures and Systems”, VHP.
5) **David Fred R**, “Strategic Management.” PHI.
6) **H.Igor Ansoff**, “Implementing Strategic Management”, PHI.
7) **Coulter Mary K**, “Strategic Management in Action”. PHI.
9) **Macmillian**, “The Competitive Advantage of Nations”.
10) **R.Srinivasan**, “Strategic Management”.
Objectives: -
1) To provide the students with understanding of and appreciation for the impact of global production distribution of apparel.

UNIT –I : Merchandising
Concept, apparel merchandising, levels of merchandising, Marketing Vs. Merchandising.
Six rights of Merchandising and Merchandising Structure.

UNIT –II: Buyer and Merchandiser
Concept of Merchandising Function, Qualities of merchandiser, work area and job of merchandiser, Concept of Buyer, The Buyer’s Job, Qualities of Fashion Buyer, Work Area of Fashion Buyer, difference between Buyer and Merchandiser.

UNIT -III: Buying Patterns-

UNIT -IV: Buying Cycle and Merchandising Assortments
Buying cycle: Meaning and Types of buying (Season wise Buying, Phases and Transitional, Comparative Shopping, Directional Shopping, Per Selection, Line Range Review, Final Order Placement.
Assortment: Meaning, Classification of merchandising assortments, and its Purpose.
Reasons for Subdividing Merchandise.

Reference Books:-
3) Richard T. Hise, “Effective Salesmanship”.
4) Charles Futrell, “ABC’s of selling”.
5) Rustum Davar, “Sales Management”.
Objective:- To acquire knowledge and awareness of fashion and latest trends in domestic and international fashion in Textiles.

UNIT I : Basics of Fashion:
Meaning, Principles and Dynamics of fashion, Fashion Vocabulary (Fashion, Accessories Avant-Garde, Classic, Design, Draped Fad or Craze, Haute Couture, Ready to wear, Style, Tailored, Trend, Wardrobe).

UNIT II : Design and fashion Business:-

UNIT III : Fashion industry
Various Fashion Houses in India and Abroad, Famous fashion designers in India and abroad and their collections, Fashion shows and Events, Indian Fashion trends, fashion products, trade associations and fashion magazines.

UNIT IV : Visual Merchandising
Merchandise Presentation, Types of Displays, Design and Visual Merchandising (Color, Line, Shape, Texture, and Light).
Reference Books:

1) Doris H. Kincade, “Merchandising of fashion products”.
2) Solomon - Michael R., “Consumer behavior in fashion”.
4) Design Journeys Kate Fletcher, “Sustainable Fashion And Textiles”
5) Jenny Udale, “Textiles And Fashion( Series - Basics Fashion Design )”.
6) Sue Jenkyn Jones, “Fashion Design”.
7) Tabassum, “Be Your Own Fashion Guru Based On Indian Tradition And Culture”.
8) Pradip V. Mehta And Satish K. Bhardwaj, “Managing Quality In The Apparel Industry”.

M.B.A.(Textile) PART-II (SEM-IV)

PAPER - XXIX
QUALITY MANAGEMENT FOR TEXTILES

Objectives: To study the aspects of quality management for textile

UNIT I : Quality Management:
Introduction to quality management, Basic concepts of Total Quality Management (TQM), Principles of TQM. Leadership – Concepts, Role of Senior Management, Deming Philosophy and 14 principles, Juran’s Trilogy, Barriers to TQM Implementation.

UNIT II : Employee Involvement in TQM:

UNIT III : TQM Tools and Techniques:
UNIT IV : TQM Awards and Enterprise Applications:
A. The Malcolm Baldrige National Quality Award (MBNQA), Sundaram Clayton - Deming Prize, TQM and ERP, TQM and SCM, TQM and CRM, TQM and BPR.
B. Case studies in TQM in different types of industries.

Reference Books:


M.B.A.(Textile) PART-II (SEM-IV)
PAPER –XXX
Elective- I - Marketing Management

PAPER IV - SALE MANAGEMENT AND ADVERTISING MANAGEMENT

Objectives -1) To study the sales management and advertising management and other aspects of marketing of products.

Unit I: Sales planning and Control: Introduction to Sales Management, sales management functions, sales organization, types of sales organization, Sales forecasting & policy making - Meaning – Importance – Types of forecasting, Sales related marketing policies, Controlling sales personnel, Sales quotas and sales territories, Sales control and cost analysis – The sales audit – sales analysis – marketing cost analysis.

Unit-II: Sales Promotion:
Tools of sales promotion, methods of sales promotion, sales contest, Publicity, Public relation.


Case studies should be discussed on topics given in syllabi.

Reference Books:-

2) Charles Futrell, ‘ABC’s of selling’.
5) Richard T. Hise, ‘Effective salesmanship’.
6) Rustum Davar, ‘Sales Management’.
7) Gerald A.Michaelson, ‘Strategies for selling’.
9) Gini Graham and Scott, ‘Building a Winning Sales Team’.
M.B.A.(Textile) PART-II (SEM-IV)

PAPER – XXX

Financial Management -Paper IV

INVESTMENT MANAGEMENT

Objectives – To understand investment avenues available for financial decisions, risk and return relationship and debt funds.

Unit-I : Investment Avenues


Unit –II: Analytical Framework for investment in Share

Unit-III : Debt and Mutual Fund as Avenues of Investment
Debt Instruments- Risk in Debt, Innovations in Debt Securities, Structure of Interest Rates in India, Bank Fixed Deposits, Company Fixed Deposits, Introduction to concept of Bond Valuation, Bond Yields- Current Yield, Yield to Maturity
Mutual Funds - Concept, Advantages of MF, Management of MF, Role of AMFI Types of Funds- Open-end vs Close-end Funds, Mutual Fund Types based on Nature of Investment, Investment Objective and Risk Profile. Investment in MF- Investment in Units- Subscribing the units, purchase and sale of units.
Unit-IV: Investment plans for individuals at various life cycle stages.

Direct Tax: Concept, Contemporary Provisions affecting Individuals Life cycle Stages:

A) Young unmarried stage B) Young Married stage I) Where both partners work II) If only one of the two partners earns the family living c) Young Married with Children Stage, D) Married with Older Children Stage E) Preretirement Stage F) Retirement Stage.

Note:

1. Individuals under various tax brackets may be considered while preparing Investment plan for above categories.

2. Tax provisions applicable to individual related to investment should be studied for the current Assessment year. E.g. For the academic year 2003-2004, applicable Assessment Year will be 2004-2005.

Problems should be covered on following topics only.

a) Risk and Return- Single security, Two or three securities
b) Preparation of Investment plans for Individuals at a various stages of life cycle.

Reference Books:-

1) Donald E. Fischer and Ronald J. Jordon, “Security Analysis and Portfolio Management”.

2) Preeti Singh, “Investment Management”.

3) V.A.Avadhani, “Investment Management”.


5) Kevin, “Portfolio Management”.

6) Barua, “Portfolio Management”.

7) Prasanna Chandra, “Financial Management- (Fifth Edition)”.

8) Workbook by Association of Mutual Funds in India

9) V.K. Singhaniya, “Direct Taxes”.
Objectives
1) To know employee relations and to study labor laws.

Unit-I: Industrial relations - Origin and growth, forces affecting industrial relations, main actors-Socio-Economic-Political Ideologies and nature of IR. Causes of industrial disputes, industrial relations, machinery-measures for prevention and settlement for industrial disputes, ID Act 1947 and its amendments-statutory and non-statutory measures and government machinery.

Unit-II: Ethical approach to industrial relations - trusteeship approach, codes in IR, role of HR in promoting ethics and fair treatment, disciplinary and grievance procedure, standing order, lay off, retrenchment.


Unit-IV: Integration for maintaining good industrial relations-workers participation in management-meaning, forms of participation, Quality Circle-meaning, objective, structure, benefits and problems of QC. TQM-meaning, principles and core concepts, HRD and TQM, total Quality and HR strategies.

Reference Books:-

1) Edwin Flippo, “Personnel Management”.
2) P.Subba Rao, “Personnel Management”.
3) Garry Dessler, “Human Resource Management”.
4) French and Bell, “Organisational Development”.
Objectives:

1. To study retail and rural marketing.
2. To know rural marketing potential and agriculture marketing mix.

Unit-I: Retail Marketing
Introduction to retail, business models in retail, and theories of retail development, retail consumer, retail marketing mix.

Unit-II: Retail Strategies
Store management, retail franchising, retail supply chain management. Organized retailing formats.

Unit-III: Rural Marketing
Introduction, rural market environment, infrastructure, characteristics of rural marketing, STP for rural market, marketing mix and strategies, organized rural retailing-ITC E-Choupal, Project Shakti, marketing of services in rural area. Rural buying behavior.

Unit – IV: Marketing of Agricultural Inputs
Agricultural products, non-farm products, concept of co-operative marketing – features & objectives of cooperative marketing in agriculture – problems of farmers in co-operative Marketing.

Case studies should be discussed on topics given in syllabi.

Reference Books:

Objective- To understand international finance, international business environment.

Unit-I: International Business Environment
Nature and characteristics of International Business, Globalisation and India’s financial sector reforms. Scope of International Finance, Importance of International Finance.

Unit-II: Foreign Exchange
Market Components, Exchange rate mechanism and Risks

Unit-III: Exchange Control Regulations
Export Credit Guarantee Corporation – EXIM Bank – Foreign Exchange Dealers’ Association of India – Convertibility, Export Import Financing Mechanism – Buyers’ Credit – Suppliers’ Credit
Unit-IV: Financial Management of the Multinational Firm


Problems should be covered on following topics only.

a) Exchange Rate quotations and arbitrage
b) Determination of exchange rate in spot market and forward market.
c) Techniques of covering risks
d) Multinational Capital Budgeting

Reference Books :-

2) Alastair Watson, Paul Cowdell, ‘Finance of International Trade’.
4) P.G. Apte, International Finance’.
5) Nabhi, ‘Exchange Control Regulations’.
7) P.K Jain, ‘International Financial Management’

M.B.A.(Textile) PART-II (SEM-IV)

PAPER-XXXI

Elective III - HR Management

PAPER-V STRATEGIC HUMAN RESOURCE MANAGEMENT AND INTERNATIONAL PERSPECTIVE

Objectives:
1. To Understand HR system that will help to achieve strategic goals of a company.
2. To Know the strategic management process and role of HR in the strategic management process.

Unit-I: Strategic HRM – meaning, significance of strategic HRM, difference between traditional HRM & strategic HRM, 5- P model of strategic HRM, Outcome of strategic HRM.
Unit-II: Changing Environment of HRM - Globalization, Technological development, Nature of work, Exporting jobs, Workforce Demographics.


Unit-IV: International HRM – Difference between Global & Domestic HRM, Strategic Global HR Purpose, selection, orientation, ethnocentric, polycentric, geocentric, Repatriation, career and personal problems.

Reference Books :-


M.B.A.(Textile) PART-II (SEM-IV)

PAPER – XXXII

PROJECT REPORT AND VIVA

Student has to undergo a practical training of minimum fifty days. MBA being professional course it is essential for each student to practically apply or understand theoretical concepts what he/she learn during the course. During the training program student is expected to collect vital information through internal and external source so as to reach concrete conclusions on the given subject. Student has to prepare the Project Report under the guidance of internal teacher. Director/Principal of the institution/college will decide the last date of submission of final copy. Student should submit two typed copies to the Institute. One copy for the institute and another copy for his/her personal record. Students may prepare additional copies for the organization, guide etc.

A viva-voce examination will be conducted before the Semester IV examination. A viva-voce committee will be appointed by the university. A committee will consist of 4 members. Every district will have a separate committee for viva-voce.
Guidelines for the project report.

Declaration from the student that the research work is not copied from any other existing reports. Certificate of the guide.- Guide should certify that the research work is original and completed satisfactorily under his guidance.

The Chapter scheme for the project report will be as follows.-

CHAPTER NO-1 – Introduction to the study.

1.1 Introduction
1.2 Objectives and importance of the study
1.3 Scope and limitations of study
1.4 Research Methodology

CHAPTER NO.2 – Introduction to the organization

2.1 Introduction to the industry
2.2 Brief History of organization
2.3 Subsidiaries, Associates of the company
2.4 Departments / Manufacturing process
2.5 Important statistical information
2.6 Future prospect
2.7 Organization Structure

CHAPTER – III - THEORECTICAL BACKGROUND

Basic concepts

Necessary theoretical inputs may be added to support the research work.

CHAPTER –IV – DATA ANALYSIS AND INTERPRETATION

Data should be analysed with help of various tools studied in the Subject “Application of Research Methods in Management”.

CHAPTER-V - FINDINGS / OBSERVATIONS
CHAPTER VI- SUGGESTIONS / CONCLUSION

Appendix

Bibliography

The above guidelines are not the prescription on writing the project report but can be used as a milestones while writing the Project Report. The guide has the every discretion to change the chapter scheme as per the requirement

Note : 1) There should be proper linkage between objectives, data analysis and interpretation, findings and suggestions.

2) Student should not use logos and name of company on the project report pages. Header and Footer shall consist of university name and institute name respectively. No other information should be included in the Header and Footer.

3) Use of colours in text matter should be avoided.

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