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शिवाजी विद्यापीठ, कोल्हापूर - ४१६ ००४.

दुरध्वनी : (ईपीएबीएक्स) २६०९००० BOS. २६०९०९४

फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३. e-mail : bos@unishivaji.ac.in

SU/BOS/Com/M.B.A. Textile /6170

Date : - 26-08-2014

The Principal,
Dattajirao Kadam Technical Education Society's
Textile & Engineering Institute,
Ichalkaranji.

Subject: -Regarding revised syllabi, nature of question paper structure and equivalence

of M.B.A. (Textile) Part- II (Sem. 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 (Sem. III & IV) under the Faculty of Commerce.

This revised syllabi shall be implemented from the academic year 2014-2015 (i.e. from June 2014) onwards. A soft copy (C.D.) containing the syllabus is enclosed herewith and it is also available on university website www.unishivaji.ac.in.

The question papers on pre-revised syllabi of above mentioned course will be set for the examinations to be held in Oct/November 2014 & March/April 2015. 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: C.D. of the above mentioned syllabi

Copy to:-

- 1 Dean, Faculty of Commerce
- 2 Chairman, BOS in Bus. Management
- 3 Appointment Section
- 4 O.E.-I Section
- 5 Affiliation Section (U.G.)
- 6 Computer Centre

} For information & n. a.

} For information

SHIVAJI UNIVERSITY, KOLHAPUR



B

(2009)

Faculty of Commerce

Revised Syllabus For

Master of Business Administration (Textile) Part-II

MBA (Textile)

Part-II

(Semester III & IV)

(Subject to the modifications that will be made from time to time)

Syllabus to be implemented from June 2014 onwards.

Revised Syllabus of

Master of Business Administration (Textile)

To be implemented from the academic year 2014-2015

(Introduced from June 2014 and Onwards)

M.B.A (Textile)Part-II

Third Semester

No. of Papers - 08

Sr. No.	Name of Subject	Paper No.	Marks
1	Logistics and Supply Chain Management in Textile	XVII	100
2	Textile Policies	XVIII	100
3	Economic Environment of Textile Industry	XIX	100
4	Textile Production Management and Control	XX	100
5	Retail Management in Textile and Garment	XXI	100
6	Elective - Paper-I	XXII	100
7	Elective - Paper-II	XXIII	100
8	Elective - Paper-III	XXIV	100
	Total		800

Fou

rth Semester

No. of Papers – 08

Sr. No.	Name of Subject	Paper No.	Marks
1	Entrepreneurship Development	XXV	100
2	Corporate Planning & Strategic Management	XXVI	100
3	Apparel Merchandising	XXVII	100
4	Fashion Industry	XXVIII	100
5	Quality Management for Textiles	XXIX	100
6	Elective - Paper-IV	XXX	100
7	Elective - Paper-V	XXXI	100
8	Project Report and Viva	XXXII	100
	Total		800

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****EQUIVALANCE IN ACCORDANCE WITH TITLES AND CONTENTS OF PAPERS****M.B.A. (Textile) –Part –II Equivalence****Semester-III**

Paper No.	Pre –Revised	Revised
17	Corporate Planning and Strategic Management	Corporate Planning and Strategic Management
18	Business Ethics and Professional Values	To be given two chances
19	Textile Products and Processes	To be given two chances
20	Textile Marketing: Domestic and International	Textile Marketing: Domestic and International
21	Indian Textile Industry	Indian Textile Industry
22	Textile Project Planning and Management	To be given two chances
23	Finance for Textile sector	To be given two chances
24	Textile Production management and control	Textile Production management and control

M.B.A. (Textile) –Part –II Equivalence**Semester-IV**

25	Entrepreneurship and Project Management	Entrepreneurship Development
26	Management Control System	To be given two chances
27	Managing for Excellence	To be given two chances
28	Project Report and Viva	Project Report and Viva
29	Retail Management in Textiles and Garment	Retail Management in Textiles and Garment
30	Textile Policies and Legal Aspects	Textile Policies
31	Quality Management for Textiles	Quality Management for Textiles
32	Fashion Industry	Fashion Industry

SECOND Yr/ Semester-III

Sr. No.	Subject/ Paper	Teaching Scheme Hrs/week				Examination Scheme Marks
		L	T	P	TOTAL	TOTAL
1	Logistics and Supply Chain Management In Textile	4	--	--	4	100
2	Textile Policies	4	--	--	4	100
3	Economic Environment in Textiles	4	--	--	4	100
4	Textile Production Management & Control	4	--	--	4	100
5	Retail Management in Textiles & Garment	4	--	--	4	100
6	Elective-I -Paper-I	4	--	--	4	100
7	Paper-II	4	--	--	4	100
8	Paper-III	4	--	---	4	100

SECOND Yr/ Semester-IV						
Sr. No.	Subject/ Paper	Teaching Scheme Hrs/week			Examination Scheme Marks	
		L	T	P	TOTAL	
1	Entrepreneurship Development	4	--	--	100	
2	PSM	4	--	--	100	
3	Project Report and Viva	4	--	--	100	
4	Fashion Industry	4	--	2	100	
5	Apparel Merchandising	4	--	--	100	
6	Quality Management for Textiles	4	--	--	100	
7	Elective –I- Paper-IV	4	--	--	100	
8	Paper-V	4	--	--	100	

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

PAPER.NO.-XVII

LOGISTICS and SUPPLY CHAIN MANAGEMENT IN TEXTILE.

Objectives:-

- 1) To learn the strategic importance of goods supply, chain design, planning, and operation for every firm.
- 2) To convey how supply chain drivers may be used on a conceptual level during supply chain design, planning and operation to improve performance.
- 3) To give the student knowledge of logistics and supply chain methodologies and to understand how logistical decision impact on the performance of the firm as well as the entire supply chain.

UNIT-I : Supply Chain Management (SCM)

Introduction, Concept, Objectives, Current scenario of SCM in Textile industry. Drivers and issues in value chain, Value Chain Management in Textile ,Bull Whip Effect and Causes. 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.

Logistics management in Textile Industry.

Types Of Logistics:-Procurement Logistics, Production Logistics, Distribution Logistics, After Sales logistics, Disposal Logistics, Third Party Logistics, Fourth Party Logistics, Emergency Logistics. Global Apparel Value Chain - RFID (Radio Frequency Identification) – Best practices in Logistics Management Cases from Textile and Apparel Industry.

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”.
- 2). **S. Chopra and Mendil**, “Supply chain management, strategy, planning and operation”, Pearson Education, Asia, 2/2004.
- 3). **B.S. Sahay**, “Supply Chain Management, for Global Competitiveness”, Macmillan India Limited, 1999.
- 4). **G. Raguram and N. Rangarajan**, “Logistics and Supply Chain Management-Cases and concept”, Macmillan.

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

PAPER.NO.-XVIII

TEXTILES POLICIES

Objectives: 1) To make students learn the government textile policies in India.

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, in India

Incentives for growth of these Sectors.

Khadi and Village Industries Commission (KVIC) related to textile.

Unit II: Textile Policies

Integrated Textile Policy :-Textile Policies of 1978, 1981 and 1985.

Review of Textile Policy by Abid Hussain Committee, Garment Policy 1994-96.

Indian Textile Policy, 2000 and its Salient features, Multi-Fiber Policy. Cotton Monopoly Act

Unit III: Textile Related Enactments and Regulation

Handloom Legislation and Rules, The Essential Commodities Act .1955, Essential Commodities Act, 1995, The Control Orders:- Textile Control Orders, Cotton Textiles .Control Orders, Woolen Textiles, Staple Fiber Order. The Textile Committee Act Cotton Ginning and Pressing Factories Act 1925,

Unit IV: Recent Trends in Textile

Organizations under Ministry of Textiles and their role. Recent textile schemes like TUFSS (Technology Up gradation 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 and Infrastructure

Reference Books :-

- 1) "Textiles – Law & Policy", PMR Publications (P) Ltd., Secunderabad.
- 2) UNCTADS, UNIDOS, ILOS & GATIS : Prospects for Exports of Indian Textiles During Eighties– Press and P.R. Services, 15, Abubekar Mansion, S.B.S. Road, Mumbai.
- 3) Indian Textiles : Achieving Excellence for Going Global – Papers of 48th All Indian Textile Conference, 4th & 5th April 1993, Dinesh Hall, Ashram Road, Ahmedabad
- 4) **Compendium of Textile Statistics 1998** (With a Review) – Office of the Textile Commissioner Govt. of India – Ministry of Textiles, New CGO Building, 48 New Marine Lines, Mumbai.

- 5) **Compendium of Textile Statistics 1999** (With a Review) – Office of the Textile Commissioner Govt. of India – Ministry of Textiles, New CGO Building, 48 New Marine Lines, Mumbai.
- 6) **Compendium of Textile Statistics 1997** (With a Review) – Office of the Textile Commissioner Govt. of India – Ministry of Textiles, New CGO Building, 48 New Marine Lines, Mumbai.
- 7) **Compendium of Textile Statistics 1995** (With a Review) – Office of the Textile Commissioner Govt. of India – Ministry of Textiles, New CGO Building, 48 New Marine Lines, Mumbai.
- 8) **Compendium of Textile Statistics 2000 Vol. II** (International Data on Textiles) – Office of the Textile Commissioner Govt. of India – Ministry of Textiles, New CGO Building, 48 New Marine Lines, Mumbai.

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

PAPER.NO.-XIX

ECONOMIC ENVIRONMENT OF TEXTILE INDUSTRY

Objective: To familiarize the students with the impact of external environmental factors on business decisions.

Unit-I: Business Environment

Business:-

- A) Meaning and Scope of Business.
- B) Environment-Meaning and Scope.
- C) Economic Environment-Meaning, Nature, Factors influencing Economic Environment.

Unit- II : Introduction

Pre and Post Independence Scenario, Effect of Prosperity and recession on Textile.

Economic Scenario of Indian Textile Industry. Global Competitiveness and India's position in Textile

.Market Diversification in Textile Industry in India.

Unit- III : Global Economic Scenario in Textile:-

Introduction

Economic Overview of World Textile Industry.

Global Technological Environment in Textile.

Mergers and Acquisitions in Textile.

Unit- IV:

A) MNCs in Textiles

Meaning Multinational Corporations, Features of MNCs,

Classification of MNCs, Role of MNCs in developing countries, Machinery Manufactures and Garment Companies .

B) Two Case Studies.

.Reference Books:-

- 1) “Essentials of Business Environment”, by **K. Aswathappa**, Himalaya Publishing House.
- 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.
- 3) ‘**Technical Progress & Structural Changes in Textile Industry**’ - Published in ‘The Indian Textile Journal’, in May-2008 Vol. CXVIII No.8, Page No. 23-30.
- 4) 26th Edition 2000 Indian Economy – Problems of Development and Planning **A.N. Agrawal**, - Wishwa Prakashan- A Division of New Age International (P) Ltd. Publishers, New Delhi.
- 5) “Managerial Economics” **P.L. Mehta**, - Sultan Chand and Sons, Educational Publishers, New Delhi – 110002.
- 6) “Indian Economy – 57th Revised Two Colour Edition” - **Ruddar Datt, K.P.M. Sundharam**, S.Chand & Company Ltd. 7361, Ramnagar, New Delhi – 110055.

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

PAPER.NO. - XX

TEXTILE PRODUCTION MANAGEMENT AND CONTROL

Objective –The objective is to strategically towards approach the activities at managerial levels involved in manufacturing processes.

UNIT I : Procurement of Material

Introduction:-

Role of Purchasing and Materials management in Textile Industry. Purchasing procedure, Purchase planning for Fabric & Apparels. Sources of Supply of textile material. Make or buy decision for Fabric and Apparels Vendor Analysis, Evaluating Supplier’s Efficiency. Purchase Price Determination of textile material while purchasing process. Negotiating for Purchasing / sub contracting, Evaluation of purchase performance.

UNIT II : Textile Production Process

Manufacturing Schedule of Spinning, Weaving, Chemical Processing and Garmenting of textiles. Warehousing and store keeping
(Inquiry, Requisition, Indent, Quotation, Comparative Statement)

UNIT III: Production Planning and Control (PPC)

Meaning, Objectives and Importance Capacity Planning for Spinning, and Weaving Garmenting. Master Production Schedule, Production Rates and Calculations, Machine Requirement Calculations, Essentials and desirable facilities for manufacturing of Textiles. Safety and Maintenance- Breakdown and Preventive
Case from Textile and Apparel Industry.

UNIT IV: Inventory Control

Meaning, Objectives and Importance Control of Raw Material, WIP, Finished Goods, Spares and Stores.
A) Methods of Inventory Control. LIFO, FIFO, ABC Analysis.
B) Case Studies

Reference Books:

- 1) **Ansari .A. and Modarress.B.**, “JIT Purchasing”, Free press.
- 2) **Baily P.**, “Purchasing Principles and Management”, Pitman.
- 3) **Burt, David.N., Englewood Cliffs** “Proactive Procurement”, New Jersey, PHI.
- 4) **Dobler,D.W.** “Purchasing and Materials Management”, New York, McGraw-Hill.
- 5) **Farrington Band Waters, Derek.W.** “Managing Purchasing”, London, Chapman and Hall.
- 6) **Dutta, A.K.** “Integrated Material Management”, New Delhi, 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) The objective are to critically analyze the retailing process, the environment within which it operates, and the institution and functions that are performed and to develop the knowledge useful for retail decision making.

UNIT I: Introduction- Retail Management

Introduction-Meaning , 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-Garment retail sector.

UNIT II : Retail Marketing

Retailing Selection of Retail Location, Role of families and women in retailing, Impact of Changing scenario of Indian household income, Changing Indian Consumer. Product Concept, Product Classification in Retailing. Types of Consumer Products, Product line and Mix. Retail Customer –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, 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

Introduction to the textile industry with respect to 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. International Retailers in India and Strategies. Mall management- Meaning, Types of Various retail formats. Factors influencing Malls Establishments. Indian Scenario for mall management.

Reference Books:

- 1) “Retailing Management” by **Mrs. Swapna Pradhan**, 2nd edition, 2007 & 2008, TMH.
- 2) , “Integrated Retail Management” **James R. Ogden & Denise T. Ogden** 2007, Biztantra.
- 3) “Retail Management” **Levy & Weitz**, TMH 5th Edition 2002.
- 4) “Retail Management”, by **Chetan Bajaj**, Oxford Publication.
- 5) “Retail Management”, by **Uniyal & Sinha**, Oxford Publications.

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

Paper - XXII

Elective I- Marketing Management

Paper I - CONTEMPORARY ISSUES IN MARKETING

Unit- 1.A) Service Marketing – What are services, definition, need & importance of services, distinction between services & goods, characteristics of services, STP for services marketing. Overview of managing demand and capacity. Marketing Mix in Service Marketing- Product price, place, Promoting, people – Moment to Truth , Service encounters service personnel issues, emotions and service situations, service profit chain, Physical Evidence- evidence types. Role of physical evidence, stimulus response model, service scapes, Process- types, Service Blueprint, service process matrix, service recovery and empowerment

B) Service Quality- Customer Expectations and Perceptions, Gap model, SERVQUAL Model, SERVPREF Model, Marketing strategies for different services-bank, insurance, hotel, tourism, transport, tourism, consultancy services.

Unit- 2.International Marketing-International Marketing Environment, Entry Strategies, International organization, Export procedure & export documents, Global Strategies, targeting and Positioning, International Marketing mix- Product Design Decisions, Geographic expansion strategic alternatives, New product in Global Market, Global Pricing Strategies, Global Pricing Policy alternatives, Channel Objectives and constraints, Channel Structure, Advertising decisions in International marketing.

Unit- 3.Social Marketing- Meaning, nature, importance & scope, of social marketing, types of non business organizations, markets involved in social marketing, developing a marketing programme for social cause.

Unit- 4.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.

References:

Philip Cateora, ‘ International Marketing’

Francis Cherunilam, ‘ International Marketing’

Christopher Lovelock, ‘Services Marketing’

Keegan Warren J, Global Marketing Management

Zeithaml, Bitner, Gremler & Pandit, ‘Services Marketing’

Helen Woodruff, ‘Services Marketing’

Zha S.M., ‘ Services Marketing’

Pati Debashis, ‘Marketing Research’ Universities Press (India) PvtLtd., Hyderabad., 2002.

Beri, G.C, ‘Marketing Research: Tata McGraw Hill Publishing Company, Ltd., 2000.

Cooper Schindler, ‘Marketing Research, Concept & Cases’

Paul Green, Donald Tull, Gerald Albaurn, ‘Research for Marketing Decisions’

Nargundkar, ‘Marketing Research’

Donald S.Tull, Del I.Hawkins, ‘Marketing Research – Measurement & Methods’

Aakar, Kumar, Day, ‘Marketing Research’

Aaker, D. A , ‘Marketing Research: A wiley / Hamilton Publications, New York., 1978.

Majumadar, R. Marketing Research Text Applications and Case Studies Wiley Eastern Ltd., 1991.

Panda Tapan, Marketing Management

Kotler Philip Marketing Management

Panwar J.S. Beyond Consumer Marketing

M.B.A.(Textile) PART-II (SEM-III)
Paper – XXIII
Elective II - Financial Management
PAPER I - INDIAN FINANCIAL SYSTEM

1. Introduction to Indian Financial System-Over view, Organizational structure of Indian Financial System Major Components

Financial Institutions-Regulatory, Intermediaries, Non-Intended aries,, other Institutions

RBI, SEBI, IRDA- Objectives, Functions
2. Financial Markets- Money Market - Capital Market Money Market
3. Capital Market-Gilt-edged Securities Market, Industrial Securities Market- Primary Market, Secondary Market/stock exchange, Development Financial Institutions.
4. Financial Services- Venture Capital, Merchant Banker Leasing Credit Rating,- Insurance

Reference Books :

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

M.B.A.(Textile) PART-II (SEM-III)
Paper – XXIV
Elective III- Human Resource Management
Paper-I-Human Resource Management

Unit- 1. Job Analysis – Process Methods of Data collection, Job requirement.
Job Description- Purpose, content, writing, job description, job specification
Job Design-Factor affecting job design;Methods/Technique of job design.

Unit- 2.Human Resource Planning and Recruitment- HR demand forecasting – HR supply forecasting, determining number and types of people. recruitment – Policy, sources – Internal, external & e-t Recruitment, evaluation and control of recruitment. Procurement of Human Resource: Recruitment-Process, Factor affecting on requirement, recruitment practice in India

Unit- 3. Selection Human Resource-Meaning; Selection Hurdles, Placement, Induction Programme- Objective, benefit, Content of Induction Programme; phases of Induction Programme, Socialization-Concept, Phase of Socialization

Unit- 4. Interviewing: Types of interviews – Unstructured, structured, behavioral, Job related. Principles of interviewing – Dos and Donts, Interviewing procedure – preparation, setting – physical and mental, conduct of interview, close.

Induction and placement – meaning and Objective, Induction programmes (steps) topics of induction programme.

Books Recommended

1. Personnel Management by Edwin Flippo
2. Personnel 7 Human Resource Management-Text & Case by p. Subba Rao.
3. Human Resource Management By Garry Desslar, Pearson Education Asia.
4. Human Resource Management by S.S.Khanka, S. Chand & co.New Delhi
5. Human Resource Management and Personal Management by Aswathappa, Tata Mc Graw Hill, New Delhi
6. Human Resource Management by Biswajeet Patnaik Hall of India Private Limited, New Delhi
7. Human Resource Management- An Experimental Approach by H. John Bernandin & Joyce E.A. Russel.

MBA(Textile) - II Semester III
Elective-I- Marketing Management
Paper II - Buying Behaviour and Brand Management

1	<p>Introduction to consumer Behavior: Concept and need for studying consumer behavior, and marketing management factors influencing Consumer buying process. Consumer Modeling: - The economic model, Learning model, psychoanalytic model, The sociological model, The Howard Sheath model of buying behavior, The Nicosia model, The Engel –Kollat-Blackwell Model.</p> <p>Industrial Organization Buying Behaviour- Participants In process industrial marketing-Buying decisions involved in industrial buying process- Factors influencing industrial buying behavior- Stages of industrial buying process.</p>
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2	<p>Individual Determinants of Consumer behavior- Perception-Meaning of perception- the perceptual process- Factor responsible for perceptual Definition. Learning- Meaning of learning, components or elements of learning process. Personality- Meaning Nature & characteristic of Personality, Stages in the development of personality, personality influences and consumer behavior, self-concept or self-image. Attitude and behavior- The concept of Attitude, Relationship between Attitude and Behavior, Factors involved in Attitude formation Motivation- Meaning of Motivation, Needs And goals- The Dynamic Characteristic of Motivation.</p>
3	<p>Influence of Social class- Definition and meaning of social stratification, factors responsible for social stratification, characteristic features of social classes, Social influence on consumer behaviour.</p> <p>Group Dynamics and Consumer Reference Group-Definition and Meaning of Group relevant to consumer behavior, Family life cycle, Friendship Group, Formal social clubs, Friendship Group, formal social clubs, shopping friends groups work group Reference group</p>
4	<p>Brand Management: Meaning definition importance & Functions of branding Advantages & disadvantages of branding, types of brand. Managing brands- selecting brands-selection brand name & logo, brand extension, brand rejuvenation, brand relaunch, brand, brand proliferation, brand development through acquisition/takeover, brand portfolio restructuring . Brand building process, Brand Equity-Meaning, brand equity models, building brand equity, measuring brand equity, brand valuation, managing brand equity, Brand positioning</p>

Case studies should be discussed on topics given in syllabi.

Leon Schiffman, Leslie Lazar Kanuk, 'Consumer Behavior'

Louden, 'Consumer behaviour'

Hill, Alexander, Cross, 'Industrial Marketing'

Reeder, Brierty, Reeder, 'Industrial Marketing – Analysis, Planning and Control'

Moorthi, YLR, 'Brand Management The Indian Experience: Vikas Publishing, House Pvt, Ltd., 1999.

Keller, Kevin Lane, 'Strategic Brand Management Building, Measuring, and Managing Brand Equity: Prentice Hall., 1998.

Moorthy, Y.L.R., 'Brand Management The Indian Context: Vikas Publishing House Pvt, Ltd., 2003.

Mathur, U.C., 'Brand Management: Macmillan India Ltd., Delhi., 2006.

Kapferer, Jean-Noel Strategic Brand Management: Kogan Page Ltd., 1997.

Panda Tapan Marketing Management –Text & Cases, Second Edition

Ramaswamy, Namakumari Marketing Management MacMilan India Ltd.

Kotler Keller Koshy, Jha Marketing Management, Marketing Management, Prentice Hall 13th Edition.

Elective-II - FINANCIAL MANAGEMENT

PAPER-II -FINANCIAL DECISION ANALYSIS

Unit-I- Capital Structure Decision

Financial Leverage, Operating Leverages and Combined Leverage, Indifference point, Approaches to appropriate capital structure (NI Approach, NOI Approach, Traditional Approach and Modigliani Miller Approach) EBIT-EPS Analysis, Guidelines for planning, Capital structure policies in practice.

Unit-II- Dividend Decision:

A) Dividend Models, Determinants of Dividend Policy Dividend policy in practice, Purpose of Dividend Payout Ratio, Stability in Dividend Policy Dividend as Residual Payment, Legal and Procedural Aspects of Dividend

B) Bonus Shares- regulation, reasons, deciding bonus ratio. bonus shares and stock splits.

Unit-III- Merger and Acquisition and Restructuring: Reasons for merger, Mechanics of Merger, Cost Benefits of Merger, Terms of Merger, Takeovers, Joint ventures,

Managing and acquisition, Portfolio Restructuring, Financial Restructuring, Organizational Restructuring.

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

Problems should be covered on following topics only.

- a) Capital structure Decisions
- b) Dividend Decisions
- c) Merger and Takeover

Books Recommended-

1. Financial Management- Fifth Edition- Prasanna Chandra
2. Financial Management- Van Horne, James C.
3. Financial Management and Policy- Bhalla V.K.
4. Financial Management- Khan and Jain
5. Financial Management- I.M.Pandey
6. Principles of Financial Management-R.P.Rustagi.
4. Working Capital Management- V.K.Bhalla
5. Working Capital Management- Scherr F.C.
6. Working Capital Management – J.J.Hampton and C.L.Wagner

Working capital management – V.K.Bhalla

Working capital management – Scherr F.C.

Working capital management J.J.Hampton and C.L.wangne

MBA(Textile)- II Sem. III

Elective III

Paper-II Human Resource Development

Unit-1. Human Resource Development- Concept of HRD, Objective, difference between personal management and HRM, Origin of HRD Focus of HRD:- Development human sub systems, development HRD Climate, Development HRD process, Ethical issues in HRD

Unit-2. Training and Development –Concept, Principles of training, Difference between training and development, methods of training (on the job and off the job) and Executive Development Methods (Methods to develop managerial skills- decision making skills, interpersonal skills, organization knowledge, job knowledge etc.) Model of training and development :

- 1. Identification of Training and development needs, including 3 tier training need survey.
2. Designing training and development programmes (Process objective).
3. conduction of training and development programmes,
4. Evaluation of training and development programmes (meaning type, kirk partik Model), 5. Measuring results of training and development(steps)

Unit-3. Learning and Performance Appraisal – concept of learning principles of learning theories of learning. Elements for effective integration of learning and training.

performance, appraisal-Concept essentials of performance appraisal, methods of performance appraisal.

Career Planning- Career anchor, Career development programme:- career need assessment, career opportunities, need opportunity alignment, designing career path.

Unit-4. Organisation Development and Evaluating HRD- Meaning of OD, phases Evaluating HRD- HR Accounting (Objectives, Methods of Human Resource Accounting), HR Auditing (Scope, Process), Competency mapping, training instrument test:- Psychometric Test, Myers Briggs Type Indication (MBTI), Passive, Aggressive and assertiveness (PAA)

References-

- 1.S.K.Bhatia Training and Development, Deep and Deep Publications Pvt.Ltd.
- 2.P.N.Singh, Training for Management Development, Suchandra Publication s,
- 3.Tapomoy Deb, Training and Development, And Books Private Limited
- 4.Thomas N. Garavan, Carole Hogan, Training and Development, Peatagon Press
- 5.Margret Anne Red Harry Barrington, Training Intervention A Jaico Book
- 6.Patrick Forsyth Appraising Job Performance
- 7.G.Pandu Naik, Training and Development, Text and cases, Excel Books

MBA(Textile) - II Semester III

Elective I- Marketing Management

Paper III - Marketing Strategy and CRM

1.	Overview of Marketing Strategy – Concept, Relationship with Corporate Vision, Mission and Objectives. Strategic Role of Marketing. Formulating and implementing marketing strategy. Identification of attractive markets, Industry/ business analysis and sustaining competitive advantage.
2.	A) Strategic Implications of product Life Cycle, market Entry Strategies- Pioneer Strategy and follower Strategy, Growth Market strategies- Market Leaders Strategies- Flanker Strategy, Confrontation Strategy, Market Expansion, Contraction, Market follower Strategic- Frontal Attack, Leapfrog Strategy, Flank Attack, Guerrilla Attack, Bypass Attack. Strategic Choice for Mature Market, Strategies for declining Markets. Market Follower Strategies, Market Nicher strategies B) Services Strategies- Strategies for Market Leaders, challengers, followers and niche marketers.
3.	A) Internet Marketing & E-Commerce- Meaning & importance of E-Commerce & internet marketing, competitive of internet marketing, Benefits & limitations of internet marketing establishing internet marketing facility. B) Green Marketing- Meaning & importance issues involved in green marketing- social responsibility, pressure of government, competitive pressure cost of profit. Problems of green marketing, green marketing strategies.
4.	CRM: concept, CRM process, measuring CRM, CRM framework, Tangible Components of CRM 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.

Boyd Walker, Mullins Larrech, 'Marketing Strategy' Tata McGraw-Hill Publishing Company Ltd, Mre Delhi.

David Aaker, 'Strategic Marketing Management'

Sheth, Parvatiyar, Shainesh, 'Customer relationship Management'

Jagdish Sheth, Atul Parvatiyar, 'Handbook of Relationship Marketing'

Curry, Jay Customer Marketing Method How To Implement and Profit From Customer Relationship Management: The Free Press., 2000.

McKenzie, Ray, 'Relationship Based Enterprise Powering Business Success Through Customer Relationship Management: McGraw Hill., 2001.

Sheth, Jagdish N. Customer Relationship Management Emerging Concepts, Tools and Applications: Tata McGraw Hill Publishing Company Ltd., 2001.

Gosney, John W. Customer Relationship Management Essentials: Prentice Hall of India Pvt, Ltd., 2001.

Bergeron, Bryan Essential of CRM - A Guide to Customer Relationship Management: John Wiley & Sons Inc., 2002.

Elective II- FINANCIAL MANAGEMENT

PAPER III- PROJECT PLANNING AND CURRENT TRENDS IN FINANCE

Unit-I- Project Planning-

Generation and screening of project ideas, Market and Demand Analysis, Technical Analysis,

Unit-II-Financial Estimates and projections. Project Financing Long Term Financing, Appraisal of Term Loans by Financial Institutions short Term Snares of Finance, other Sources.

Unit-III-Management Cash

- a. Motive, for holding Cash, Objective of case Management, Factors determine the cash needs; Determining cash Need-Cash Budget; Techniques of Cash Management Marketable Securities- Treasury Bills, Commercial papers, Certificates of deposit Bankers acceptance, Inter- Corporate deposits; Cash Management Model- Baumol Model Miller-or Model, Orgler's Model
- b. Receivables Management-Objective, Credit polices Credit Standards & Credit Analysis Credit terms; cash Discount; Collection Policies.

Unit-IV- Inventory Management- Objectives; Benefits of holding inventory, Techniques of inventory control-EOQ, stock Levels

Books Recommended

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

Note- Practical Problems will be aswed from cash Budget; EOQ; Levels

MBA(Textile) II Sem. III

Elective III - HRM

Paper III Employee Remuneratio

Unit-1. Job Evaluation :

Meaning, objectives, Principle Procedure, Methods/Techniques of Job Evaluation: Non- Quantitative, Advantages and Problem of Job Evaluation.

Unit-2.Wage and Salary Administration :

Meaning of Wage and Salary Administration, Purpose, Compensation, Reward, Wage level and Wage structure, Determinants of establishing Strategic Wage plan, Rule of Wage administration Principle of Wage and Salary Administration Ingredients of good wage plan. Executive Compensation, Competency based pay, Challenges of Remuneration.

3.Incentives and Benefits-

incentive – Meaning, Feature, Determinants, Incentive plan for Blue Collar Worker, Incentive plan for white Collar worker, Essential of effective Incentive Cafeteria Style Compensation, Employee Benefits: Pay for time not worked, vacation and Holiday, Severance pay, Insurance Benefits, Retirement Benefits, Personal Services and Family Friendly Benefits.

4. Wage Fixation and policy-

Methods of wage Fixation in India: Minimum Wage Act, Payment of Wage Act, Equal Remuneration Act, wage Board pay commission Issue and Constraints in wage determination in India, Issue in Indian wage policy: Bonus Act, Gratuity Act, PF, ESI, Workmen's Compensation Act.

Books Recommended-

- 1.Human Resource Management by Edwin Flippo
2. Human Resource Management by C.B.Mamoria
3. Human Resource Management by K.Ashwathapa
4. Human Resource Management by Garry Dessler,
5. Human Resource Management by V.S.P.Rao
6. Personnel Management by R.S. Diwedi
- 7.Industrial Laws by N.D.Kapoor.

M.B.A.(Textile) PART II SEM.IV
Paper .NO-XXV
Entrepreneurship Development

- Objectives: 1. to create Entrepreneurial perspective among Management students.
2. to motivate Management students to become entrepreneurs.
3. to provide knowledge about various support systems of entrepreneurship development.
4. to provide basic information about new enterprise launching and project report .

Unit 1. Entrepreneurship perspectives:

- a) Concept of Entrepreneur, Entrepreneurship and Enterprise. Link between Entrepreneurship and Economic Development.
- b) Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager.
- c) Factors influencing Entrepreneurship Development- Economic and Non-economic like individual, environmental, socio-cultural etc.
- d) Innovations and Entrepreneurship- Link between innovation and entrepreneurship, Schumpeter's Theory, Peter Drucker's sources of Innovations.

Unit 2. Entrepreneurial Support System:

- a) Policy framework in India- Policies regarding SSI sector, Micro, Small and Medium Enterprises Development Act 2006. Concessions and Incentives, Financial support schemes, DIC (District Industries Centre's role and functions)
- b) Development of Women Entrepreneurs and Rural Area Entrepreneurship development.
- c) Export Promotion facilities for SMEs and Global Vision for Entrepreneur.
- d) Entrepreneurship Training and Development – objectives of Training Programs, Contents and methods, Various Training and Development Institutions in India.
- e)

Unit 3. The Enterprise Launching:

- a) Developing Business Idea- Product selection process, Search, Screening and Evaluation of ideas.
- b) Developing a Business Plan
- c) Environmental Analysis- Scanning, SWOT.
- d) Sources of Capital
- e) Prospective Problems- Marketing, Finance, Human Resource, Research, Production etc.

Unit 4. Project Planning and Management:

- a) Meaning and classification of Projects.
- b) Preparing Project Report- contents, formulation and specimen.
- c) Project Appraisal- Economic Analysis, Market Analysis, Financial Analysis, Technical feasibility, Managerial Competency.

Note: Case studies of Successful Entrepreneurs should be discussed in the class.

References:

1. Entrepreneurship Development by P.N.Singh and J.C. Saboo. Published by Dr. P.N. Singh Centre for HRD, Opp. Santacruz(E) Railway Station, Mumbai-400055
2. Entrepreneurial Development by S.S. Khanaka. Published by S.Chand and Company Ltd. New Delhi-110055
3. Dynamics of Entrepreneurship Development by Vasant Desai.
4. Innovations and Entrepreneurship By Peter Drucker Pub: UBS publishers and Distributors Ltd. New Delhi-110002

CORPORATE PLANNING AND STRATEGIC MANAGEMENT

Context: India has emerged as one of the most vibrant economies of the world. This vibrancy is reflected within the organisation in terms of newer approaches to managing strategically. Through strategic management the organization attempts to gain and maintain competitive advantage. They strive to create their own unique approaches while trying to absorb what is best around the world. The syllabus attempts to capture the issues in strategic management in the Indian context.

Objectives:-

1. To understand conceptual and analytical framework of strategic management
2. To study strategic management process
3. To understand basic approaches in strategy formulation, implementation, evaluation and control.

Contents:-

Unit No. 1:- Introduction

- Definition & nature of Corporate Planning, Advantages and disadvantages,
- Concept of strategy, levels at which strategy operates, strategic decision making, approaches to strategic decision making
- Definition of strategic management, strategic management process,
- Strategic intent: Vision, Mission, Goals and Objectives.
- Environmental scanning and appraisal, Organisational appraisal, strategic advantage analysis

Unit No. 2:- Strategy Formulation

- Corporate level strategies- Stability, Expansion, retrenchment, and Combination strategies
- Business level strategies- Cost leadership, Differentiation and focus business Strategy -Strategic analysis and choice- Tools and techniques for strategic analysis, **Arthur D Little Life Cycle Approach**, SWOT analysis, **Ansoff's Product - Market Matrix**, **Vulnerability Analysis**, GAP analysis, Porter's five forces model, Value-chain analysis,
- Benchmarking, BCG Matrix, GE-9 Cell Matrix, TOWS Matrix, Grand Strategy Matrix, Mckinsey's 7'S framework.

Unit No. 3:- Strategy Implementation

-Interrelationship of formulation and implementation, Resource allocation, Structures for strategies, strategic leadership, corporate culture, politics and power, Ethics and Social responsibility, **Guidelines for a Successful Responsible Firm**, Functional Strategies- Financial, marketing, personnel and operations plans and policies.

Unit No. 4:- Strategic Evaluation and Control

Overview, Strategic Control, Techniques of strategic evaluation and control,

Strategies for the Bottom of the Pyramid, Digitalisation strategies, Tailoring strategy to fit specific industry and company situation

References:-

1. Strategic Management & Business Policy, Azar Kazmi, Tata McGraw Hill, 3rd Ed. 2009.
2. Strategic Management, Concepts & Cases, Fred R. David, Pearson Education, 9th Ed.2005.
3. Competitive Advantage, Michael E. Porter, Free Press.
4. Globalisation, liberalisation and strategic Management, V. P. Michael, Himalaya Publishing House.
5. Crafting and Executing Strategy- The quest for competitive advantage, Concept & Cases-A.A. Thompson, A.J. Strickland, John E. Gamble, Arun K. Jain, Tata McGraw Hill-2010
6. Business Policy and Strategic Management, P. Subba Rao, Himalaya Publishing House

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

PAPER - XXVII

Title - APPAREL MERCHANDISING

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-

Meaning of Buying Patterns. Central Merchandising plan-Advantages and disadvantages, Warehouse and Requisition Plan, Price agreement Plan, Use, Period and Procedure of plan, Planning and Controlling Function of buying.

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:-

- 1) **Philip Kotler**, “Marketing Management”, Prentice Hall of India Pvt. Ltd., New Delhi.
- 2) **R.R.Still , E.W.Cundiff, N.A.P.Govani**, “Sales Management”.
- 3) **Richard T. Hise**, “Effective Salesmanship”.
- 4) **Charles Futrell**, “ABC’s of selling”.
- 5) **Rustum Davar**, “Sales Management”.
- 6) “Promotions & Marketing Channels” Published in **Textile Industry & Trade Journal** Vol. 46 No.7-8 Export Number. Page No 25-29.

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

PAPER - XXVIII FASHION INDUSTRY

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:-

Meaning, The Design Process, Elements in Design, Classification Of fashion Apparels-Men’s Wear, Women’s Wear, Kid’s Wear, Fashion Cycle (Body Shape, Form, Structure, Proportion, Harmony, Color Wheel, Primary, Secondary, Intermediate Colors).

Role of fashion designer, Introduction to Color and Fashion Trends, Basic Color Schemes- (monochromatic, analogous, complementary, split complementary, triad) Indian fashion culture and western fashion culture. Study and analysis of the contemporary creative movements of fashion. Design concept - Mass Market and High Fashion Cycle. Stages of Fashion Cycle. Fashion Industry Segments, Types of Fashion and Activities in Fashion Forecasting.

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

Meaning and objectives, Scope of Visual Merchandising, concept of VM (Walks and Entry, Landscaping, Window Display, Interior Presentation, Signage, Themes, Props, Color and Lighting Props, Store Image, Store Exterior, Store Interior, Store Layout, Store Décor).

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”.
- 3) **Jasbir Kaur, Colin Gale**, “Fashion and Textiles-An Overview”.
- 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:

Employee Involvement – Motivation, Empowerment Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement.

Principles of Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention. Supplier Partnership – Partnering, Sourcing, Supplier Selection, Supplier Rating, Relationship Development.

UNIT III :TQM Tools and Techniques:

PDCA Cycle, Zero defects, POKA-YOKE, Quality circles. Kaizen, Performance Measures, Basic Concepts, Strategy for Performance Measure. Benchmarking Process, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits. FMEA and FMECA (Failure Mode, Effects and Criticality Analysis) Concept, Stages . Types of FMECA- Process, product, system.

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:

1. Dale H. Besterfield, Total Quality Management, Pearson Education Asia, 1999. (Indian reprint 2002).
2. Oakland.J.S. “Total Quality Management Butterworth – Heinemann Ltd., Oxford. 1989.
- 3 James R.Evans & William M.Lindsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
4. Feigenbaum.A.V. “Total Quality Management, McGraw-Hill, 1991.
5. Narayana V. and Sreenivasan, N.S. Quality Management – Concepts and Tasks.New Age International 1996.
6. Zeiri. “Total Quality Management for Engineers Wood Head Publishers, 1991.

MBA(Textile) - II Semester IV

Elective- I- Marketing Management

Paper IV - Sales Management and Advertising Management

1.	<p>Sales planning & 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,</p> <p>Personal Selling-Types of Personal Selling- personal Selling Process- Integration of Personal Selling with Other, Elements of the Marketing Communication Mis- Performance Evaluation of Personal Selling Efforts, Controlling sales personnel, Sales quotas and sales territories, Sales control and cost analysis – The sales audit – sales analysis – marketing cost analysis.</p>
2.	<p>Sales Promotion: Tools of sales promotion, methods of sales promotion, sales contest, Publicity, Public relation, Role of public Relations in Crisis Management, Direct selling Sponsorships, Exhibitions, Packaging, Point-of-Purchase Displays, Internet, Word-of-Mouth, Corporate Identity, Ethics in Sales Promotion.</p>

3.	<p>Mass Media Promotions: News Papers and Advertising- Magazines and Advertising- Radio and Advertising- Television and Advertising, 5 M's of Advertising: Types of media-Print-Broadcast-Outdoor-Transit.</p> <p>Advertising-Media selection-Media characteristics-Media reach-Media brief-</p> <p>Media planning process-When-Which-How-How much-Designing media plan-</p> <p>Media cost & media ability-Matching media & market-Geographical selectivity</p> <p>media strategy, Message design & development- what to say-Message appeals-Types of Appeals-Rationale-Emotional-Moral-Direct & indirect appeal-Message Structure-positive- Negative-One sided-Two sided-How to say it symbolically- Message format- The layout of advertisement- Components- Background-Border-Caption-Heading-Illustration-Photography – Name plate or company logo-Price-Product-Slogan-space Balance-Increment formats of layout. Visualization & development of ads & creativity-Process of Visualization.</p>
4.	<p>Advertising Plan: Establishing Advertising Objectives, Setting the Advertising Budget Development a Media Strategy, Evaluating Advertising Effectiveness, Advertising Agency , Working of Agency Functions of Advertising Agency, Client agency Relationship, Selection of Advertising Agency Ethics in Advertising, Other Issues in Advertising: Comparative Advertisement- Corporate Advertising-Web Advertising</p>

Case studies should be discussed on topics given in syllabi.

R.R.Still , E.W.Cundiff , N.A.P.Govani, 'Sales Management'

Charles Futrell, 'ABC's of selling'

S.A. Chunawala & K.C.Sethia, 'Foundations of advertising--Theory & Practice'

David A. Aaker & John G. Myers, 'Advertising Management'

Richard T. Hise, ' Effective salesmanship'

Rustum Davar, ' Sales Management'

Gerald A.Michaelson, 'Strategies for selling'

Forsyth Prick, ' Sales Management Handbook'

Gini Graham & Scott, 'Building a Winning Sales Team'

Anderson, Hair and Bush, 'Professional Sales Management'

1.	<p>Investment Avenues, Characteristics & Investment Management Framework Investment : Concept, Investment v/s speculation, Characteristics of Investment, avenues of investment- Non-marketable Fixed Income Avenues- Bank Deposit,Fixed Deposit with companies, PPF scheme, PF, National Savings scheme,</p> <p>National Savings Certificates. Marketable Fixed Income Avenues- Shares, FCD,NCD, Bonds, RBI's Tax Free Bonds, Gilt-edged securities. Other Avenues- Units of MF, Life Insurance, Real Estate. Investment Attributes.</p> <p>Risk and Return—Meaning of Risk, Elements of Risk- Systematic Risk and Unsystematic Risk, Measurement of Risk- Expected Return- mean-variance approach, Measurement of systematic risk.</p> <p>Investment Management Framework : Review of investment avenues, Specification of investment objectives, Formulation investment strategy, Selection of securities/assets, Performance Evaluation.</p>
2.	<p>Analytical Framework for investment in Share : Valuation of shares,Fundamental Analysis- Economic Analysis, Industry Analysis and Company Analysis. Technical Analysis- Trends,Indicators, Indices and moving averages applied in Technical Analysis. Portfolio Analysis - Portfolio Selection- Feasible set of portfolio, Efficient set of portfolio- The Efficient Frontier, Selection of optimal portfolio. Random Walk Theory- Assumptions of Random Walk Theory, Random Walk and Efficient Market Hypothesis- Weak, semi-strong, strong market and its testing techniques.Introduction to BSE Sensitive Index and Nifty Index.</p>
3.	<p>Debt and Mutual Fund as Avenues of Investment</p> <p>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, Yieldto Maturity</p> <p>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.</p>
4.	<p>Investment plans for individuals at various life cycle stages.</p> <p>Direct Tax: Concept, Contemporary Provisions affecting Individuals</p> <p>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) Pre- retirement Stage F) Retirement Stage.</p> <p>Note :</p> <p>1. Individuals under various tax brackets may be considered while preparing Investment plan for above categories.</p> <p>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.</p>

Problems to be covered on following topics.

- 1) Risk and Return
- 2) Valuation of shares and Bonds
- 3) Preparation of Investment plans for Individuals at various stages of life cycle.

Books Recommended

1. Security Analysis and Portfolio Management – Donald E. Fischer and Ronald J. Jordon; Pearson Education
- 2 Investment Management by Preeti Singh; Himalaya Publishing House
- 3 Investment Analysis and Portfolio Management- Prasanna Chandra- Tata McGraw Hill
- 4 Securities Analysis and Portfolio Management- V.A.Avadhani, Himalaya Publishing House
- 5 Securities Analysis and Portfolio Management-Punithavathy Pandian- Vikas Publishing house
- 6 Personal Investment & tax planning- N.J. Yaraswy; vision Books Pvt Ltd.
- 7 The basics of investing-Gerald krefetz; Vision Books Pvt Ltd.

MBA(Textile) Part- II Sem. IV

Elective III - HRM

Paper IV EMPLOYEE RELATIONS AND LABOUR LAWS

Unit-1- Industrial relations - Origin and growth, forces affecting industrial relations, main actors in IR. Theoretical Perspective of Industrial Relations:- Unitary, Pluralist, radical Trusteeship.

Industrial disputes- Causes of disputes, industrial disputes, industrial relations, machinery-measures for prevention and settlement for industrial disputes. Industrial Dispute Act 1947
Maternity Benefit Act 1961

Unit-2-Ethical approach to industrial relations.- trusteeship approach, codes in IR, disciplinary and grievance procedure. Non Employment matters:- Strike lockout, layoff retrenchment VRS. Industrial Employment (Standing Order) Act 1946

Unit-3-Trade unions– origin and development of trade union movement in India, registration of trade union, Trade Union act 1926, current trends in trade unionism- Trade unions and economics development, employers association in India. Central trade unions in India

Unit-4- Integration for maintaining good industrial relations-workers participation in management-meaning, forms of participation, Central Board of Workers' Education Scheme, Quality Circle-meaning, objective, structure, benefits and problems of QC TQM, total Quality and HR strategies, India and ILO

Collective bargaining process, prerequisites of collective bargaining, Health and Safety measures – Factories Act.

References-

- 1.Arun Monappa, Industrial Relations, Tata McGraw Hill Edition
- 2.Mamoria, Manoria, Gankar, Dynamics of Industrial Relation, Himalaya Publishing
- 3.C.S.Venkatta Ratnam, Industrial Relations Oxford Higher Education
- 4.R.C.Chawla K.C.Garg, Industrial Law, Kalyani publishers
- 5.B.D.Singh, Labour Laws for Managers, Excel Books

MBA(Textile) Part- II Semester IV
Elective I- Marketing Management
Paper V - Retail and Rural Marketing.

1.	Retail Marketing: Introduction to retail, Factors behind the change of Indian Retailing industry- Economic growth, Classification of retailers: Store based and Non-store based retailers, Organised and Unorganised , business models in retail, theories of retail development, retail consumer, retail marketing mix, Store location and site evaluation, Store layout, design and visual merchandise, Customer Service, FDI and Retail in India.
2.	Retail Strategiess, store management, managing the Retail Store: Store management, Role of Store managers, Retail Personnel Management Process, Cost controls, reducing inventory shrinkage, detecting and preventing shoplifting, retail franchising retail franchising, retail supply chain management. Organized retailing formats, Information system and Logistics, Ethical and Legal issues in retailing: Social responsibility, Environmental orientation, consumer relation and employee relations, Careers in Retailing: Employment opportunities, ownership opportunity.
3.	Rural Marketing: Introduction, Evolution of rural marketing , rural marketing environment, Rural infrastructure, Characteristics of rural marketing, STP for rural market, Rural Marketing mix challenges, Rural Marketing mix strategies, Rural logistics, Developing effective Rural communication organized rural retailing-ITC E-Choupal, Project Shakti, marketing of services in rural area. Rural buying behavior, Rural consumer behavior model Sources of Rural Finance- Credit Delivery Mechanism in Rural Finance: Multi Agency Approach-Regional Rural Banks (RRB) – Service Area Approach (SAA)-National Bank for Agriculture and Rural Development (NABARD), Microfinance, Self Help Groups, The future of Rural marketing in India.
4.	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.

A Sivakumar, 'Retail Marketing' Excel Books New Delhi

M A Shewan, 'Retail Management' Sonali Publications New Delhi

Suja Nair , 'Retail Management' Himalaya Publishing House Mumbai

S L Gupta , 'Retail Management' Wisdom Publications Delhi

Swapna Pradhan, 'Retailing Management' Tata McGraw-Hill Publishing Company Limited
New Delhi

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

Elective II- FINANCIAL MANAGEMENT -PAPER V

Paper-V INTERNATIONAL FINANCE

1.	International Finance- Concept Scope of International Finance-Reserves, Balance of payment current Account, Convertibility. World Financial Markets and Institutions: International Banking, International Bond Market, International Equity Market.
2.	Foreign Exchange Market – Structure , Types of Transactions, Exchange Rate quotations and arbitrage between Exchange rate and Interest Rate Exchange Rate Mechanism- Determination of exchange rate in spot market and forward market. Factors influencing exchange rate, Theories of Exchange Rate Behavior. Risks in International Operations : Exchange rate risk, Interest rate risk and Political risk. Techniques Internal and Risks Mangement.
3.	Exchange Control Regulations Export Credit Guarantee Corporation – EXIM Bank – Foreign Exchange Dealers' Association of India. Export Import Financing Mechanism – Buyers' Credit – Suppliers' Credit –Financing in foreign currency for exports and rupee finance Non resident Accounts: Repatriable and Non Repatriable, Significance of NRA.
4.	Financial Multinational Firm – Foreign Direct Investment, Cost of Capital and Capital Structure of a Multinational Firm - Capital Budgeting and Cash Management Multinational Firm - of – Country Risk Analysis –International Taxation – Double Taxation Avoidance Agreements

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

Books Recommended

1. International Financial Management- Cheol Eun & Burce Resnick
- 2 Finance of International Trade – Alastair Watson, Paul Cowdell
3. International Finance – A.V.Rajwade
4. International Finance – P.G.Apte
5. Exchange Control Regulations – Nabhi
- 6 Global Business Finance- V.A.Avadhani
- 7 International Financial Management- P.K Jain & others. International financial management – Madhu VijInternational Financial Management - V.A.Avdhani.

MBA(Textile) Part- II Sem. IV

Elective III HRM

Paper-V Strategic Human Resource Management and International Perspective

Unit-1. Strategic HRM – meaning, significance of strategic HRM, Difference between Strategic HRM and Traditional HRM & 5P Model of strategic HRM,

strategic Human Resource Management Tools- Strategy Map, HR Scorecard, Digital dashboards, Translation Strategy in to HR policies and Practices. (15 hours)

Unit-2. Strategic Human Resource Planning-Meaning, Strategic planning and HR Planning Process of Strategic HRP-Mission, Vision & values Environment Analysis, Internal Analysis Formulating Strategy, Strategy implementation, Evaluation & Assessment. (15 hours)

Unit- 3. International HRM-Difference between Global & Domestic HRM, Strategic Global HR-Purpose, selection orientation, ethnocentric polycentric geocentric, Repatriation career and personal problems, Compensations Performance appraisal of expatriates. HRM practices in India, France, China, USA, UK & Japan. (15 hours)

Unit-4. International Industrial Relations Practices- Features of Labour-Management Relations; MNCs and Industrial Relations Trends- some common practices/trends; Employees participation in management in France, Germany, Israel, Britain, USA & Japan; Recognition of Trade Union-Voluntary and Mandatory System; Impact of globalization on IR;HR outsource. (15 hours)

Reference Books

1. Human Resource Management – Gary Dessler & Biju Varkkey
2. Human Resource Management –A south Asian Perspective – Snell, Bohlander, Vohra
3. Human Resource Management by V.S.P. Rao
4. International Human Resource Management –Subbo Rao
5. International Human Resource Management-S.K.Bhatia

MBA(Textile) Part-II SEM-IV PAPER - XXVIII PROJECT REPORT AND VIVA VOCE

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 programme 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.

UNIVERSITY GUIDELINES FOR PROJECT WORK:

A student has to take project work at the end of first year (second semester) of MBA.

1. Management project is done individually.
2. Student should take guidance from allotted guide.
3. Four copies of “Project Work” should be submitted to the Director of the Institute in stipulated time (One copy each for, Student, Guide, Company where project is done and institute library).
4. The nature of project work should be such that it could be useful for concerned organization, industry and students as well.
5. The project report shall be duly assessed by the internal guide to the subject and marks shall be communicated by the Director to the University after receiving the Seat Numbers from the University along with the marks of internal credit from theory and practical to be communicated for all other courses.
6. The project work will carry 50 marks for internal assessment and 50 marks for external viva. The external viva shall be conducted by a minimum of four external examiners. This assessment criterion is subject to change.
7. Student should not use logos and name of company on the project report pages.
8. Header and Footer shall consist of university name and institute name respectively. No other information should be included in the Header and Footer.
9. Use of colours in text matter should be avoided.

DETAILS OF PROJECT REPORT

TITLE

Title of research should be specific in nature, it should be short, crispy and should reflect management problem.

CONTENTS

The contents should be given in the following manner in tabular form.

Sr.No.	Chapter	Page No.

- a. Serial number of the chapter.
- b. Heading of the chapter
- c. Page numbers

IN SHORT THE FORM OF PROJECT REPORT IS AS GIVEN BELOW

Preface

- a)
- d) Acknowledgements.

Contents/ index

Heading of the chapter, page numbers, sub headings of the chapter.

Chapter I – Introduction to the study & Methodology

- 1.1 Introduction
- 1.2 Objective and importance of the study Location or address of the
- 1.3 Scope and limitations of study
- 1.4 Research Methodology

Chapter II – Theoretical Background

Chapter II – Chapter III – Introduction

- a. Name of the unit
- b. Location or address of the unit
- c. Brief history of the unit and present position
- d. Financial position
- e. Organization chart

Chapter IV – Analysis or Interpretation of Data

Chapter V – Findings, Suggestions and Conclusions

Appendices

Bibliography

APPENDICES

The document charts, questionnaires, tables, schedules etc which are actually referred to in the body of the project report (this consists of chapters I to VI) are to be included under appendix or appendices. So, the appendices may include.

- a. Questionnaires used for collecting information.
- b. Schedules used for collecting information.
- c. Tables formed for presenting the data.
- d. Documents/forms etc., referred to in the body of the project report.
- e. Diagram, graphs etc. referred to in the body of the project report.
- f. Guide student meeting record form.

BIBLIOGRAPHY

Bibliography means list of books, journals, published work actually referred to or used in the writing of the project report. This is not a separate chapter. The bibliography has to be written in a specific manner. It must be in the following manner.

The name of author (surname followed by initials), title of the book (is to be underline), year of publication, place of publication, number of the edition, name of the publisher in full (address), pages referred to. Or bibliography should be written following international standards as APA or MLM system.

JOINING REPORT

Date:

To,

The Director,

.....

.....

.....

Sub: Joining Report

Respected Sir,

I, Shri/Ms.have joined
..... for the summer in-plant
training from for the Project Work to be carried out.

I would be carrying out project work under the guidance and supervision of

Shri. /Ms.

(designation) inarea.

The title of my project work is

I shall join the college immediately after completion of my training i.e. on 1st August 20 without fail.

(Name & signature of the Student)

(Name and Signature of the Industry Guide)

Seal of Organisation

PROGRESS REPORT

Progress Report No. _____

Name of Student	
Title of the Study	
Name of Guide	
Organisation	
Date of Joining Organisation	
Date of Progress Report	
Period Of Progress Report	
Progress:	

Signature

Student

Signature

Industry Guide