

UNIVERSITY, KOLHAPUR



B

(2009)

Accredited By NAAC

Faculty of Commerce
Revised Syllabus For

MBA (Textile)

Part – I (Sem- I to II)

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

Syllabus to be implemented from June 2013 onwards.

Revised Syllabus of
M.B.A. (Textile)
(Introduced from June 2013 and Onwards)

- A] Ordinance and Regulations :-
(as applicable to degree/programme)
- B] Shivaji University, Kolhapur
New Syllabus for
Master of Business Administration (Textile)

1. TITLE : Subject

M.B.A. (Textile) IDS under the Faculty of Textile, Commerce

2. YEAR OF IMPLEMENTATION:

New syllabus will be implemented from June 2013 onwards.

3. PREAMBLE: -

MBA (Textile) aims at committing to achieve excellence in textile management education and to mould aspiring youngsters into new age professional managers who will be leader in the Indian Textile Industry. The proximity to the textile industry to this region offers the unique opportunity to the students in gaining first hand knowledge of the industry. A two years MBA (Textile) full time course is designed after core management learning for Textile Professionals, addressing the growing complexity and competition of textile business

4. GENERAL OBJECTIVES OF THE COURSE/PAPER :

(as applicable to the degree/ subject paper connected)

1. To address the growing complexities & competition in textile business.
2. To provide the right synergy of technology and management aligned to the specific need of textile industry.
3. To analyse operations and processes in textile business.
4. To analyse changes in the business to develop strategies that respond to emerging opportunities and threats.
5. To apply managerial skills to work effectively within teams in organisational situations
6. Apply cross functional approaches to organisation issues.

5. DURATION

- The course shall be a full time course.
- The duration of the course shall be of 2 years/ 4 semesters.

6. PATTERN :

Pattern of the examination will be semester.

7. FEE STRUCTURE :-

As per Shikshan Shulk Samiti , Govt. of Maharashtra.

8. ELIGIBILITY FOR ADMISSION:-

As per eligibility criteria prescribed for each course and the merit list in the qualifying examination. (Any graduate who has qualified through MH-CET/CAT/MAT

9. MEDIUM OF INSTRUCTION :-

The medium of instruction shall be in English(as applicable to the course/programme concerned

10. STRUCTURE OF THE COURSE

Note- The structure & title of papers of the degree as a whole should be submitted at the time of submission revision of first year syllabus.

A student has to select any one elective in the second year.

11. NATURE OF QUESTION PAPER AND SCHEME OF MARKING:-

1. Medium of information shall be ENGLISH. Question papers and answer papers should be only English language.

2. University examination shall be of 80 marks for each subject.

3. The nature of university examination question paper will be as follows.

(a) Mid-Test: ----- 10 Marks

(b) Seminar/ Case Study/ Group Exercise: -----10 Marks

Total: 20 Marks

7	Internal Examination:	
	1. Mini Test	10 marks
	2. Seminar/Case study/ Group Exercise	10 marks
	Internal Marks	20 marks
	University Theory Examination (3 hours duration) Total	80 marks
		100 marks

Nature of Examination:

1. Medium of information shall be ENGLISH. Question papers and answer papers should be only English language.
2. University examination shall be of 80 marks for each subject.
3. The nature of university examination question paper shall be as follows.
4. In the paper of Mathematics & Statistics, OR, Information technology System Specialization, Exercise example will be asked.

(Note- Question No. 1 and Q. No. 5 are compulsory. Attempt any two from Question No 2, 3 and 4)

Q.1	Case Study OR	20 marks
	Exercise example	10 marks
	Exercise example	10 marks
Q.2	a) } b) }	20 marks
Q.3	a) } b) }	20 marks
Q.4	a) } b) }	20 marks
Q.5	Short notes (any four out of six)	20 marks

12. STANDARD OF PASSING :-

As prescribed under rules & regulations for each programme.

- 1) For admission to MBA Part-II, a candidate must have cleared all papers of Sem-I and Sem-II or at least 12 papers of sem-I and Sem-II combine.
- 2) The students who have completed first semester are allowed to continue for second semester and students who have completed 3rd semester are allowed to continue for IV Semester as per above rule.

(Unit wise weight age of marks should also be mentioned)

- a. Candidate is required to secure minimum 40% marks in Internal and University examination and 50% in aggregate together in each subject.
- b. Subject to the condition of pass at the course to the condition(c) only –
50 % and above but less than 60 % - II Class
60% and above but less than 70 % - I Class
70 % and above - I Class with Distinction.
- c. No class will be awarded to any part of examination.

11. Passing rules-

1. For admission to M.B.A. Part-II, a candidate must have cleared all papers of Sem-I and Sem-II or atleast 12 papers of sem-I and sem-II combine.
2. The students who have completed first semester are allowed to continue for second Semester and students who have completed 3rd Semester are allowed to continue for IV Semester as per above rule.

12. Project Report :

Every student should go for in-plant training after the Semester- II examination.
In -Plant training duration is of 50 days.

13. Fee Structure: As per Shikshan Shulk Samiti , Govt. of Maharashtra

14. Teacher Qualification: As per AICTE norms prescribed time to time.

13. OTHER FEATURES :

1. INTAKE CAPACITY/ NO. OF STUDENTS : - 60

(Wherever applicable)

2. TEACHERS QUALIFICATIONS :-

- As prescribed by norms MBA (First Class) / As per AICTE norms qualification for Asst. Professor & Professor.
- However required number of core faculty should be given for particular course along with paper wise and specialization wise work load allocation.
- Work load details should be as per apex body/ UGC/State Govt./University norms.
- Lecturer - 4 nos. (16 hrs/week each)
- Assistant Professor – 2 nos. (12 hrs/week each)
- Professor - 1 no. (08 hrs/week each)

Note : The period is of 60 minutes.

3. The board of studies should clearly mention the required books, journals and specific equipments necessary for the course.

14. LIST ENCLOSED

A] Library:-

Reference and Text books , Journals and Periodicals, Reference Books and Advanced books for Advanced studies. (List enclosed)

B] Specific Equipments :

Necessary to run the Course.(TV, VCR,VCP, LCD, OHP, PC and necessary software's and operating systems etc.) (List enclosed)

C] Laboratory Safety Equipment : (List enclosed as per prospectus

Note- The structure & title of papers of the degree as a whole should be submitted at the time of submission revision of first year syllabus.

Credit system implementation - As per the University norms

MBA (Textile) Part-I Semester-I
MBA (Textile) Part-I Semester-II

Paper No.	Subject	Weekly Theory	Internal Marks	Uni. Exam Mark	Total Marks	Paper No.	Subject	Weekly Theory	Internal Marks	Uni. E exam	Total Marks
1	Principles & Practices Management	4	20	80	100	9	Marketing Management	4	20	80	100
2	Accounting for Managers	4	20	80	100	10	Financial Management	4	20	80	100
3	Mathematics & Statistics for Management	4	20	80	100	11	Human Resources Management	4	20	80	100
4	Fiber to Yarn Manufacturing	4	20	80	100	12	Fabric Manufacturing	4	20	80	100
5	Information Technology and MIS	4	20	80	100	13	Indian Textile Industry	4	20	80	100
6	Business Communication	4	20	80	100	14	Textile Market-Domestic & International	4	20	80	100
7	Organizational Behavior	4	20	80	100	15	Research Methodology	4	20	80	100
8	Legal Framework of Business	4	20	80	100	16	Chemical Processing &Finishing	4	20	80	100
	Total	32	160	640	800		Total	32	160	640	800

M.B.A(Textile)
M.B.A(Textile) -I SEM-I
PAPER-I
Principles And Practices Of Management

Unit-1 Introduction and Evolution of Management: Definition-Scope of management- Functions of management-Managerial skills-Levels of management-Roles of a manager Classical Approach-Scientific Management Approach-Contribution of F W Taylor, Henry Fayol, Peter Drucker, Max weber- Behavioral Approach-Human Relations Approach-Contingency, Operational Approach.

Unit-2 Planning and Organising- Planning-nature, types, process and limitation of planning Organising-meaning, Process organization structure, Departmentalization Span of management, Concept of Authority, Responsibility and Accountability, Delegation.

Unit-3 Staffing, Directing and Controlling: Staffing- concept, need, human resource planning, recruitment and selection. Directing-concept, need and principles of directing. Controlling-Steps in Control Process-Need-Types of control Method- Techniques of Controlling-Benefits.

Unit-4 Management Practices and Recent Trends:
 Benchmarking-Concept, Importance and Limitations
 Six sigma-Concept, Importance, Limitations and Process
 Total Quality Management- Concept, Importance and Elements
 Dabbewala's Management-Concept, Importance and Process
 Management in 21st Century-Challenges and Opportunites

Reference Books:

1. Koontz and weirich-Essentials of Management
2. Certo-Modern Management prentice hall
3. L.M. Prasad-Principles of Management
4. R.M. Srivastara-Principles of Management
5. Peter Drucker- Essentials of management
6. Stephen P. Eobbines-Management; Prentices Hall

7. Sherlekar S.A.-Modern Business Administration and Management; Himalaya Publishing House
8. J.S.Chandra- Management Concept and Strategies
9. Das Gupta A-Business Management in India, Vikas Publishing
- 10 Mc Farland Dalton- Management Principles and Practices, Macmillan
- 11 Terry Georgy R- Principles of Management, III inions
- 12 Robbins Stephen P. and Decenzo David- Fundamentals of Managment
- 13 Kazmi Azhar- Business Policy and Strategic Managment
- 14 Choudhari Subir- The power of six sigma
- 15 Ross Joel-Totoal Quality Management

**M.B.A(Textile) -I SEM-I
Paper - II
Accounting for Managers**

Unit-1 Financial Accounting: Need for Accounting, Internal and external users of accounting information, Accounting concepts and conventions, Accounting process and System: Nature of accounting transactions- journal entries and posting into ledger, subsidiary books. . (15 Hours)
Depreciation Methods - Straight Line Method and written Down value method.

Unit -2 Trial Balance and Final Accounts - Preparation of trial balance, Preparation of final accounts- Trading and Profit and Loss Account, Balance Sheet. Computerised Accounting - Role of computerised accounting, Tally package - features and application. (15 Hours)

Unit-3 Cost Accounting :- Meaning, objectives, scope, importance and advantages
Difference between financial and cost accounting. Cost unit and cost centre;
Elements of cost:- Material, Labour and overheads; Preparation of cost sheet
Inventory valuation methods (FIFO, LIFO, Simple Average and weighted Average)
(15 Hours)

Unit -4 Management Accounting - Concept, meaning, Definition, Features, Functions., CVP Analysis - Contribution, PV Ratio, BEP, Margin of Safety, Angle of incidence.
Decision making based on CVP analysis (15 Hours)

Note:- Theory all units

Problems on Depreciations Methods, Final Accounts, Cost Sheet, Inventory Valuation Methods, Decision making based on CVP analysis

Reference Books - Advanced Accountancy- Gupta R.L. and Radhaswamy

Advanced Accountancy - Shukla M.C. and Grewal T.S.

Cost Accounting - Jawahar Lal

Advanced Cost Accounting - Jain S.C. and Narang K.L.

Cost and Management Accounting - M.E. Thukaram Rao

Principles and Practice of Management Accounting - Manmohan Goel

Management Accounting - Sharma and Gupta

Cost Accounting - Arora M.N.

**M.B.A. PART-I SEM-I
PAPER-III**

**Mathematics and Statistics For Management
(Quantitative Techniques for Management)**

Unit 1: Functions: Meaning and definition of functions, types of functions, functions used in business and economics. Determinants - Meaning of determinants, Evaluation of second & third order determinants, Cramers rule. Application of cramer's rule. Matrices –Meaning of matrix, order of matrix, algeebra of matrices, unit matrix, transpose of matrix, equality of two matrices, adjoint of matrix, universe of matrix, scaler multiplication of a matrix, Application of matrices in business. Mathematics of finance-interest calculation, annuity, present value annuity, present value concept in investment.

Unit 2: Meaning of Central Tendency, Types of central tendancy (Without Harmonic and Geometric Mean). Measure of Dispersion-range, mean deviation, quartile deviation Standard deviation & Variance. Correlation - Definition of correlation, Types of correlation Karl Pearson's correlation coefficient & its interpretation (continuous data be omitted). Regression: Meaning of regression, least square method, linear & non –linear regression.

Unit 3 : Probabilty- Addition and multiplication rules of probability, Baye's theorm, Discrete and Continous probability distribution. Bionomial, Possion and Normal probability distribution. Applies examples

Unit 4: time series and index numbers: time series – basic concept, meaning, components of time series, three years and five years moving averages. Index numbers – concept, methods of measuring index, base year formulas for predicting index number. Concept of Statistical Quality Control (SQC), X- bar chart, R-Chart.

Note: Problems/Examples should be solved using SPSS / EXCEL.

Reference Books:

- 1) Business mathematics with applications: S. R. Arora . & Dinesh Khatter .
- 2) Fundamentals in Statistics : S.C. Gupta
- 3) Statistics for Management: Richard I. Levin & David S. Rubin .
- 4) Business Mathematics: Q. Zamiruddin & V.K. Khanna . S. k. Bhambri.
- 5) Business Statistics: S.J. Gupta & Indra Gupta.

**M.B.A. (TEXTILE) PART-I SEM-I
PAPER-IV
FIBRE TO YARN MANUFACTURING
Practical : 2 Hours / Week**

Unit-1 General information and Classification of yarns:-

- Definition of fiber
- Definition of yarns (Filament, Textured yarn, Spun Staple),
- Fiber characteristics required for spun yarn production.

Cotton Fiber Cultivation & Ginning:-

- Brief description of cotton cultivation, pricking, ginning, bale packing.
- Cotton varieties & their characteristics. Framework of MBA
- Process flow chart for conversion of staple fibers into yarns.

Unit-2 Yarns Numbering System:-

- Direct system, indirect system, study of Tex Denier, English, Metric, Worsted, Woolen etc. systems.

- Study of folded yarn, resultant yarn count calculations, and calculations of fancy yarn.
- Introduction to conversions between different systems of yarn numbering.

Unit-3 Spinning Preparatory:-

- Mixing & Blow room – Objects of mixing, blow room, opening & cleaning, .
Machines used opening & cleaning. Chute feed system.
- Carding – Objects of carding, construction of carding machine,
- Draw frame – Concept of drafting, requirement of doubling, objectives of drawframe.
- Comber Preparatory – Machine sequences used for comber preparatory, objectives of comber preparatory.

Unit-4 Spinning & Winding:-

- Speed frame – Objectives of speed frame, description of machine, delivery package, Twisting system.
- Ring Spinning Frame – Objectives of ring frame , description of machine
- Winding – Objectives, Yarn Passage and Yarn Fault removal at winding, Package details.

New Spinning Systems :- Introduction to

- Compact spinning system.
 - Rotor spinning system.
 - Dref spinning system
 - Air Jet spinning system.
 - Twist less pinning system
- Comparative study of yarn characteristics among above spun yarns.

REFERENCE BOOKS:

1. Natural Fibers by Mathews.
2. Man Made Fibers by Moncrief.
3. Introduction to Textile Fibers by Dr. H.V.S. Murthy.
4. The technology of short staple spinning by W.Klein, The Textile Institute publication – short staple spinning series Vol. I
5. Opening, Cleaning and Picking by Dr.Zoltan S. Staloki,The Institute of Textile Technology, Virginia. Framework of MBA
6. Cotton Ginning, Textile Progress, The Textile Institute Publication.
7. Carding and Drawing by Prof.A.R. Khare.
8. A Practical Guide to Combing & Drawing by W.Klein. The Textile Institute Publication, short staple spinning series Vol.3.
9. Draw frame, Combing and Speed frame by J.H. Black. TTI publication manual of Cotton Spinning Vol.IV part-II.
10. A practical guide to ring spinning by W.Klein , TTI publication

M.B.A(Textile) -I SEM-I PAPER-V Information Technology and MIS

Unit I Introduction to Information System & E Business

Concept of Data, Information and information Technology. Components of Information Technology & DBMS, Introduction and characteristics of System. Concept of Information System, The role and importance of information systems, The place of information systems in the organisation,

E-Business & E-Commerce: Introduction, need, scope and significance. Applications of E -Business for textile Industry.

Unit II Scope, Objectives and Types of Information Systems

Information needs of different organization levels. Major types of information system in

Organisation- TPS,OAS,KWS,MIS,DSS,ESS and relationship between them, Enhancing management decision making, Types of Decisions, Phases in Decision making,
TPS- Introduction, need and significance. **KWS & OAS**- Introduction, need and significance.,
MIS –Introduction, need, characteristics and significance. **Decision support systems (DSS)** – understanding DSS, characteristics components, DSS applications.
Group decision support systems (GDSS), - Elements, characteristics and significance.
Executive support systems (ESS) – Introduction, need and significance of ESS ,
Information as a strategic resources and concept of strategic information system. Contribution of information systems to pursue competitive strategies.

Unit III Design, Development and Implementation of Information System

Building information systems: Contemporary approaches. Systems as a planned organisational change. System development & organisational change, Overview of system development – System analysis, system design, completing this system development process. Alternative system building methods – system life cycle, proto typing, application of software packages, end user development and outsourcing. Major problem areas in information system, causes of information system success and failure, evaluation of success of information systems. Principle causes of information system failure, appropriate strategies to implement the process.

Unit IV: Application of IS in Textile Industry:

Case Studies: Marketing Information System, Financial Information System, Human Resource Information System, Production Information System.

Reference Books:

1. Management of Information systems – Gordon B. Davis & Margreth H.Olson
2. Management of Information systems – Jawadekar W.S.
3. Information systems management in practice – Ralph H. Sprague Jr. & Barbara C. Mc Nurlin
4. Management of information systems – James A. O'Brien
5. Information system concepts for management – 4th edition Lucas
6. Management of information systems – 2nd edition – Kroenke David.
7. E-Commerce by CSV Murthy
8. MIS-Managing Digital Firm by Kenneth C Laudon and Jane p Laudon

M.B.A(Textile) -I SEM-I Paper -VI Business Communication

Unit 1. Communication - Meaning, Importance & objectives - Principles of communication, forms of communication, Process of communication, Barriers of effective communication, Techniques of effective communication.

(15 hours)

Unit 2. Written Communication : A) Business Letters-Types, inquiries, Circulars, Quotations, Orders, Acknowledgments, Executions, Complaints , Claims & adjustments, Collection letter, Banking correspondence , Agency correspondence .
B) Application Letter, Bio-data, Interview Letters, Letter of Reference , Letter of Appointments, Confirmation, Promotion, Retrenchment, Resignations.
C) Report writing – Types of reports, Components of formal reports, Business Reports, Reports by individual, Report by committee. Meetings – Notice – Agenda , Resolution & minutes.

(15 hours)

Unit 3. Oral Communication :

A) Listening & Speaking, Meeting speeches, & techniques of electing response, probing questions, Recording and closing, Observations, methods. Group discussions & Interviews.

B) Non verbal Expressions: Body Languages, Gestures, Postures, Facial Expressions, Dress Codes .
(15 hours)

Unit 4. Ethics in Communication and Digital communication

A) Ethics in managerial Communication- Business communication

B) Digital communication - Application of Electronics media & communications, Telecommunication, Teleconferencing, video conferencing, mobile communication, SMS, Social Media, FAX, E-mail.
(15 hours)

Reference Books :

- 1 Basic Business Communication : Robert MaArcher.
- 2 Effective Business Communication :Murhy.
- 3 Excellence in Business Communication : Thill .
- 4 Handbook of Business Correspondance by : Frailey .
- 5 Business English & communication : Cleark .
- 6 Business Communication : Pradhan & Thakur .
- 7 Business Communication : Balsubramanium M.
- 8 Handbook of Case Writing : Culliton & James W.
- 9 Essential in Business Communication: Dr.M.V. Rodrix, Pearson Education
- 10 Business Communication :Robin Walker, Cengage, New Delhi.

M.B.A(Textile) -I SEM-I Paper -VII Organizational Behaviour

Unit- 1

Introduction to OB : Definition, Nature, Historical evaluation of OB, Disciplines contributing to OB –Psychology, Sociology, Anthropology, Social Psychology, Economics & political Science, approaches to the study of OB-Human Resource Approach, Contingency Approach, Productivity Approach & System Approach.

(15 hours)

Unit- 2

Micro Perspectives of OB : Individual behaviour: Personal factors-Biographical characteristics & Learned characteristics, Environmental factor & Organisational factor. Personality- concept, determinants of personality, development of personality. Perception- meaning, nature & process. Attitude-concept, components of attitude, measurement of attitude, Values- concept, types of values, sources of values.

(15 hours)

Unit -3

Micro & Macro Dynamics of OB: Motivation-concept, theories of motivation, Individual conflict & group interpersonal conflict, conflict resolution. Stress–Causes effect & coping strategy, Leadership, - theories of leadership, Roles & activities of leadership.

(15 hours)

Unit-4

Macro Perspective of OB: Organisational Culture, Organisational Change, Organisational Development & development techniques, Organisational Behaviour – A global approach, issue of culture, manage in diversity within & across the cultures.

(15 hours)

Reference Books;:

- 1 Organizational Behaviour – Concept & controversies & Applications – Stefen Robins.

2. Organizational Behavior- Fred luthans
3. Human behavior at work – Keith Devis . & John w. Newstorm .
4. Organizational Behaviour –text& cases – Uma Shekharan .
5. Organizational Behaviour - Steven L. Mcshane& Mary Annvon Glinow .
6. Management of Organizational Behaviour –Paul Hersey & Kenneth H Blaohard.
- 7.OrganizationalBehaviour – Text ,Cases& Games - K . Ashwathppa.
8. Strategic Human Resource Management: Anuradha Sharma & Aradha naKhandekar.

**M.B.A(Textile) -I SEM-I
Paper -VIII
Legal Framework of Business**

Unit-I: Business Contract

(A) Law relating to Indian Contract Act, 1872:

Formation of Contract-Essentials of a Valid Contract- Performance of Contract-Discharge of Contract and Remedies for Breach of Contract

(B) Law relating to Sale of Goods Act, 1930:

Essentials of contract of Sale of Goods- Conditions and Warranties-Performance of Contract of Sale-Unpaid Seller and his rights

Unit-2: Negotiable Instruments and Consumerism

(A) Law relating to Negotiable Instruments Act, 1881:

Negotiable Instruments: Meaning and Characteristics-Kinds of Negotiable Instruments-Holder and Holder in due course-Transferability and Assignment of Negotiable Instruments-Crossing of cheques and Bouncing of cheques

(B) Law relating to Consumer Protection Act, 1986:

Definition of consumer-Who can file a complaint?- Grounds on which a complaint can be filed?- Unfair Trade Practices-Consumer Disputes and Redressal Agencies

Unit-3: Corporate Business Entities and SEBI

(A) Law relating to Indian Companies Act, 1956:

Salient features of a company-Types of companies-Memorandum and Articles of Association-Corporate Veil-Doctrine of Ultra-Virus-Doctrine of Indoor Management-Merger, Acquisition and Winding up of companies

(B) Law relating to Securities and Exchanges Board of India (SEBI) Act, 1992:

Evolution of SEBI Act- Management, powers and functions of SEBI- Provisions relating to registration of brokers and sub-brokers

Unit-4: Information Technology and Right to Information

(A) Law relating to Information Technology Act, 2000:

Introduction and objectives of Information Technology Act, 2000-Authentication, attribution and legal status of electronic record- Digital Signature-Cyber crimes and penalties

(B) Law relating to Right to Information Act, 2005:

Nature and scope of Right to Information Act, 2005- Legal provisions relating to right to information.

REFERENCES:

- 1) M.C. Kuchhal - 'Business Law' Vikas Publishing House Pvt. Ltd.
- 2) B. S. Moshal –'Business and Industrial Law', Ane Bokks India
- 3) S.N. Kulkarni- 'Laws Regulating Business', Diamond Publications
- 4) Dr. Farroq Ahmed- 'Cyber Laws in India', Pioneer Books
- 5) S.S. Gulshan-Mercantile Law'
- 6) Arshad Subzawari- 'The Consumer Protection Act'
- 7) R.P. Maheshwari and S.N. Maheshwari- 'Principles of Mercantile Law'
- 8) N.D. Kapoor- 'Elements of Mercantile Law'
- 9) S.K. Dasgupta- 'Commercial and Industrial Law'
- 10) A.K. Sen and J.K. Mitra- 'Commercial and Industrial Law'
- 11) Professional Publication-'Right to Information Act'

Concerned bare acts may also be referred.

PERIODS ALLOTTED PER UNIT

Module	No. of Periods
1 (A)	10
1 (B)	05
2 (A)	08
2 (B)	07
3 (A)	10
3 (B)	05
4 (A)	10
4 (B)	05
Total	60

**M.B.A(Textile) -I SEM-II
PAPER-IX
Marketing Management**

Unit 1. Basics of Marketing -

Introduction to marketing–Nature and scope of marketing, the core concepts of marketing, Company orientation towards market place, marketing environment: Micro

and Macro marketing environment, Marketing Planning and Marketing Planning process, Forecasting and demand measurement (15 hours)

Unit 2. Market Segmentation and Consumer Behaviour

- A. Market segmentation – Meaning and concept, benefits of segmentation, Bases for market segmentation – consumer goods market segmentation; industrial goods market segmentation, Market targeting - Selection of segments, Product positioning.
- B. Consumer Behaviour – Meaning and definition of consumer behaviour, importance, Different buying roles, consumer buying decision process, factors influencing consumer behaviour. (15 hours)

Unit 3. Product & Pricing Strategy

- A. Product decision and strategies – Meaning of product, Types of products, product mix decisions, product line decisions, Product life cycle concept, new product development, Branding and packaging decisions – Concept of Branding and packaging, advantages and disadvantages of branding and packaging, features and functions of packaging.
- B. Pricing decision – Pricing objectives, pricing methods, factors influencing pricing decision, setting the price, price determination policies. (15 hours)

Unit 4. Promotion & Distribution Strategy

- A. Integrated Marketing communication – Concept and role of IMC, Promotion mix- Advertising, personal selling, sales promotion and publicity, Factors affecting IMC mix, Marketing communication mix decisions: characteristics, factors and measurement. Advertising and publicity – 5 M's of advertising. Personal selling – nature and process. Sales promotion – nature, importance and techniques.
- B. Distribution Strategy- Importance of channels of distribution, Alternative channel of distribution, channel design decision and channel management decision, selecting an appropriate channel, Logistic management. (15 hours)

(Note: Relevant audio, video CDs and caselets should be discussed)

Reference Books :

1. Marketing Management: A South Asian Perspective - Kotler P., Keller K., Koshy A., Jha M., Pearson Prentice Hall.
2. Marketing Management – Ramswamy V. S., Namakumari S., Macmillan Publishers India Ltd.
3. Marketing Management – Rajan Saxena, Tata McGraw Hill
4. Marketing Management: Text and Cases – Tapan Panda, Excel Books
5. Marketing – Etzel, Walker B., Stanton W., Pandir A., Tata McGraw Hill

M.B.A(Textile) -I SEM-II Paper - X Financial Management

Unit-1 Financial Management :- Introduction, meaning, objectives, Scope of financial management Finance functions, Structure of finance Department, Emerging role

of finance manager, Profit maximisation to wealth maximisation approach, Sources of Finance.

Unit-2 Techniques of Financial Statement Analysis:- Comparative financial statements, Trend Analysis, Common size statement, Ratio Analysis-Classification of Ratios, - Liquidity Ratios, Leverage Ratios, Activity Ratios, Profitability Ratios, Interpretation of Ratios, Interfirm analysis.

Unit-3 Working Capital Management :- Nature and need of working capital, determinants of working capital, Estimation of working capital, Financing of working capital, Funds flow statement and cash flow statement.

Unit-4 Financial Decisions- Cost of capital, cost of different sources of finance, weight average cost of capital, concept of optimal capital structure, Capital Budgeting :Nature and significance, Techniques of capital budgeting - Payment period method, Accounting rate of return, Net Present Value, Profitability Index, Internal rate of return.

Note- Theory - All units

Problems-Unit No 2, 3, & 4

References-

Financial Management - Khan and Jain
Financial Management - Prasanna Chandra
Financial Management - I.M. Pandey
Financial Management - K.M. Srivastava
Financial Management - V.K. Bhalla
Financial Management and management Accounting - Saxena

**M.B.A(Textile) -I SEM-I
PAPER- XI
Human Resource Management & Production**

Time:- 60 hours

Marks :- 80

Unit-1 15 hours

Introduction to Human Resource Management(HRM):- Meaning, objectives, importance, functions, challenges. Qualifications and qualities of HR Manager. Personnel Management Vs. Human Resource Management, HRM and HRD, Traditional Vs. Strategic Human Resource Management.

Unit-2 15 hours

Talent Acquisition and Compensation:- HRP- Objectives and Process, Job Analysis- Uses and Process job description and job specification, Recruitment- sources of recruitment, Selection- Selection Process. Socialization and Induction of new employees. Compensation Management- Meaning, Components, Factors affecting wages and salary, Fringe benefits.

Unit-3 15 hours

Development and Appraising the Employees:- Training- Meaning, importance and process. Career Planning:- Meaning, use of career planning, Mobility of employees:- Internal and External, Succession Management . Performance Appraisal – Meaning, importance and process

Unit-4 15 hours

HR in new era :- HR in Virtual organisation, HR in knowledge industry, HR Accounting and Auditing, HRIS, Flexi time, Dual career, Glass ceiling of employees. Moonlighting of

employees, International HRM and Cross Culture. (only conceptual knowledge) Emerging concepts like Employee Engagement & Employer Branding.

References:-

1. Gary Dessler, Human Resource Management, Thomson Learning
2. Ivancevich, John M, Human Resource Management, Tata McGraw Hill, New Delhi.
3. K. Aswathappa, Human Resource Management- Text and Cases, Tata McGraw Hill.
4. P.SubbaRao, Human Resource Management, Himalaya Publications
5. Raymond Noe, Employee Training and Development, Tata McGraw Hill.
6. Snell, Scott and George Bohlander, Human Resource Management, Thomson Learning Inc.
7. VSP Rao, Human Resource Management: Text and Cases, Excel Books.

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

PAPER- XII

FABRIC MANUFACTURING

Practical: 2 Hours / Week

Unit-1. Introduction to fabric forming such on weaving , knitting and non-wovens.
Brief general discussion about processes involved in these methods

Unit-2. Flow chart for woven fabric
Basic terminologies like Warp, Weft, End, Pick, Selvedges

Unit-3 Warp Preparation –
Objects and need of Sectional Warping Machine.
Objects and need of Sizing, Functions of various important parts like creel, sow box, drying system, and head stock.

Unit-4.
Fabric Forming –
i) Weaving – Classification of looms. Concept of weaving of fabric. Passage of warp through the plain loom. Various motions used on loom. Shedding, Picking, Beat Up – Let off , Take Up motion
Auxiliary Motions – Objects of Weft Stop Motion, Warp protecting motion, Temple, Brake
Limitations of Shuttle Loom. Features of Automatic Loom, Principles of picking of Projectile, Rapier, Air Jet and Water Jet.
ii) Knitting – Comparison of Knitting with Weaving. Structure of single jersey, Rib & Interlock fabrics. Types of stitches and their functions. Structure of Warp Knitted fabric and its applications.
Fabric Structure – Introduction to interlacement of threads, methods of representation of warp weft interlacement on graph paper.
iii) Fabric weight of woven fabrics Warp, Weft. Sizing Cost, Cost of Fabric.

REFERENCE BOOKS:-

- 1) Weaving Mechanism by FOX.
- 2) Weaving Mechanism by Chakraborty.
- 3) Weaving Mechanism by N.N. Banerjee.
- 4) Winding & Warping by Dr. M.K. Talukdar.
- 5) Fancy Weaving by K.T. Aswani.
- 6) Textile Design & Colour by Watson.
- 7) Fabric Forming by Hasmukhrai.

- 8) Fabric Forming Systems by Peter Schwatz.
- 9) Knitting by Prof. D.B. Ajgaonkar.
- 10) Weaving Calculations by Sengupta.
- 11) Woven Cloth Construction by Dorries Garner

M.B.A. Part - I Semester – II
PAPER- XIII

INDIAN TEXTILE INDUSTRY

UNIT 1 Structure of Indian Textile Industry

Composite Mills and decentralized sector - Spinning - - Weaving - Knitting - Fabric Finishing - Clothing units and their Concentration patterns - Share in the market - Cotton Textiles Synthetic Textiles - Wool Textiles - Jute Textiles - Silk Textiles area wise production and sales patterns.

UNIT 2 Current position of Textile Industry in India

Current measures for Textile Industry, Future Prospects, India's major competitors in the world, Problem faced by Textile Industry in India, , Raw material quality, fragmentation. , Effects of recession on Indian Textile Exports

UNIT 3 The Supply Chain (Textile and Apparel)

Complete fiber to fabric supply chain study for textile industry - Competitiveness of Indian .Textile and Apparel industry - Challenges and opportunities for Indian Textile and Apparel industry

UNIT 4 Technical Textiles

Definition and scope of Technical Textiles - present status and future of Technical Textiles - Areas of Application of Technical Textiles. Textiles in Defense - Textiles in Transportation - Textile Reinforced Composite Materials - Space suits - Geo textiles – Raw material Requirement–Production facilities and Properties.

Reference books:

1. Textile Industry Development and Growth: Satish Tiwari
2. Textile Industry in post MFA Area: Concepts and Cases: Keka Lahiri
3. Indian Textile Industry: Prospects and Challenges: R P Gupta
4. Indian Textile Industry Liberization and World Markets: Jayanta Bagchi
5. Decentralised sector of the Indian textile industry: R. S. Gandhi - Y. C. Mehta –

M.B.A. (TEXTILE) PART-I SEM-II
PAPER- XIV

TEXTILE MARKETS: DOMESTIC AND INTERNATIONAL

Sessions

UNIT 1 - Marketing of Textiles

Practices of marketing and sales applied to the textile industry. B2B - B2C - C2C marketing. Consumer behavior –Selling process and relationship marketing - Visual marketing. Textile market: structure and its functionaries – Yarn Market, Fabric Market and Market research.

UNIT 2 - Indian Textile Policy and New Initiatives

Government policies- Vision - Handloom sector - Power loom sector – Cluster approach and Development - New Initiatives such as Industrial Investment and Promotional Policies – Special Purpose Vehicles - Historical study of salient features of Govt. Textile policies announced till date. Union Textile Policy - 2000

UNIT 3 - Legal and Ethical Issues & Analysis of Textile Industry

Guidelines for legal and ethical issues in marketing of textiles. Impact of environmental issues
Procedure of sales contract for fiber - yarns and fabric EOU related policies. Import Export
Procedures and documentation.

Analysis of Strength - Weakness - Opportunity and Threats: (SWOT Analysis)

Force field analysis Favorable and Unfavorable configurations - and: Negative forces - Positive forces and balancing forces with reference to Handloom - Power loom - composite mills and garment sector.

UNIT 4 - International Regulations

Quotas - Duties - tariffs in textile industry.

International strategic alliances-Impact of WTO -MFA laws- ATC Government regulations - import and export opportunities and regulations.

Global trade practices related with textile industry

Overview of Textile policies of major countries like USA - CHINA - EU - South East Asia - NAFTA and their impact on Indian textile exports.

Reference Books

1. Textiles From India : The Global Trade - Rosemary Crill
2. Apparel And Textile Exports: Strategies For WTO Era: Pradeep Joshi
3. Economic reforms and the textile industry in India: Tirthankar Roy
4. The apparel industry in India: Ila Kantilal
5. New Silk Roads - The: East Asia and World Textile Markets: Kym Anderson

M.B.A (Textile)-I SEM-II PAPER-XV Research Methodology

- 1. Research Fundamentals:** Meaning, objectives & Motivation in research. Types of research – Research Approach. Research process, relevance & scope of research in management.
- 2. Research Design-** Features of good Design, Types of Research Design, Sampling Design- steps in sample Design Characteristics of a good Sample Design, random samples & non-random sampling Design, determining size of sample. Statistical design. Measurement & scaling techniques- measurement scales, Errors in measurement. Scaling & Scale construction technique.
- 3. Data Collection and Analysis:** Methods of data collection, Primary data – Schedule and questionnaire. Construction of schedule and questionnaire align with objectives framed. Collection of secondary data. Processing and analyzing data – Descriptive Analysis (Mean, Mode, Median, Standard Deviation, and Variance Analysis) Inferential Analysis ('t' test, Chi-Square test), Testing of hypothesis – Procedure for hypothesis testing. Parametric and Non parametric test of hypothesis. Confidence level. Use of Ms-Excell and SPSS for data analysis – descriptive and inferential statistics.

4. Interpretation and Report Writing: Interpretation of data, techniques of Interpretation, report writing, layout of a project report.

Note: Every institute must have licensed copy of SPSS for the laboratory practices. Minimum 5 hours practices on SPSS should be conducted to teach descriptive and inferential analysis and hypothesis testing.

Students should be motivated to analyze project data with the help of SPSS.

Reference Books:

1. Research Methodology – C. R. Kothari
2. Research Methodology – Saranwala
3. Research Methodology in Management – Dr. V. P. Michael
4. Methods of Social Survey Research – Bajpai
5. Research Methodology in Commerce – S. Mohan, R. Elangovan, Deep & Deep, New Delhi
6. Research Methodology – R. Panneer Selvan, PHI
7. Research Methodology The Discipline & Its Dimensions – Jai Narain Sharma, Deep & Deep
8. Research Methodology Methods, Tools & Techniques – Gopal Lal Jain, Mangal Deep Pub. Jaipur
9. Methodology of Social Sciences Research – Dr. Raj Kumar – Book Enclave, Jaipur

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

PAPER-XVI

CHEMICAL PROCESSING AND FINISHING

Unit-1 Introduction & Preparatory processes

Introduction to wet processing of Textile, Present status of Indian processing industry, Forms of substrates, General processing sequence for woven & knit goods, Concept of Batch wise, semi continuous & continuous processing of textiles with their advantages & limitations, Role of water, different types of energy and chemicals in wet processing. Importance of grey inspection, Objects of Singeing, Desizing, Scouring, Bleaching, Mercerisation. Concept of whiteness index, Importance of enzymes in preparation of textiles, Introduction to costing of preparation of fabrics.

Unit-2 Coloration of textiles

Importance of dyeing, Common terms used in dyeing like % shade, MLR, % expression, etc. Types of dyes used for coloration of different types of textiles, dyeing of cotton with direct, reactive & vat dyes, Polyester dyeing with disperse dyes, various dyeing methods, Fastness properties of textiles dyed with various dyes & its importance for quality assurance. Introduction to costing of the dyeing process.

The difference between dyeing & printing, styles of printing, methods of printing, traditional prints, Concept of digital printing, Introduction to costing of the printing process.

Unit-3 Finishing of textiles

Objects of finishing, Types of finishes & finishing, Examples of Mechanical & Chemical finishing, Importance of functional finishing in textiles, Concept of garment finishing. Introduction to costing of finishing processes.

Unit - 4 Current issues in processing

Challenges in the wet processing industry, Reprocessing, Reasons for reprocessing, Effect of reprocessing on cost, quality & customer satisfaction. Pollution in wet processing industry, Concept of Eco friendly processing.

REFERENCE BOOKS:-

- 1) Chemical Processing of Textiles – Preparatory processes & Dyeing by Dr. C.V. Koushik, Course material published by NCUTE.
- 2) Tablets of various wet processes published by The Textile Association (India).
- 3) “Pollution in textile industry” Book published by The Textile Association (India).

Equivalence

Semester-I

Pre –Revised

Revised

Financial Accounting	Management Accounting (Accounting for Managers)
Principles of Textile Management	Principles & Practices of Management
Mathematics & Statistics for Management	Mathematics & Statistics for Management
Organizational Behavior	Organizational Behavior
Management Information System	Management Information System & Information Technology
Business Communication Skills	Business Communication
Fiber to Yarn Manufacturing	Fiber to Yarn Manufacturing
Business Law	Legal Framework of Business

Semester-II

Pre –Revised

Revised

Indian Textile Industry	Indian Textile Industry
Fabric Manufacturing	Fabric Manufacturing
Marketing Management	Marketing Management
Financial Management	Financial Management
Research Methodology	Research Methodology
Textile Market-Domestics & International	Textile Market-Domestics & International
Chemical Processing & Finishing	Chemical Processing & Finishing
Human Resources Management	Human Resources Management