

SEMESTER III						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part III Core Subjects					
1	Business Communications	5	4	25	75	100
2	Production and materials management	5	4	25	75	100
3	Marketing Management	5	4	25	75	100
4	Management Information System	5	4	25	75	100
	Part III Allied Subject					
5	Summer Project Report	6	5	20	80	100
	Part IV Skill Based Subject					
6	Retail Management	2	2	25	75	100
7	Services Marketing	2	2	25	75	100
	TOTAL	30	25	175	525	700

SEMESTER – III

PART III

BUSINESS COMMUNICATIONS

UNIT -I	:	Essential and Importance of Business Communication. Methods of Communication – Types – Barriers.
UNIT –II	:	Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries – Bank correspondence – Tenders – Letter to the editor.
UNIT –III	:	Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.
UNIT –IV	:	Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.
UNIT -V	:	Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Precise writing – Communication media –Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

Books for Reference:

1. Rajendra Pal Korahill, —Essentials of Business Communication||, Sultan Chand & Sons, New Delhi, 2006.
2. Ramesh, MS, & C. C Pattanshetti, —Business Communication||, R.Chand&Co, New Delhi, 2003.
3. Rodriquez M V, —Effective Business Communication Concept|| Vikas Publishing Company ,2003.

PRODUCTION AND MATERIALS MANAGEMENT

UNIT -I	:	Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout for Production Planning and control - Principles - Information flow - Routing - Scheduling - Despatching - Control.
UNIT -II	:	Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - definition - Motion study - Principles- work measurement.
UNIT -III	:	Organisation of Materials Management - Fundamental Principles - Structure – Integrated materials management - Purchasing – procedure - principles - import substitution and import purchase procedure - Vendor rating - Vendor development
UNIT -IV	:	Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis Store keeping - Objectives - Functions - Store keeper - Duties - Responsibilities - Location of store - Stores Ledger - Bin card.
UNIT -V	:	Quality control - Types of Inspection – Centralised and Decentralised. TQM: Meaning Objectives - elements - Benefits - Bench marking: Meaning - objectives - advantages - ISO: Features - Advantages - Procedure for obtaining ISO.

TEXT BOOKS:

1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management

MARKETING MANAGEMENT

UNIT -I	:	Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.
UNIT -II	:	Buyer Behaviour - Buying motives - explanation of motivation – Market Segmentation of different bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems
UNIT -III	:	The Product-Marketing characteristics -consumer goods-industrial goods- Production policy - Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products-strategies.
UNIT -IV	:	Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct pricing. Physical Distribution - Management of physical distribution - marketing risks.
UNIT -V	:	Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

MANAGEMENT INFORMATION SYSTEM

UNIT -I	:	Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information-information system for decision making- MIS as competitive advantages – MIS structures
UNIT –II	:	MIS - Strategic information system - MIS support for planning - organising - controlling - MIS for specific functions - personnel, finance, marketing inventory production Data Base Management System Models - hierarchical -network - relational - modular.
UNIT –III	:	Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers – personal computers. Computer Software -types of software - data representation in computers - Introduction to client-server.
UNIT –IV	:	Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers - non-impact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage - CDROM
UNIT -V	:	Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce, models B_B, B_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

REFERENCES

Management Information System - Murdick and Ross
 Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon
 Management Information System - Gordon B Davis
 Management Information System - James O brien
 Computer applications in business – Subramanian K

SKILL BASED SUBJECT 1: RETAIL MANAGEMENT

UNIT -I	:	Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.
UNIT –II	:	Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.
UNIT –III	:	Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process
UNIT –IV	:	Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.
UNIT -V	:	Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy.

REFERENCE BOOKS:

Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004

Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.

James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005 Gibson G Vedamani – Retail Management – Functional

Principles and Practice, Jaico Publishing House, Second edition, 2004

SKILL BASED SUBJECT 2: SERVICES MARKETING

UNIT -I	:	Services Marketing – meaning – nature of services – Types and importance Relationship marketing – Mission, Strategy, elements of design, marketing plan market segmentation.
UNIT –II	:	Marketing mix decision:- unique features of developing, pricing, promoting and distributing services Positioning and differentiations strategies, quality of service industries Achievement and maintenance, customer support service.
UNIT –III	:	Marketing of hospitality:- Perspective of Tourism, Hotel and Travel Services – Airlines, Railway, Passenger and goods Transport – Leisure Service.
UNIT –IV	:	Marketing of Financial services - Concept – features of banking, Insurance, Lease, Mutual Fund, Factoring, Portfolio and financial intermediary services
UNIT -V	:	Marketing of Non – Profit organizations:- services offered by charities – Educational service – miscellaneous service – power and Telecommunication.

Text Book:

1. Services marketing - S. M. Jha – Himalaya Publishing Company 1998, Mumbai.

Reference Book:

1. Services Marketing – Indian experience – Ravishankar, South Asia publication 1998, Delhi
2. Services Marketing – Text & Reading – P.K. Sinha & S.C. Sahoo – Himalaya, Mumbai
3. Services Marketing – Loveck – Prentice Hall
4. Services Marketing – Gousalves –Prentice Hall
5. Services Marketing – Principles & Practice – Palmer, Prentice Hall
6. Services Marketing – Woodruffe - McMillan

