

SEMESTER III (Marketing)

0203096: ENTERPRISE RESOURCE PLANNING

Full Marks: 100

Introduction to Enterprise Resource Planning (ERP)

Marks: 9

Introduction; History and Evolution; Meaning; Definition; Concept; Implementation of an ERP System; Advantages; Disadvantages; Applicability; Reasons for the Growth of the ERP Market; Success of the ERP

Enterprise—An Overview

Marks: 7

Introduction; The Integration of Management Information System; Modelling Business with Information Systems; The Integrated Data Model (IDM); Objectives and Types

ERP and Related Technologies

Marks: 12

Introduction; Business Process Reengineering: Steps Involved in Business Process Reengineering; Data Warehousing: features; Data Mining; Online Analytical Processing (OLAP); Supply Chain Management; Product Life Cycle Management (LCM); Geographic Information System (GIS); Customer Relationship Management

ERP — A Manufacturing Perspective

Marks: 16

Introduction; Computer Aided Design (CAD) and Computer Aided Manufacturing (CAM): Uses of CAD and CAM; Material Requirement Planning (MRP): Master Production Schedule, Bill of Materials Closed Loop MRP; Manufacturing Resource Planning-II (MRP-II); Distribution Requirement Planning (DRP); JIT and Kanban System: Elimination of Waste, Quality Management, Total Employee Involvement, Kanban, Benefits of JIT, Pitfalls of JIT; Product Data Management (PDM): Classification of Components, Classification of Documents, Product Structure, Querying the Data, Benefits of PDM; Process Management; Work Management; Workflow Management; Work History Management; Make-To-Order (MTO) and Make-To-Stock (MTS); Assemble-To-Order (ATO); Engineer-To-Order (ETO); Configure-To-Order (CTO)

ERP Modules

Marks: 8

Introduction; Finance Modules; Sales and Distribution Modules; Manufacturing Modules; Human Resources Modules: Personnel Management, Organisational Management, Payroll Accounting, Time Management; Plant Maintenance Modules; Quality Management Modules: Computer Integrated Quality Management (CIQ); Materials Management

Advantages and Disadvantages of ERP

Marks: 10

Introduction; Reduction of Lead-time; On-time Shipment; Reduction in Time Cycle; Improved Resource Utilisation; Better Customer Satisfaction; Increased Flexibility; Reduced Quality Cost; Improved Information Accuracy and Decision Making Capability; Disadvantages of ERP Systems

ERP Market

Marks: 15

Introduction; SAP AG: Company Profile, Products and Technology; R/3 – Overview: The R/3 System, Best Business Practices and New Technologies, R/3 Application Modules, R/3 Modules, R/3-Open for Customised Strategic Information Management, Distributed Applications, R/3 and the Internet; SAP's Business Engineer; SAP Advantage; BAAN Company: Company Profile, Technology and Products, Serving Vertical Industries, BaanERP Modules, BaanERP

Tools, Software Development and Administration Tools; Oracle Corporation: Vertical Solutions; PeopleSoft Incorporation: Company Profile, Management Solutions, Commercial Solutions, Industry Solutions, People Tools, Technology, Partnerships, PeopleSoft Implementation Toolkit; System Software Associates, Inc. (SSA): Company Profile, BPCS Client/Server; QAD: Company Profile, Products

ERP Implementation Cycle

Marks: 10

Introduction; Pre-evaluation Screening; Package Evaluation; Project Planning Phase; Gap Analysis; Re-engineering; Configuration; Implementation Team Training; Testing; Going Live; End-user Training; Post-implementation (Maintenance Mode)

Vendors, Consultants and Users

Marks: 5

Introduction; In-house Implementation – Pros and Cons; Vendors: Role of the Vendor; Consultants: Role of Consultants; End-Users

Future Directions in ERP

Marks: 8

Introduction; New Markets; New Channels; Faster Implementation Methodologies; Business Model and Business Application Programming Interfaces (BAPI's); Convergence on Windows NT; Application Platforms; New Business Segments; More Features; Web Enabling; Market Snapshot

Reference Books:

1. Vaman, J.N., 2007. *ERP In Practice, ERP Manufacturing Perspective*, Tata McGraw-Hill, 1st Edition.
2. Myerson, J.M., 2001. *Enterprise Systems Integration*, Auerbach.
3. Norbert, W., 1999. *Successful SAP R/3 Implementation: Practical Management of ERP Project*, Addison Wesley Longman.
4. Altekar, R.V., 2006. *Enterprisewide Resource Planning: Theory And Practice*, ERP Market, PHI Learning Pvt. Ltd.
5. Christopher P.H., and Light, B., 1999, *A Critical Success Factors Model for ERP Implementation*, IEEE Software.
6. Codd, E.F., 1972. *Relational Completeness of Data Base Sublanguages Data Base Systems*. In: Rustin R. Eds.. New York; Prentice Hall, (Courant Computer Sci. Symposia Series No.6).
7. Davis, H.C., Knight, S., Hall, W., 1994. *Light Hypermedia Link Services: A Study of Third Party Application Integration*. ECHT.

0203060: ENTREPRENEURSHIP

Full Marks: 100

Basics of Entrepreneurship

Marks: 8

Introduction; The Entrepreneur; Evolution: Entrepreneurial Traits; Entrepreneurship and Intrapreneurship: Entrepreneurship, Intrapreneurship; Entrepreneurial Culture: Elements of Entrepreneurial Culture, The Building Blocks of Entrepreneurial Culture; Comparison of Traditional Manager, Intrapreneurs and Entrepreneurs; Role of Entrepreneurship in India

Entrepreneurial Development Process

Marks: 7

Introduction; The Entrepreneurial Environment; Entrepreneurial Decisions; Types of Enterprises; Problems in Small Scale Enterprise; The Entrepreneurial Process; Entrepreneurial Process Models: The Four Stage Growth Model, The Corporate Development Process Model; Key Success Factors for Entrepreneurs; Characteristics of Successful Entrepreneurs; Functions of Entrepreneurs

The Business Planning Process

Marks: 7

Introduction; Principles; Common Elements in a Business Plan Executive Summary; Defining a Business Idea; Identifying Problems and Opportunities; Purpose of Business Plan: Purpose of Planning; Environmental Analysis: Environment Search, Types of Environment, Environmental Scanning; Entrepreneurship Development Cycle; Business Incubators

Project Management

Marks: 7

Introduction; Entrepreneur as a Project Manager; Feasibility Study; Setting up a Project: Project Selection, Technology and Machinery: Process selection, Financial Assistance for Small Scale Industries, Unit Development; Risk Management; Management of Cash; Management of Inventory

Marketing Function and Strategies

Marks: 12

Introduction; Definition of Marketing; Marketing Concepts; The Marketing Mix: The Product, Price, Place, Promotion; Market Research: Secondary Research, Primary Research; Market Segmentation; Marketing Strategy; Marketing Plan: Review Mechanism, Use of Marketing Plans; Marketing Budget; E-marketing: E-marketing Techniques

Sources of Finance

Marks: 13

Introduction; Financial Decisions to Make Before Starting a Business; Stages of Entrepreneurial Financing; Equipment Leasing or Equipment Financing; Inventory Financing; Factoring Accounts Receivables; Bank Finance through Commercial Banks and Financial Institutions: Fund Based Bank Facilities, Non-fund Based Bank Facilities; Schemes offered by Various Banks and Financial Institutions: Industrial Development Bank of India (IDBI), State Bank of India (SBI), Industrial Credit and Investment Corporation of India (ICICI), Small Industries Development Bank of India (SIDBI), State Financial Corporation (SFC), The Maharashtra State Financial Corporation (MSFC), National Bank for Agriculture and Rural Development (NABARD), Other Banks offering Financial Assistance; Venture Capital Funding (VCF): Characteristics of Venture Capital Funding, Advantages of Venture Capital, The Venture Capital Investment Process, Role of Venture Capital Investor

Human Resource Aspects

Marks: 8

Introduction; Human Resource Planning; Formation of Entrepreneurial Team; The Recruitment Process; Training the Employees; Employee Motivation

The Legal Procedure for Setting up an Enterprise

Marks: 12

Introduction; Type of Business Ownership; Registration of SSI Units; Permissions and Clearances: Regulatory or Taxation Clearances, Environment and Pollution Related Clearances, Product Specific Clearances, Labour Laws; Legal Acts Governing an Enterprise: Factories Act, 1948, The Payment of Wages Act, 1936, The Workmen's Compensation Act, 1923, The Industrial Employment Act, 1946, The Employees State Insurance Act, 1948

Role of Government in Entrepreneurial Development

Marks: 14

Introduction; Incentives: importance; Various Incentives given by the Government of India to Small Scale Entrepreneurs; Incentives given to Export Oriented Units; Incentive Schemes by Maharashtra State Government; Agencies Promoting Entrepreneurship Development in India: Entrepreneurship Development Institute of India (EDII), National Small Industries Corporation Ltd. (NSIC), National Entrepreneurship Development Board (NEDB), Small Industries Service Institute (SISI), National Institute of Entrepreneurship and Small Business Development (NIESBUD), District Industries Centre (DIC), Prime Minister's Rozgar Yojana (PMRY) for Educated, Unemployed Youth

Women Entrepreneurship

Marks: 12

Introduction; Definition of a Woman Entrepreneur; Factors Supporting; Characteristics; Barriers: Overcoming the Barriers; Promoting Women's Enterprises: Government's Role in Promoting Women's Enterprises, Supportive Measures for Women's Economic Activities and Entrepreneurship; NGOs Supporting Women Entrepreneurs: Self-employed Women's Association (SEWA), Association of Women Entrepreneurs of Karnataka (AWAKE), Area Networking and Development Initiatives (ANANDI), Private Sector Organisations; Leading Indian Women Entrepreneurs

Reference Books:

1. Bhide, A., 2004. *What Role for Entrepreneurship in India?* Columbia University.
2. Centre for Business Planning. Available at: <<http://www.businessplans.org>>. [Accessed 30 November 2010].
3. Development Commissioner, Ministry of Micro, *Small and Medium Enterprise*, Available at: <<http://dcmsme.gov.in>> [Accessed 8 December 2010].
4. Dr. Ambilikumar, V., *Entrepreneurship Development*, Kerala Agriculture University Available at: <<http://www.slideworld.com/slideshow.aspx/entrepreneurship-development>> [Accessed 2 December 2010].
5. Dr. Sahu, A., Sahni, K.M., *Labour Laws and Other Labour Regulations*, Government of India. Available at: <http://planningcommission.gov.in/aboutus/committee/wrkgrp11/wg11_rplabr.pdf> [Accessed 8 December 2010].
6. Ehmke, C., Fulton, J., Lusk, J. *Marketing Four P's – First Steps for New Entrepreneurs* (EC-730). Purdue Extension. Available at: <<http://www.extension.purdue.edu/extmedia/EC/EC-730.pdf>> [Accessed 6 December 2010].

0203226: LEGAL ASPECTS OF BUSINESS

Full marks: 100

Indian Contract Act, 1872

Marks: 8

Introduction to Law; Contract and 'Contract Act'; Nature of Law of Contracts: Proposal, Acceptance, Consideration, Void Agreement, Wagering Agreement, Minor's Agreement; Essentials of Contract: Competent Parties, Free Consent, Lawful Consideration and Lawful Object, Not a Void Agreement; Discharge of Contracts; Legal Remedies for Breach of Contracts

Special Contracts

Marks: 10

Quasi Contracts: Types, Difference between Contracts and Quasi Contracts; Contract of Indemnity (Sec. 124): Parties to Indemnity Contract, Essentials of Contract of Indemnity, Rights of Indemnity Holder When Sued; Contract of Guarantee

(Sec 126): Essentials of a Contract of Guarantee, Difference between Indemnity and Guarantee, Kinds of Guarantee, Rights of Surety, Rights of a Creditor Against Surety, Discharge of Surety; Bailment Contract: Duties of Bailor, Duties of Bailee; Rights of the Bailor: Rights of the Bailee, Rights of Bailor and Bailee against Wrongdoers, Types of Lien, of Lost Goods, Termination of Bailment; Contract of Pledge: Advantages of Pledge, Difference between Pledge and Bailment, and Duties of Pawnee, Rights and Duties of Pawnor, Pledge by Non-owners

Sales of Goods Act, 1930

Marks: 12

Introduction: Salient Features, Essentials of a Contract of Sale, Sale and Agreement to Sell, Sale and Hire-Purchase Agreement, Sale and Bailment, Sale and Barter Exchange; Formalities of a Contract of Sale: Goods, Effects of Destruction of Goods, Ascertainment of Price; Conditions and Warranties: Definition of Condition, Definition of Warranty, Distinction between Condition and Warranty; CAVEAT EMPTOR; Transfer of Property: Passing of Property from Seller to Buyer, Passing of Property in the Contract for Sale of Unascertained Goods [Section 23], Passing of the Property in Goods sent on Approval or 'On Sale or Return, Reservation of Right of Disposal, Passing of Risk [Section 26]; Provisions related to Performance of Contract of Sale: Rights of Unpaid Seller, 2 Auction Sale, Rules Regarding Delivery of Goods

Negotiable Instruments Act, 1881

Marks: 15

Introduction; Negotiable Instrument: Meaning, Characteristics, Types, Presumptions, Distinction between Bill of Exchange and Promissory Note, Distinction between Bills of Exchange and Cheque; Parties to a Negotiable Instrument; Liability of the Parties to Negotiable Instruments: Parties to Bill of Exchange, Parties to a Promissory Note, Parties to a Cheque, Capacities of Parties to the Negotiable Instruments; Liability of the Parties to Negotiable Instruments: Liability of the Drawer (Section 30), Liability of Drawee Cheque, Liability of Endorser [Section 35], Liability of Parties to Holder in Due Course, Provisions of Section 37,38 and 39 Regarding Liability, Other Important Provisions of the Negotiable Instrument Act; Holder and Holder in Due Course: Holder, Holder in Due Course, Rights and Privileges of a Holder in Due Course, Distinction between Holder and Holder in Due Course; Negotiation and Types of Endorsement: Procedure of Transfer or Modes of negotiation, of Endorsement, The Duration of Negotiability; Dishonour of Negotiable Instrument: Dishonour by Non-acceptance (Section 91), Dishonour by Non-Payment (Section 92); Noting and Protesting: Noting, Protest, Distinction between Noting and Protest, Provision of the Act relating to "Reasonable Time"

The Companies Act, 1956

Marks: 12

Introduction: Characteristic Features of a Company; Important Types of Companies: Classification of Companies on The Basis of Liability, on The Basis of Mode of Incorporation, Based on The Basis of Ownership, Based on The Jurisdiction of Functioning, on the basis of Control and/or Share Holding, other types; Prohibition of Associations and Partnerships Exceeding Certain Number; Incorporation of a Company: Important Stages involved in the Process of Formation of a Company, Procedure of Registration of a Company; Memorandum of Association And Article of Association: Definition of Memorandum of Association, Definition of Article of Association, Between Memorandum And Articles; Prospectus: Statement in Lieu of Prospectus, Distinction between a Prospectus and a Statement in Lieu of Prospectus; Share Capital: Classification of Share Capital, Share and Types of Share Capital, Provisions Relating to "Certificate of Shares", Alteration of Share Capital, Increase in Share Capital, Reduction of Share Capital

The Consumer Protection Act, 1986

Marks: 16

Introduction; Need and objectives for Consumer Protection; Extent, Commencement and Application of the Act: Amendments made in the Act in 1991, Amendments Made in the Act in 1993, Amendments of 2002; Definitions: Appropriate Laboratory [Sec2 (1) (a)], Branch Office [Sec2 (1) (aa)], Consumer [Sec2 (1) (d)], A Person [Sec2 (1) (m)], Goods [Sec2 (1) (i)], Service [Sec2 (1) (O)], Spurious Goods and Services [Sec2 (1) (OO)], Trader [Sec2 (1) (q)], Manufacturer [Sec2 (1) (j)], Consumer Dispute [Sec2(1) (e)], Complaint [Sec2 (1) (c) and Complainant [Sec2 (1) (b)],

Trade Practice [Sec2 (1) (nn)], Trade Practice [Sec2 (1) (r)], Defect [Sec2(1) (f)], Deficiency [Sec2 (1) (g)], Members [Sec2(1) (jj)]; Six Rights in Consumer Protection Act: Right to Safety, Right to be Informed, Right to Choose, Right to be Heard, Right to seek Redressal, Right to Consumer Protection; Responsibilities of Consumers: Be Quality Conscious, Beware of Misleading Advertisements, Responsibility to Inspect a Variety of Goods before Making Selection, Collect Proof of Transaction, Consumers Must be Aware of Their Rights, Complaint for Genuine Grievances, Proper use of Product/Services; Consumer Protection Council: The Central Consumer Protection Council [Section 4,5,6], The State Consumer Protection Councils, The District Consumer Protection Councils [Section 8-A]; Jurisdiction of Consumer Courts; Consumer Disputes Redressal Agencies: District Forums, State Commission; Role of Non-Governmental Organisations; Limitations of Consumer Protection Act, 1986

The Information Technology Act, 2000

Marks: 15

Introduction; Objectives of I.T. Act of 2000; Application of the Act; Short Title, Extent, Commencement and Application of the Act [Sec 1]; Definitions of Certain Words, Terms, Concept Used in the Act; Digital Signature: Digital Signature Certificate, Authentication of Electronic Records, authentication of Creation of Digital Signature, Authentication of Verification of Digital Signature; Electronic Governance: Legal Recognitions of Electronic Records, Legal Recognition of Digital Signatures, Electronic Records and Use of Electronic Record and Digital, Signatures in Government and Its Agencies, Retention of Electronic Records, Publication in Electronic Gazette, Protected System, Power of Central Government to Make Rules in respect Of Digital Signature; Attribution, Acknowledgement and Despatch of Electronic Records: Attribution of Electronic Records [Sec11], of Acknowledgement of Receipt [Sec12], Time and place of dispatch and receipt of electronic record [Sec13]; Secure Electronic Records and Secure Digital Signatures: Secure Electronic Record [Sec14], Secure Digital Signature [Sec15], Security Procedures [Sec16]; Regulation of Certifying Authorities: Appointment of the Controller of Certifying Authorities and Other Officers, Functions of the Controller of Certifying Authorities, appointment of Certifying Authorities to Issue Digital Signature, to Issue Digital Signature Certificate; Terms and Conditions of Licence to Issue Digital Signature Certificate; Issuance of Licence, Validity of Licence, Commencement of Operation by Licensed Certifying Authorities, renewal of Licence, Provisions of Sec 24 Relating to the procedure for Grant / Rejection of Licence, revocation of Licence, Suspension of Licence, Notice of Suspension or Revocation of Licence, Surrender of Licence; Powers of Controller of Certifying Authorities; Duties and Responsibilities of Certifying Authority: The Need for a Certification Authority, Duties of Certifying Authorities, Certification Practice Statement, Display of License, Surrender of License, Service Charges; Digital Signature Certificates: Procedure to be Followed by Certifying Authorities to Issue Digital Signature Certificates, ; Duties of Subscribers; Penalties and Adjudication: Penalty for Damage to Computer, Computer System, etc., Penalty for Failure to Furnish Information Return, etc, Residuary Penalty, Power to Adjudicate, Factors to be Taken into Account by the Adjudicating Officer; Offences under I.T. Act; Miscellaneous Provisions of the I.T. Act; Drawbacks of the Act

The Patents Act, 1970

Marks: 12

Introduction: Meaning of “Property’ and ‘Intellectual Property’, Intellectual Property Rights; The Patents Act, 1970: Application of Patent, Grant of Patents and Rights Conferred Thereby; Patents of Addition [Section 54]: Term of Patents of addition [Section 55], Validity of Patents of Addition [Section 56], Advantages of Patents; The Copyright Act, 1957: Meaning of ‘ Copyright’, Works in which Copyright Subsists and Works in which Copyright Does not Subsist[Section 13], Ownership of Copyright and the Rights of the Owner [Section 17], Term of Copyright, Registration of Copyright, Other Provisions of the Copyright Act of 1957, Nature and Features of Copyright Act, Difference Between Patent and Copyright Act; The Design Act, 2000: Definition and Meaning, Nature and Feature of Design, Prohibition of Registration of certain Designs under the Act, Registration of Design, Powers and Functions of Controller; The Trade Mark Act, 1999: Meaning of ‘Trade Mark’, Some important Aspects of the Trade Marks Act of 1999

Reference Books:

1. Patra, A. C., 1966. *The Indian Contract Act, 1872. Volume 1*. Asia Pub. House.
2. Pollock, F. and Mulla, D. F., 2010. *The Indian contract act: with a commentary, critical and explanatory*, Nabu Press.
3. Ramtirthkar R., 2009. *Legal Aspects of Business*. Himalaya Publishing Company.
4. Saharay, M., 2010. *Textbook on Sale of Goods and Hire*, Universal Law Publication.
5. Sharma., V. *Information Technology Law and Practice.*, Universal Law Publishing.
6. Singla, R.K., *Business Studies*. FK Publications.
7. *The Consumer Protection Act, 1986*. Universal Law Publishing.
8. *The Copyright Act, 1957*, Universal Law Publishing

0203269: MANAGEMENT OF QUALITY

Full Marks: 100

Introduction to Quality Systems

Marks: 14

Introduction; Importance of Quality; Levels; Quality and Financial Performance; History; Quality Costs- Types and Categories; Nature of Costs; Quality Control: Objectives, Benefits, Quality Control and Inspection; Quality and Competitive Advantage: Use of Information for Competitive Advantage, Advantage, Role of Information in Competitive Environment, Porter – Miller Postulates, Changes in Industry Structures, Spawning of New Business, Functional Uses, Strategic Uses; Total Quality Management (TQM): The Importance of Customer-Supplier Relationships-, Quality Chains, Main Principles of TQM, Introducing TQM into a Business; Taguchi Loss Function

Statistical Process Control

Marks: 16

Statistical Process Control; Statistical Process Control Chart Basics: Variable Control Charts, XBAR/S Chart vs. XBAR/R Chart, S Charts (Standard Deviations), R Chart (Ranges), Chart (Individuals), Attribute Control Charts, P Chart vs. NP Chart, P Chart (Proportion Defective - %), NP Charts (Number Defective – n), C Charts, U Chart; Extraction of Information; Capability Index; Individual – X and Moving Range Charts; An SPM/TQM Implementation Model; The Seven Basic Tools of Quality: Flowcharts, Check Sheets, Histograms, Pareto Analysis, Cause and Effect Diagram, Scatter Diagram, Control Charts

Problem Solving Techniques for Quality Management

Marks: 15

Introduction; Six Sigma Overview: The Methodology, Strategies for Six Sigma Introduction; Pareto Analysis; Failure Modes and Effects Analysis (FMEA): Types of FMEAs, FMEA usage, Benefits of FMEA, FMEA Timing, FMEA Procedure, Reliability, Stages of FMEA, Types of FMEA; Brainstorming: Usage Of Brainstorming, The Steps In Brainstorming Process, Basic Principles Of Brainstorming; The Deming Cycle; Juran's Improvement Program

Strategic Quality Management

Marks: 14

Total Quality Management (TQM): History for TQM, Basic Concept of TQM, Structure of TQM, Key Facets of TQM Integrative Focus are the PIs, Principles of TQM; Total Company Involvement; Technical and Managerial TQM: Implementation of TQM, Quality Council, Quality Statements, Strategic Planning, Annual Quality Improvement Program, Barriers to TQM Implementation; Philosophies of TQM

Reliability

Marks: 16

Defining Reliability: Evolution of the Field of Reliability, Reliability Measurement, Planning, Factors affecting; Product Life Characteristic Curve; Reliability Function: Scope, Objectives, The Strategic Importance of Maintenance and Reliability; Reliability Engineering: Standardisation, Redundancy, Physics of Failure, De-rating Practice, Reliability Testing, Burn-in, Failure Mode and Effect Analysis, Fault Tree Analysis (FTA); Types of Reliability: Inter-Rater or Inter-Observer Reliability, Parallel-Forms Reliability, Internal Consistency Reliability; Comparison of Reliability Estimators

Health and Safety

Marks: 25

Introduction; Theory and Hypotheses: ISO 9001 and Changes in Plant Scale, ISO 9001 and Wage, ISO 9001 and Occupational Health and Safety; Classification of Hazards- ISO 9000: Hazards Analysis, Critical Control Points and Control Measures Hazard Analysis, Classification of Hazard According to the Risk and Severity (Hazard Index), Assessment of Risk In Hazard Analysis; Key Elements of Successful Health and Safety Management: Policy and Commitment, Planning, Implementation and Operation, Measuring Performance, Auditing and Reviewing Performance; Codes of Practice: Regulations, How Regulations Apply, What Form Do they Take?, The Relationship between the Regulator and Industry, What Next?; The Statement of Health and Safety Policy: Basic Objectives and General Content of Statement, Organisation (People and their Duties), Arrangements (Systems and Procedures)

Reference Books:

1. Alexander, W. F. and Serfass, R. W., 1998. *Futuring Tools for Strategic Quality Planning in Education*, Amer Society for Quality.
2. Burgelman, R., Christensen, C. and Wheelwright, S., 2008. *Strategic Management of Technology and Innovation*, 5th ed., McGraw-Hill/Irwin.
3. Dess, G., Lumpkin, G. T. and Eisner, A., 2007. *Strategic Management: Creating Competitive Advantages*, 4th ed., McGraw-Hill/Irwin.
4. Doty, L. A., 1996. *Statistical Process Control*, 2nd ed., Industrial Press, Inc.
5. Ebeling, C. E., 2009. *An Introduction to Reliability and Maintainability Engineering*, Waveland Pr Inc.

0203149: MANAGING e-BUSINESS

Full Marks: 100

Introduction to E-business

Marks: 8

Introduction; Classification; Benefits; Difference between E-business and E-commerce; Internet Challenges in E-business; E-business in India

Getting Started with E-business

Marks: 10

Introduction; Software; Questions to be Answered when Starting with E-business; Getting Connected: Choosing Domain Name, Getting Training, Designing the Content; Driving the Traffic to Business; Processing the Payments

E-business Planning

Marks: 14

Planning; Researching the Opportunities: Banking, Communications, Customer Relationship Management, Distribution and Logistics, Exporting, Marketing and Promotion, Purchasing Office Supplies, Managing Supply-chains, Research and

Development, Staff Training, Doing Business with Government; Key Planning Issues: Innovation and Imagination, Integration with Existing Office System, Developing a Healthy E-business Culture, Security, Knowledge Management, Estimating the Budget; Identifying the Aims of E-business; Level of E-business: Identify Target Audience, Select the Appropriate Level of E-business; Writing the E-business Plan

Developing E-business

Marks: 14

Technical Issues: Holding Contents of the Website in Database, Database Security, Website as a Central Source of Information, Type of Internet Connection Required, Powering and Hosting the Website; Choosing and Preparing Content; Expectations from Users; Designing and Marketing Website: Marketing your Website, Designing Website; E-commerce - Selling via Website; Developing the Website: Developer, The Technical Specifications Exercise

Security Issues and Solutions

Marks: 11

Introduction; Starting Point; Actions Required; Key Issues: E-mail and Communication Security, Network Security: Modem and Remote Access, Virus Protection, Firewalls, Back-up and Recovery, Incident Response; Top Ten E-security Tips

Organising and Managing E-business

Marks: 10

Introduction; Maintaining E-business System: Website Content Maintenance, Quality Assurance, Making Improvement, Technical Maintenance; Internal Policies and Guidelines; Budgeting for Maintenance; Legal Issues; Spam and Ethical E-marketing

Evaluating E-business

Marks: 13

Introduction: Identify What to Evaluate, Determine How to Evaluate, Analyse Results and Take Action, Determine Who does the Evaluation and When; Procurement over the Internet; Managing the Supply Chain and Logistics: Supply Chains, Collaboration, The Internet, Standards, Global Supply Chains; Putting Your Catalogue Online: E-catalogues, E-catalogues vs. Hard Copy Catalogues, Setting up an E-catalogue, Is an E-catalogue Right for You, The Challenges; E-market Places; Exporting

Managing Channel Conflicts in E-business

Marks: 10

Introduction; Electronic Channels; Channel Conflict: The Traditional View, A Novel Perspective; Conflict Management Strategies: Pricing, Distribution, Promotion, Product, Communication and Coordination; Discussion: Managerial Implications

Managing E-business Continuity

Marks: 10

Introduction; The E-business Continuity Model: E-business Discontinuity, Risk Factor; Research Design: System Scalability, Customer Behaviour as a Trigger, Research Questions; Software Simulation Method

Reference Books:

1. Anita Cassidy, 2001. A Practical Guide to Planning for E-Business Success: How to E-enable Your Enterprise, CRC Press, 1st edition, p.256.
2. Anonymous Developing and Managing Your Ezine - New Century Edition with DirectLink Technology.
3. Bernard Liautaud, 2002. e-Business Intelligence, McGraw Hill Text, 1st edition, p.1479.
4. Betty Prince, 2002. Emerging Memories: Technologies and Trends, Springer, 1st edition, p.296.
5. Carol Fallon, 2002. e-Learning Standards: A Guide to Purchasing, Developing, and Deploying Standards-Conformant E-Learning, CRC Press, 1st edition, p.272.

6. Carol V. Brown, 2011. Managing Information Technology, Prentice Hall, 7th edition , p.744.

0203100: PRODUCTION PLANNING AND CONTROL

Full marks: 100

Production Planning and Control

Marks: 10

Introduction; Production Management and Production Planning; Impact of Industrial Revolution on Production Process; Objectives; Production Planning and Control Functions; Production Planning and Control Procedures; Factors Affecting Production Planning And Control; Role of the Human Relations Movement in Production; Role of Computer and Advances in Production Technology

Objectives, Scope, and Importance of Production Planning and Control

Marks: 12

Introduction; Objective; Scope; Importance; Limitations; Features: Production Planning, Production Control; Comparing Production Planning and Production Control; Establishing a Production Planning and Control Department (PPC): Status of PPC in the Company, Extend of Centralisation, The Appropriate Internal Structure

Methods of Production

Marks: 8

Introduction; Classification of Production Methods; Intermittent Production: Project Production, Job Production, Batch Production; Continuous Production: Mass or Flow Production, Process Production; Factors Affecting Selection Production Process

Plant Layout

Marks: 12

Introduction: Objectives; Principles; Advantages; Factors Affecting; Types: Process Layout, Product or Line Processing Layout, Fixed or Stationary Layout, Cellular Manufacturing Layout, Combined or Hybrid Layout

Materials Requirements Planning

Marks: 12

Introduction; Definition; System Components; Demand Dependency; Objectives of MRP; Advantages of MRP; Limitations of MRP; Evaluation of MRP; Keeping MRP Current in a Changing Environment; Manufacturing Resource Planning (MRP II); JIT; KANBAN

The Production Order

Marks: 10

Introduction; Objectives and Functions; Guidelines for preparing Work Orders; Tools of Production Order: Process Analysis Charts, Charts for Analysis of Equipment Utilisation, Master Scheduling

Production Scheduling and Loading

Marks: 8

Introduction; Objectives and Scope of Scheduling; Types; Techniques: Gantt Charts, Johnson's Two Machine Algorithm, Index Method, CPM and PERT Techniques, The Run out Approach

Types of Maintenance Management

Marks: 8

Introduction; Breakdown or Corrective Maintenance Management; Preventive Maintenance; Routine Maintenance; Predictive Maintenance; Planned Maintenance; Total Productive Maintenance (TPM)

Inspection & Quality Control

Marks: 10

Introduction; Inspection: Inspection Vs. Quality Control, Objectives of Inspection, Steps in the Inspection Process, Functions of Inspection, Problems of Inspection; Types of Inspection: Centralised or Crib Inspection, Decentralised or Floor Inspection; Quality Control: Objectives of Quality Control, Advantages or Importance of Quality Control; Statistical Quality Control (SQC): Advantages of SQC; Control Chart: Types of Control Chart

Work Measurement & its Techniques

Marks: 10

Introduction; Objectives of Work Measurement; Elements; Types; Benefits; Techniques of Work Measurement: Time Study, The Synthesis Method, Predetermined Motion Time Systems (PMTS), Analytical Estimating, Work Sampling

Reference Books:

1. Verghese B.V., Kumar, N. Production Management, Anmol Publications Pvt. Ltd. 396 pages.
2. Vincent K. Omachonu, Joel E. Ross, (2004). Principles of Total Quality. CRC Press; 3rd edition. 512 pages.
3. K. B. Zandin, (2003). MOST Work Measurement Systems..CRC Press, 3rd edition. 552 pages.
4. Lawrence S. Aft, (2000). Work Measurement and Methods Improvement (Engineering Design and Automation). Wiley-InterScience, 1st edition. 464 pages.
5. Manufacturing Plant Layout: Fundamentals and Fine Points of Optimum Facility Design. Edward J. Phillips. Publisher: Society of Manufacturing Engineers (March 24, 1997). 259 pages.
6. Michael L. Pinedo, (2009). Planning and Scheduling in Manufacturing and Services. Springer. 2nd edition. 537 pages.