

SEMESTER IV (Information Technology)

0203148: STRATEGIC MANAGEMENT AND BUSINESS POLICY

Full Marks: 100

Introduction to Business policy

Marks: 11

Introduction; Evolution as a Discipline: The Genesis of Business Day, Evolution based on Managerial Practices, Historical Perspective of the Evolution, Pointers to the Future; Meaning: Definitions, Need, Essentials of a Good Business Policy, Role, Different Types, Strategic Business Unit (SBU); Importance: For Learning the Course, For Understanding the Business Environment, For Understanding the Organisation, For Personal Development; Purpose; Objectives: 1 In Terms of Knowledge, In Terms of Skills, In terms of Attitude

An Overview of Strategy Management

Marks: 15

An Overview: Definition of Strategy, Types, Organisation and Strategy, Forms of Strategy, Strategic Environment, Meaning, Strategic Management Process, Facets; Strategic Decision Making Process; Functional Strategic Decisions: Financial Decisions, Marketing Decisions, Production and Operations Decisions, Pricing Decisions, Distribution Decisions; Strategic Planning: Dimensions of Planning, Strategic Planning and Control, Choice, Strategic Forecasting; Levels of Strategic Management; Strategic Audit: Aid to Decision Making; Globalisation and Environmental Sustainability: Challenges to Strategic Management: Impact of Globalisation, Impact of Environmental Sustainability

Hierarchy of Strategic Intent

Marks: 12

Introduction: Concept of Stretch, Leverage and Fit, Hierarchy of Strategic Intent; Vision: definitions, benefits, process of envision, characteristics; Mission: Need of Mission, Usefulness of Mission, Formulating Mission, Characteristics of Mission Statement, Elements of an Ideal Mission Statement, Newest Trends in Mission Components, Difference between Vision and Mission; Business Definition: Dimensions of Business Definition, Levels at which Business could be Defined; Business Model; Goal and Objectives: Importance, Roles, Characteristics, Issues in Objective-Setting, Types, Areas, How are Objectives Formulated?, Importance of Goal Setting, Balance Scorecard in Objective Settings

Strategy Formulation and Planning

Marks: 12

Introduction to Strategy Formulation; Steps in Strategy Formulation Process; Formulation of Strategy: Strategy Formulation in Large Company or Organisation, Strategy Formulation in the SME, Basis of Strategy Formulation; Strategic Planning: Differences between Operational Planning and Strategic Planning; Strategic Planning Process; Corporate Level Strategy: Stability Strategies, Growth Strategies, Expansion Strategies, Merger Strategy, Takeovers or Acquisitions Strategy, Retrenchment Strategies, Portfolio Restructuring; Strategic Planning in MNE's (Multinational Enterprises): Types of MNE's, Planning Needs of MNE's, Planning Focus of MNE's, Planning Modes of MNE's, MNE's Planning in Practice, Subsidiary Development Path, Pitfalls in Planning

Strategic Analysis and Choice

Marks: 8

Introduction - Strategic Choice: 1 Choice Process, Process of Strategic Choice, Balanced Scorecard; Strategy Analysis: Tools and Techniques for Strategy Analysis, Corporate Portfolio Analysis, SWOT Analysis, Experience Curve Analysis, Life Cycle Analysis, Industry Analysis, Strategic Groups Analysis, Competitor Analysis

Strategy Implementation

Marks: 14

Introduction: Nature, Issues, to Strategy Implementation, Interrelationship between Formulation and Implementation of Strategy; A Model of Strategy Implementation: Major Themes in Strategy Implementation, Theme of Activating Strategy, Theme of Managing Change, Theme of Achieving Effectiveness; Project Implementation: Projects and Project Management, Project Management and Strategy Implementation; Procedural Implementation: Regulatory Mechanism in India, Procedural Implementation in Action; Resource Allocation: Strategic Budgeting, Aligning Resource Allocation to Strategy, Factors Affecting Resource Allocation, Difficulties in Resource Allocation

Functional and Operational Implementation

Marks: 16

Introduction to Functional Strategies: Vertical Fit, Horizontal Fit; Functional Plans and Policies: Nature, Need, Development; Financial Plans and Policies: Sources of Funds, Usage of Funds, Management of Funds; Marketing Plans and Policies; Operations Plans and Policies: Production System, Planning and Control, Research and development; Personnel Plans and Policies: Personnel System, Organisational and Employee Characteristics, Industrial Relations; Information Management Plans and Policies: Factors related to Acquisition and Retention of Information, Factors related to Processing and Synthesis of Information, Factors related to Retrieval and Usage of Information, Factors related to Transmission and Dissemination, Integrative, Systematic and Supportive Factors: Product, Pricing, Place, Promotion, Integrative and Systemic Factors; Integration of Functional Plans and Policies: Consideration in Integration, Mechanism to Integrate Functional Plans and Policies; Operational Implementation: Operational Effectiveness, Areas of Operational Effectiveness, Productivity, Processes, People, Pace, Choice of Operational Implementation Practices, Applying Operational Implementation Practices

Strategy Evaluation and Control

Marks: 12

An Overview and nature of Strategic Evaluation and Control: Importance of Strategic Evaluation, Participants, Barriers, Requirements for Effective Evaluation, Characteristics of an Effective Evaluation Strategy; Strategic Control: Purpose, Types, Operational Control, Difference between Strategic Control and Operational Control; Techniques of Strategic Evaluation and Control: Evaluation Techniques for Strategic Control, Evaluation Techniques for Operational Control, Special Purpose Techniques, Auditing Techniques; Process of Strategic Control: 1 Steps in Process of Strategic Control, Strategic Control, Successful Maintenance of Strategic Control; Role of Organisational Systems in Evaluation: Role of Information System, Role of Control System, Role of Reward System

Reference Books:

1. Dess, G. and Lumpkin, G., 2009. *Strategic management: creating competitive advantages*, 5th ed., McGraw-Hill Irwin.
2. Emerald Insight Staff, 2005. *Strategic Management*. Emerald Group Publishing Ltd.
3. Harrison, J., 2009. *Foundations in Strategic Management*, 5th ed., South-Western College Pub South-Western College Pub
4. Hill, C. and Jones, G., 2009. *Strategic Management Theory: An Integrated Approach*. Cengage Learning.
5. Hiriyappa, B., 2010. *Business Policy and Strategic Management*. CreateSpace.
6. Kazmi, A., 2002. *Business Policy and Strategic Management*, 3rd ed., Tata Mcgraw-Hill.
7. Luffman, G. and Sanderson, S., 1991. *Business Policy: An Analytical Introduction*, 2nd ed., Blackwell Pub.

0203233: INTERNATIONAL BUSINESS MANAGEMENT

Full marks: 100

International Business Management

Marks: 12

International Management: introduction, international manager, role, characteristics of Effective and Efficient International Managers; Globalisation: Historical Background, Meaning of Globalisation, Global Development Challenge, Major Forces of Globalisation, Globalisation at Firm/Corporate Level, Effect of Globalisation on World Economy, Effects of Globalisation on Strategies for Small Scale and Medium Sized Business, Globalisation; International Technology Alliances: Recent Trends in IT Sector: Introduction, Recent Evidence on Technology Alliances in the IT Industry; International Service Management: International Service Standards, Service Quality, Service Process

Introduction to International Business Environment

Marks: 18

Introduction: Meaning; Concept and Relevance: Micro and Macro Environments, Foreign and Global Environment, Relevance; Analysis of the Components of Foreign Environment; Geographic Environment; Economic and Financial Environment: L Economic Environment, Financial Environment; Socio- Cultural Environment: Introduction, Elements of Culture, Cultural Attitude and International Business, Cultural Communication Process and Negotiations, Cultural Universals, Social Environment, Strategies Dealing with Cultural Differences; Political Environment: Forms of Government and Political Party System, Political Ideology and Role of Government, Political Stability, Political Risk, Domestication; Technological Environment: Influence of Technology, Investment in Technology, Technology and Economic Development, and International Competition, Technology Transfer, Technology and Location of Plants, Technology and Globalisation; Legal Environment; Ecological Environment

International Business Theories

Marks: 11

Foundations of International Business; International Trade Theories: Theory of Mercantilism, Theory of Absolute Cost Advantage, Theory of Comparative Cost Advantage, Cost Theory; Efficiency in International Trade: Heckscher-Ohlin Trade Model, The Leontief Paradox; Foreign Direct Investment (FDI) Theories: Market Imperfections Approach, Product Life-Cycle Approach, Transaction Cost Approach, Different types of Investment for Internationalisation, Eclectic Paradigm; Intra Industry Trade and Theories: Economies of Scale, Availability and Non Availability, Trade in Intermediate Goods

Export Import Trade Regulatory Framework

Marks: 11

Introduction; An Overview of Legal Framework: Foreign Trade Act, 1992, Foreign Exchange Management Act, 1999, The Customs Act, 1962, Export (Quality Control and Inspection) Act, 1963; Export-Import Policy: Registration Formalities and Export Licensing, Procedure to Obtain Export Licence; General Provisions Regarding Exports And Imports; Exports and Imports; Export-Import Documents: Rationale of Documents, Kinds and Functions of Documents, Standardised Pre-Shipment Export Document, Import Documents

International Marketing Management

Marks: 15

Concept: Globalisation, Evolution Process of Global Marketing, Towards Global Marketing, Global Marketing Strategy, Reasons/Motives of International Marketing, Internationalisation stages, International Marketing Decisions, Participants in International Marketing, Future; Challenges and Scope: Domestic Market Expansion Concept, Multi Domestic Market Concept, Global Marketing Concept, Institutions, Reasons and Motivations Underlying International Trade and International Business, Reasons for Entering into International Markets, Nature of International Marketing; International

Marketing, Planning, Organising and Control: Developing a International Marketing Plan, Issues in Framing the Multi-National Marketing Plan, Organisation for International Marketing, Framework for International Marketing Planning, International Marketing Control, Control Sequence; International Marketing Entry Decisions: Entry Modes, Entry Stage Analysis, Factors Affecting Entry Decisions, Factors Influencing International Market Selection, Process of Market Selection, Some Strategies; Emerging Trends and Issues in International Marketing: Emerging Global Competition, MNCs and Global Competition, Social Ethical and Environmental Issues

International Human Resource Management

Marks: 12

Introduction, Forms, Nature, Global role of the IHR professional, Development, Difference between International and Domestic Human Resource Management, Research on Strategic International Human Resource Management, International Human Resource Function; Global Recruitment: Sources of Global Recruitment, Global Selection Process, Expatriates, Performance Appraisal; Training and Development: Importance of Training and Development for Global Jobs, Cross- Cultural Training; Compensation and Benefits: Compensation in Global Companies, Profit Sharing and ESOP, Women in International Business; International Industrial Relations

International Financial Management

Marks: 11

Introduction: International Finance, International Flow of Funds, Goals for International Financial Management, Nature of International Financial Management, Comparison between Domestic and International Financial Management; International Financial Environment: Gold Standard, The Bretton Woods System of Exchange Rate, Theories of Exchange Rate Behaviour, Global Capital Structure; International Financial Markets: National Markets as International Financial Centres, Euro Market, International Debt Instruments, Euro Issues in India; Management of International Short Term Financing: Short Term Markets, Short Term Loans for Money Market, Forfaiting, International Leasing, Syndicated Loans

International Banking, International Transactions and Balance of Payments

Marks: 10

Introduction: International Money Transfer Mechanism, International Syndicated Lending Arrangements; Correspondent Banking: Functions; Branches: Representative Offices, Offshore/Shell Banks/ International Banking Facilities; International Activities of US Banking Organisations: International Banking Facilities (IBF), Edge Act and Agreement Corporations, Capitalisation and Activities of Edge Act Corporations; International Transactions and Balance of Payments: Balance of Payments, Nature of International Transaction, Balance of Payments Statement, Balance of Indebtedness; Adjustment Policies: Unilateral Adjustments, Bilateral Adjustments, Regional Adjustments, Multilateral Adjustments; Rise of Market Power

Reference Books:

1. Dewan and Sudarshan, 2010. *International Marketing Management*, Discovery Publishing House.
2. Dowling, P. J., Festing, M. and Engle, D. A., 2007. *International human resource management: managing people in a multinational*, Thomson Learning
3. Dunning, J. H. and Lundan, S.M., 2008. *Multinational Enterprises and The Global Economy*, 8th ed., Edward Elgar Publishing.
4. Dunning, J. H., 2001. *Governments, Globalisation, and International Business*, Oxford University Press Inc.
5. Glowik, M. and Smyczek, S., 2011. *International Marketing Management: Strategies, Concepts and Cases in Europe*, Oldenbourg Wissenschaftsverlag.
6. Hamilton, L. and Webster P., 2009. *The International Business Environment*, Oxford University Press.

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

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. Altekar, R.V., 2006. *Enterprisewide Resource Planning: Theory And Practice*, ERP Market, PHI Learning Pvt. Ltd.
2. Christopher P.H., and Light, B., 1999, *A Critical Success Factors Model for ERP Implementation*, IEEE Software.
3. 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).
4. Davis, H.C., Knight, S., Hall, W., 1994. *Light Hypermedia Link Services: A Study of Third Party Application Integration*. ECHT.
5. *E trade services, ERP modules*. Available at: <<http://www.etradeservices.com/erp-module/>> [Accessed 8 December 2010].

0203266: e-COMMERCE AND WEB DESIGN

Full marks: 100

Introduction to E-Commerce

Marks: 11

E-Commerce Framework; Anatomy of E-Commerce Applications: Multimedia Content for E-Commerce Applications, Multimedia Storage Servers & E-Commerce Applications, Client-Server Architecture in Electronic Commerce, Information Delivery/Transport and E-Commerce Applications; E-Commerce Consumer Applications; E-Commerce Organisation Applications

Electronic Payment System

Marks: 9

Introduction; Digital Token; Smart Cards; Credit Cards; Risks in Electronic Payment Systems

Inter Organisational E-Commerce

Marks: 12

Introduction to EDI; EDI Implementation; Value Added Networks

Consumer Search and Resource Discovery

Marks: 15

Information Search: Purchase Consummation Phase, Post Purchase Interaction Phase, Types of Consumer Search Activities, Information Retrieval; Commerce Catalogue; Information Filtering: Email Filtering, Mail-Filtering Agents, News-Filtering Agents

Multimedia

Marks: 12

Key Multimedia Concepts; Adapting Retrieval and Authoring Technologies; Digital Video and E-Commerce; Desktop Video Conferencing

The Environment and Tools

Marks: 14

Introduction to Web Designing Environment; Types of Websites: Personal Websites, Organisational Websites, Commercial Websites; Web Designing Roles: Creative Role, High-Tech Role, Oversight Role

Web Designing Tools

Marks: 14

Markup Languages; Cascading Style Sheet; Scripting Languages; Text and HTML Editors; WYSIWYG Editors; Web Templates and Other Design Technologies

Principles & Publishing Issues

Marks: 14

Basic Web Principles: Balance and Proximity, Contrast and Focus, Unity and Visual Identity; Web Publishing Issues: Technical Issues, Legal and Privacy Issues, Accessibility and Usability Issue; Advantages of Web Publishing: Currency, Interactivity, Cost, Delivery

Reference Books:

1. Banerjee, K. U., 2008. Management Strategy for Information Technology (IT and management convergence): Based on the Internationally Class-Tested Course, Conducted in China and India, Concept Publishing Company.
2. Bidgoli, H., 2002. Electronic commerce: principles and practice, Academic Press.
3. Chapman, J. R., 2006. Simple tools and techniques of enterprise risk management, John Wiley & Sons.
4. Gao, Y., 2005. Web systems design and online consumer behaviour, Idea Group Inc.
5. Goel, R., 2007. E-Commerce, New Age International.
6. Qin, Z., 2009. *Introduction to E-commerce*, Springer.
7. Ray, T. E., 2003. *Learning XML*, O'Reilly Media, Inc.
8. Rayport, 2003. *Introduction to E-Commerce*, Tata McGraw-Hill Education.
9. Robbins, N. J., 2003. *Learning Web design: a beginner's guide to HTML, graphics, and beyond*, O'Reilly Media, Inc.

0203268: TECHNOLOGY MANAGEMENT

Full Marks: 100

Technology Management

Marks: 10

Introduction; Technology: IT Alignment; Benefits: Avoid Common Legal and Financial Troubles, Streamline Operations to Create Efficiencies, Improve Effectiveness; Stages of IT Alignment: Chaotic, Reactive, Proactive, Service, Value; Management of Technology Change; Creating Condition for Ongoing Change

Technology Development

Marks: 15

Introduction; Classification of Technology; Technological Forecasting: Need; Future Oriented Technology Analysis; Methods of Technological Forecasting: Expert Opinion, Trend Analysis, Monitoring and Intelligence Method, Statistical Methods, Modelling and Simulation, Scenarios, Valuing/Decision/Economics Methods, Descriptive and Matrices Methods; Evaluation of Quality of Technical forecasting Methods; Choosing of a Forecasting

Technology Absorption

Marks: 14

Introduction; Concepts; Benefits; Constraints; Indian Experience in Technology Absorption; Issues Involved in the Management of Technology Absorption and Government Initiatives: Issues Involved in the Management of Technology Absorption, Government initiatives for technology absorption

Technology Assessment

Marks: 10

Introduction; Methodology; Technology Assessment Implication; Technology Evaluation; Real Time Technology Assessment

Technological Diffusion

Marks: 12

Introduction: Concepts of Diffusion Technology; Why is Diffusion Required?; Implication of Diffusion; Development of Diffusion Strategy

Information System

Marks: 14

Introduction; Content and Sources of Technology; Benefits of Technology Information; Important Aspects of Technology Information

Technology at Enterprise Level

Marks: 14

Introduction; Technological Strategy for Enterprise; Technological Gap and Enterprise; Technology Transfer and Absorption; Technology Transfer Process and Resource Management; Development and Training of Human Resource

Strategy for Global IT Management

Marks: 11

Introduction; Global IT Strategy; Concepts of Global IT Strategy; Managing Strategy; Organisation

Reference Books:

1. Pearlson, K. E. and Saunders, C. S., 2009. • Managing and Using Information Systems: A Strategic Approach (Wiley Series in Probability and Statistics), 4th ed.
2. Perrow, C., 1999. • Normal Accidents: Living with High-Risk Technologies., Princeton University Press.

3. Rainer, K. R., 2008. • Introduction to Information Systems: Supporting and Transforming Business, 2nd ed.
4. Rogers, E. M., 2003. Diffusion of Innovations• , 5th ed.
5. Ross, H., Verclas, K. and Levine, A. • Managing Technology to Meet Your Mission.
6. Speser, P. L., 2006. • The Art and Science of Technology Transfer, 1ed. Wiley.
7. Wiley-Blackwell, W. and Stoneman, P., 2001. • The Economics of Technological Diffusion, 1 ed.

0203267: E-CRM AND SUPPLY CHAIN MANAGEMENT

Full Marks: 100

E-CRM

Marks: 10

Introduction; Supporting the Front Office; Conventional CRM; Key Issues Dictate the Rollout; What eCRM's all About?; Plan to do eCRM Right; Studying a Campaign for Guidance; Do we Move to eCRM now?; Which Approach to Adopt?; e-Customer Relationship Management; The Economics of E-Loyalty; A Matter of Trust; Focusing on the Right Customers; How Grainger Helps Customers Make Sense of Complexity?

E-Business Fundamentals

Marks: 14

Internet Basics: Introducing the Internet; Internet Terminology: Client, Server, Client-Server Network, Web Serve, Browse, URL, ISP, Modem, Web Page, Web Development, Site Hosting; Internet; Intranet; Extranet; Portals; Network Design; Wired Vs Wireless Networking; Concept of e-Business and e-Marketing; What is e-Marketing?; e-Business; Types of E-Commerce: Business-to-Consumer (B2C) E-commerce, Business-to-Business (B2B) E-commerce, Consumer-to-Consumer (C2C) E-commerce, -to-Peer (P2P) E-commerce, Mobile Commerce (M-commerce); Growth of the Internet and the Web; Origins and Growth of E-Commerce

Consumer's Behaviour towards Internet Technology and Internet Marketing Tools

Marks: 16

Introduction; Demographics; Geographic and Psychographic; Stages in the Buying Process; Consumer Behaviour-How People Make Buying Decisions; Low-Involvement versus High-Involvement Buying Decisions: The Consumer's Physical Situation, The Consumer's Social Situation, The Consumer's Time Situation, The Reason for the Consumer's Purchase, The Consumer's Mood, The Consumer's Personality, The Consumer's Self-Concept, The Consumer's Gender, The Consumer's Age and Stage of Life, The Consumer's Lifestyle; Motivations for Shopping on the Net; Research Method; Goal Directed Search Vs. Experiential Browsing; Motivation: The Consumer's Perception, Learning, Consumer's Attitude, The Consumer's Culture, The Consumer's Subculture(s), The Consumer's Social Class; Reference Groups and Opinion Leaders: The Consumer's Family; Customer Experiences on the Web; Interactive Communications with Customers for an Organisational Learning

Virtual Communities

Marks: 12

Introduction; Corporate Blogging: Advantages of Blogs; Customer Relationship Management; E-CRM; Consumer Engagement; Brand Communication; Classification of Content Hosted by the Organisation on a Blog; Content Typologies; Data Analysis and Results

Supply Chain Management

Marks: 13

Introduction; Supply Chain; Supply Chain Management; Objective; Importance; Activities; Decision Phases in a Supply Chain; Process View of Supply Chain; Linking Competitive (Business) and Supply Chain Strategies; Supply Chain Drivers; Barriers of Supply Chain Management; Scope of Supply Chain Activities; Marketing Mix Model

Designing the Supply Chain Network

Marks: 13

Introduction; Role of Distribution Network; Factors Influencing; Design Options for a Distribution Network; E-business and its Impact: advantages and disadvantages; Distribution Networks in Practice; Distribution Network Design in the Supply Chain; Factors Affecting Network Design Decisions; Supply Chain Model

Information Technologi in the Supply Chain

Marks: 11

Introduction; Supply Chain IT Framework; Role of Information in Supply Chain; Customer Relationship Management (CRM); Internal Supply Chain Management; Supplier Relationship Management; Transaction Management; Enterprise Resource Planning (ERP); E-commerce; Supply Chain Information Technology in Practice

Demand Management and Customer Service

Marks: 12

Introduction; Outbound to Customer Logistics Systems; Supply and Demand Relationship; Graphical Representation of Supply and Demand Relationship; Demand Management: The Demand Management Process; Demand Forecasting; Demand Planning; Demand Forecasting Error; CPFR; Customer Service; Cost of Stock-outs; Channels of Distribution

Reference Books:

1. Chaffey, D., 2011. *E-Business and E-Commerce*, 5th ed., Pearson education.
2. Chimay, J. and Ruikar, A. K., 2008. *E-Business in Construction*, 1st ed., Blackwell Publication.
3. Chopra S., 2010. *Supply Chain Management*, 4th ed., Pearson Education India.
4. Chopra, S., & Meindl P., 2003. *Supply Chain Management: Strategy, Planning, and Operations*, 2nd ed., Prentice Hall.
5. Chopra, S., & Meindl P., 2006. *Supply Chain Management*, 3rd ed., Pearson Education India.
6. Crum, C. & Palmatier G. E., 2003. *Demand management best practices: Process, principles, and collaboration, Integrated business management series*, J. Ross Publishing, ISBN 1932159010.