

SEMESTER IV (Operation)

0203148: STRATEGIC MANAGEMENT AND BUSINESS POLICY

Full Marks: 100

Introduction to Business policy

Marks: 12

Introduction; Evolution as a Discipline: The Genesis of Business Day, Evolution based on Managerial Practices, Historical Perspective of the Evolution of Business Policy, Pointers to the Future; Meaning of Business Policy: Definitions, Need, Essentials of a Good Business Policy, Role, Different Types of, 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: 14

An Overview: Definition of Strategy, Types, Organisation and Strategy, Forms, Strategic Environment, Meaning of Strategy 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: 16

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 of Objectives, Roles of Objectives, Characteristics of Objectives, Issues in Objective-Setting, Types of Objectives, Areas in Objectives, How are Objectives Formulated?, Importance of Goal Setting , Balance Scorecard in Objective Settings

Strategy Formulation and Planning

Marks: 14

Introduction to Strategy Formulation; Steps in 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: 10

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, barriers, Interrelationship between Formulation and Implementation of Strategy; A Model of Strategy Implementation: Major Themes, 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: 14

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: 16

An Overview and nature: Importance, 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: 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. Tata, P., 2008. *Strategic Management*, 10th ed., Tata McGraw-Hill Education.
6. Wheelen, T. and Hunger, J., 2010. *Strategic Management and Business Policy*, 12th ed., Dorling Kindersley (India) Pvt. Ltd.
7. Williamson, D. and Cooke, P. and Jenkins, W., 2003. *Strategic Management and Business Analysis*. Butterworth-Heinemann.

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: 1 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: 16

Introduction: Meaning; Concept and Relevance: Micro and Macro Environments, Foreign and Global Environment, Relevance to; Analysis of the Components of Foreign Environment; Geographic Environment; Economic and Financial Environment: 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: 12

Foundations; 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: 10

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: 16

Concept of International Marketing: 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; 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 of International Human Resource Management, 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: 12

Introduction: International Finance, International Flow of Funds, Goals, Nature, 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, Forfeiting, 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. Ajami, R. A. and Goddard, J. G., 2006. *International business: Theory and Practice*, 2nd ed., M.E. Sharpe Inc.
2. Apte., 2006 *International Financial Management*, 4th ed., Tata McGraw-Hill Education.
3. Aswathappa, A. 2010. *International business*, Tata McGraw-Hill Education.
4. Clark, E., 2002. *International finance*, Cengage Learning EMEA.
5. Deresky, 2006. *International Management: Managing Across Borders And Cultures*, 5th ed., Pearson Education India.
6. Dewan and Sudarshan, 2010. *International Marketing Management*, Discovery Publishing House.
7. Dowling, P. J., Festing, M. and Engle, D. A., 2007. *International human resource management: managing people in a multinational*, Thomson Learning
8. Dunning, J. H. and Lundan, S.M., 2008. *Multinational Enterprises and The Global Economy*, 8th ed., Edward Elgar Publishing.

0203311: INVENTORY MANAGEMENT

Full Marks: 100

Planning Foundations

Marks: 18

Defining Inventory; Nature of Inventory: Raw Materials, Work-In-Process, Finished Goods, MRO Goods Inventory; Types Of Inventory: Transit Inventory, Buffer Inventory, Anticipation Inventory, Cycle Inventory; Top 5 Principles of Inventory Management; Inventory Planning: Basic Concepts; Need for Planning; Reasons for Maintaining Raw Material Inventory; Resource Inventory Management; Production Planning; Planning in Inventory Control; Hierarchy of Planning; Business Needs; An effective Material Organisational Structure; Methods of Valuation of Inventory; Ratio Analysis in Business; Inventory on the Income Statement: Inventory on the Balance sheet

Long Range Planning and Forecasting

Marks: 18

Introduction; Basics of Strategic Planning; Creation of Strategic Plan; Strategy of Team Development and Business Plans; Concepts of Business Planning; Forecasting Techniques: Forecasting Planning and Goals, Principles of Forecasting, Demand Patterns, Reasons, Time for Forecasts; Methods: Qualitative Forecasting Methods, Quantitative Forecasting Methods, Time Series Forecasting Methods; Measuring Forecast Errors; Criteria for Selecting a Forecasting Method

Sales and Operations Planning

Marks: 15

Basics of Sales and Operations Planning: Approaches; Definitions – Sales and Operation Planning; Importance of S and OP Process; Operations Planning for S and OP Process; Theory of Constraints Affects Sales and Operations Planning: Systems as Chains, Throughput, Inventory, and Operating Expense, The Five Focusing Steps; Formal Work on the Case Study

Making Effective Presentations

Marks: 14

Basic Skills Required: Tools; Planning a Presentation; Preparation for Sales and Operation Plan: Develop a Proposed Sales and Operations Planning Policy and Meeting Agenda, Implement Full Sales and Operations Planning

Master Scheduling

Marks: 18

Introduction: Master Production Scheduling, Objectives, Functions, Time Interval and Planning Horizon for MPS, Time Fences in Master Production Schedules, Guidelines for Master Scheduling, Updating of MPS, MPS in Produce-to-stock and Produce-to-order Firms, Length of Planning Horizon of MPS; Identify the Components Necessary to Develop a Master Production Schedule (MPS): Available-To-Promise (ATP), MPS time horizon, The Four Fundamentals; Describe and Develop the Master Schedule (MS): Inputs to MPS, Outputs of MPS, MPS Terminology, Misconception about MPS, The Logic of Master Schedule, Twelve Principles of Master Scheduling, Importance of Master Scheduling in Production Plan

Future Planning Topics

Marks: 17

Identify and discuss emerging topics in planning; Emerging Trends in Inventory Management: Inventory Optimization (IO), Inventory Optimization (IO) Technologies, Just In Time (JIT), The Future of Inventory Management in the Era of E-Commerce; Inventory Modelling Technology: Modelling Demand Behaviour

Reference Books:

1. Agrawal, A., 2009, Customizing Materials Management with SAP ERP Operations, Sap Press.
2. Bragg, S.M., 2011. Inventory Best Practices, 2nd, ed., Wiley

3. Dougherty, J. and Gray, C., 2006. Sales & Operations Planning - Best Practices: Lessons Learned, Trafford Publishing
4. Palmatier, G. E. and Crum, C., 2003. Enterprise Sales and Operations Planning: Synchronizing Demand, Supply and Resources for Peak Performance, J. Ross Publishing, p.266.
5. Inc. Oliver Wight International, 2005. The Oliver Wight Class A Checklist for Business Excellence (The Oliver Wight Companies), 6th ed., Wiley

0203343: CONSUMER BEHAVIOUR

Full Marks: 100

Consumer Behaviour-Nature, Scope and Applications

Marks: 12

Introduction; Nature: The Consumer, The Decision Process; Scope; Decision Process; Individual Determinants; External Environment; Applications of Consumer Behaviour in Marketing: Analysing Market Opportunity, Selecting the Target Market, Determining the Product Mix, Use in Non-Profit and Social Marketing

Consumer Behaviour and Lifestyle Marketing

Marks: 12

Introduction; Demographics, Psychographics and Lifestyle; Characteristics of Lifestyle; Influences on Lifestyle; Approaches to Study Lifestyle: AIO inventories; Application of AIO Studies; Lifestyle Profiles in Indian Context; VALS System of Classification: VALS-2 Classification, Applications of VALS classification; Applications of Lifestyle Marketing

Organisational Buying Behaviour

Marks: 11

Introduction; What is Organisational Buying Behaviour?; Some Typical Characteristics; Who are the Organisational Customers?; What Influences Organisational Buying?; The Organisational Buying Situations; Organisational Buying Behaviour: Some Models; The Selection of a Supplier

Purchase Process and Post-Purchase Behaviour

Marks: 14

Introduction; An Overview-of Purchase Process; Buying Stage and Situational Influences: Physical Surroundings, Social Surroundings, Task Definition, Temporal Factors, Antecedent States; Steps to Benefit from Situational Influences; An Anatomy of Non-Store Buying; Routes of Non-Store Buying; Developing an Attitude to Post-Purchase Behaviour; Theories of Post-Purchase Evaluation; Marketers' Response Strategies: Monitor Regularly the Consumer Reactions, Bring Product Quality under Marketing Responsibility, Handle Complaints Quickly and Responsibly, Be a Courteous and Helpful Host, State Only Realistic Product Claims, Help Consumer on Product Use, Sell 'Solution' instead of Product, Assure Even after the Purchase is Over

Consumer and Decision Making

Marks: 15

Introduction; Decision Defined; Levels: Extensive Problem Solving, Limited Problem Solving, Routinized Response Behaviour; Models of Consumers' Decision Making: Economic View, Passive View, Cognitive View, Emotional View; Stages of Consumer Decision Making: Input, Process, Output; Consumer Information Processing; Information Processing Defined; Stages of Information Processing: Exposure, Attention, Personal Determinants of Attention, Stimulus Determinants of Attention, Comprehension, Acceptance, Retention; Types of Information Sought; Sources of Information; Determinants of Benefits and Cost of Information Search: Market Characteristics, Product Characteristics, Consumer Characteristics, Situation Characteristics; Marketing Strategies Based on Information Search Patterns

Family Buying Influences, Family Life Cycle and Buying Roles

Marks: 13

Introduction: The Family as a Consuming Unit; Family Buying Influences: Nature and Types of Influences; Consumer Socialisation; Intergenerational Influences; Family Decision-Making; Family Role Structure and Buying Behaviour; The Dynamics of Family' Decision-Making: Purchase Influences and Role Specialisation; The Influence of Children; The Family Life Cycle Concept; Implications of Family Decision-Making for Marketing Strategy

Market Research and Consumer Behaviour

Marks: 13

Introduction; Relevance; Approaches to Consumer Behaviour Research: Traditional Approach, Current Approach: 'Dialectical'; Research Perspectives on Consumer Behaviour; Research Paradigms in Consumer Behaviour: Quantitative Research in Consumer Behaviour, Qualitative Research in Consumer Behaviour

Consumer Behaviour Theory: Approaches and Models

Marks: 10

Consumer Behaviour and Consumer Decision Making; Theoretical Approaches to the Study of Consumer Behaviour: Economic Man, Psychodynamic Approach, Behaviourist Approach, Cognitive Approach; Cognitive Models of Consumer Behaviour

Reference Books:

1. Hoyer, W. D. and MacInnis, D. J., 2008. *Consumer Behaviour*. Cengage Learning, Canada
2. Karen, W., *Consumer Behaviour*. Tata McGraw-Hill Education Pvt Ltd., New Delhi.
3. Khan, M., 2007. *Consumer Behaviour*. New Age International.
4. Kotler, P., 1994. *Marketing Management Planning, Implementation and Control*, 6th ed., Prentice Hall of India, New Delhi.
5. Mower, J. C., 1987. *Consumer Behaviour*. MacMillan Publishing Co.
6. Perrault, W. D., McCarthy J.E., 2000. *Essentials of Marketing*. McGraw Hill College Division.
7. Pfeiffer, I., 2002. *Consumer Behavior - Consumer as Decision Maker with cultural background*. GRIN Verlag.

0203099: JUST-in-TIME AND LEAN

Full Marks: 100

Introduction to Just in Time (JIT)

Marks: 15

Introduction: History and Philosophy, Cultural Aspect; Just in Time (JIT) Approaches: Cycle Time Reduction, Waste Reduction, Flow Breakdowns; Scope of Just in Time (JIT): JIT Application Profile, Seven Wastes in JIT; Elements: People Involvement, Plants, Systems, Purchasing; Goals of JIT; Benefits and Limitations: Benefits, Limitations; Implementation: Keys to Successful Implementation of JIT; Understanding and Controlling Variation: Sources of Variation, Causes of Variation, Variability, Forms of Variability, Responses to Variability, Reducing Variability

Push and Pull Systems

Marks: 20

Introduction to Materials Requirement Planning (MRP) "Push" System: Need for MRP, Terms Used in Material Resource Planning (MRP); Basic Material Requirement Planning Concepts; Factors Affecting the Computation of MRP; Objectives of MRP System; Prerequisites and Assumptions of MRP; Inputs to MRP: Master Production Schedule (MPS), Bill of Material (BOM), Inventory Record File; MRP Outputs: Primary Outputs, Secondary Outputs, Inventory Forecast; MRP Logic in Brief: Advantages and Disadvantages of MRP; Explaining Push and Pull Models: Advantages of "Push" Model,

Disadvantages of “Push” Model, Understanding the Pull Model, Advantages of “Pull” Model, Disadvantages of “Pull” Model; Evaluation of MRP Push versus JIT Pull: Combining MRP and JIT

Just-In-Time (JIT) and Competitive Advantage

Marks: 15

Relationship between JIT and Competitive Advantage: JIT Contribution to Competitive Advantage; Main Advantage of Material Requirement Planning; MRP and JIT Comparison; Advantages and disadvantages of JIT and MRP: Advantages of JIT, Disadvantages of JIT, Limitations and Advantages of MRP; Limitations and Implementation Barriers of JIT

JIT Layout

Marks: 15

Plant Layout: Objectives, Principles; Classification: Process Layout, Product Layout, Combination Layout, Fixed Position Layout, Group Layout (Cellular Layout); Service Layout; JIT Layout: Distance Reduction, Increased Flexibility, Impact on Employee, Reduced Space and Inventory; JIT Layouts and Design Flows; JIT Applications for Line Flow; JIT Applications for JIT Shops

SMED and Kanban

Marks: 20

Introduction to Single Minute of Die (SMED): History; Implementation: Formal Method of SMED; Introduction to Kanban: A Brief History of Kanban, Reasons for Implementing Kanban Scheduling, Kanban Implementation Process, Keys to successful Implementation of Kanban, Forming Kanban Team; Conduct Data Collection: Gather Data, Analyse the Data; Size the Kanban: Determining the Replenishment Cycle, Implications of Scrap, Unplanned Downtime and Changeover Times on Replenishment Intervals, Calculating the Buffer, Calculating the Number of Kanban Containers, Perform a Reality Check; Developing a Kanban Design; Training for Kanban: Developing the Training Material, Serving as a Coach and Mentor, Initial Start-up and Common Pitfalls; Auditing the Kanban; Improving the Kanban

Lean Systems

Marks: 15

Introduction to Lean Manufacturing: Objectives, Key Principles, Elements of Lean, Characteristics of Successful Lean Manufacturing, Advantages and Disadvantages of Lean Manufacturing, Lawson Lean Manufacturing Solutions, Nine Myths about Lean; History of Lean System: Lean Manufacturing Tools and Techniques, Cellular Manufacturing, Continuous Improvement, Just-In-Time, Production Smoothing, Standardisation of Work, Total Productive Maintenance, Other Waste Reduction Techniques; Implementing Lean

Reference Books:

1. Basu, R., 2005. *Total Operations Solutions*. Butterworth-Heinemann.
2. Boyer, K. & Verma, R., 2009. *Operations and Supply Chain Management for the 21st Century*. South-Western College Pub.
3. Brown, S. 2000. *Strategic Operations Management*. Butterworth-Heinemann.
4. Carreira, B., 2004. *Lean Manufacturing That Works: Powerful Tools for Dramatically Reducing Waste and Maximizing Profits*. McGraw-Hill Professional.
5. Dennis, P., 2002. *Lean Production Simplified: A Plain-Language Guide to the World's Most Powerful Production System*. Productivity Press.
6. Gross, J. & McInnis, K., 2008. *Kanban Made Simple*. Amacom.
7. Hay, E., 1988. *Just-In-Time Breakthrough: Implementing the New Manufacturing Basics*. John Wiley & Sons 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: 16

Introduction; Classification of Technology; Technological Forecasting: Need of Technological Forecasting; 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; 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: 12

Introduction; Methodology of Technology Assessment; 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: 12

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: 10

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

Reference Books:

1. Chiles., J. R., 2002. Inviting Disaster: Lessons From the Edge of Technology. HarperBusiness.
2. Cohen, G., 2004. Technology Transfer, 1st ed., SAGE Publications Pvt. Ltd.
3. Gaynor. Handbook of Technology Management. Mcgraw Hill.

4. Geenhuizen, M. V., Watanabe, W., Jauhari, V. and Masurel, E., 2011. *Technological Innovation Across Nations: Applied Studies of Coevolutionary Development*, 1st ed.
5. Greenberg, D. S., 2010. *Tech Transfer: Science, Money, Love and the Ivory Tower.*, CreateSpace.
6. Hiriyappa, B., 2010. *Formulation Of Functional Level Strategy.*, kindlebook, management, strategy, leadership, motivation, behavior.
7. Pearlson, K. E. and Saunders, C. S., 2009. *Managing and Using Information Systems: A Strategic Approach (Wiley Series in Probability and Statistics)*, 4th ed.