

**CORPORATE POST GRADUATE DIPLOMA IN BUSINESS
ADMINISTRATION (C-PGDBA)**

PROGRAMME CURRICULUM

Semester I

1. Principles & Practices of Management
2. Organizational Behaviour
3. Management Accounting
4. Managerial Economics
5. Business Communication
6. Strategic Management

Principles & Practices of Management (PPM)

1. Business - the Purpose of Management
2. Designing Organization for Business
3. Need for Managing Organization and Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading: Directing • Communicating • Motivating
11. Controlling
12. Coordinating (Synchronizing)
13. Evolution of Management Thought
14. Pursuing Managerial Career

Organisational Behaviour

1. Historical Evolution of Organisational Behaviour
2. Understanding Organisational Behaviour:
3. Perception
4. Personality
5. Attitudes
6. Motivation: The Driving Forces of Human Behaviour
7. Work Motivation Theories
8. Morale
9. Work and Conditions of Work
10. Conflict Management
11. Group Dynamics
12. Stress Management
13. Leadership
14. Management of Organisational Change
15. Organisational Culture
16. Organisational Power and Politics

Management Accounting

1. Introduction To Accounting
2. Basics of Financial Accounting
3. Process of Accounting
4. Cost Accountancy (Basic Concepts and Principles)
5. Elements of Costs
6. Material Costs
7. Labour Costs
8. Overhead Costs
9. Marginal Costing
10. Budgetary Control
11. Standard Costing

Managerial Economics

1. Introduction to Managerial Economics
2. Profit
3. Demand
4. Elasticity of Demand
5. Demand Forecasting
6. Supply Analysis
7. Production and Costs - I
8. Production and Costs - II
9. Pricing and Output Determination Under Perfect Competition
10. Imperfect Competition
11. Pricing Methods or Pricing Practices
12. Cost Benefit Analysis
13. Macro Economic Analysis

Business Communication

1. Communication in Business
2. Process of Communication
3. Psychological and Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process - Planning
6. Writing Process: Organizing, Composing and Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology
15. Formats for Business Documents

Strategic Management

1. Introduction to Strategic Management
2. Understanding Strategy
3. The Strategic Management Process
4. Environmental Appraisal and SWOT
5. Corporate Level Strategies: I
6. Corporate Level Strategies: II
7. Tools for Strategic Analysis and Choice: I
8. Tools for Strategic Analysis and Choice: II
9. Implementing Strategy: I
10. Implementing Strategy: II
11. Implementing Strategy: III
12. Strategic Evaluation and Control

Semester II

1. Production / Operations Management
2. Financial Management
3. Human Resource Management
4. Marketing Management
5. Management Information Systems

Production/ Operation Management

1. The Production (Manufacturing) Function
2. Manufacturing Methods
3. Facilities (Plant) Location
4. Facilities (Plant) Layout
5. Production Planning and Control (PPC)
6. Aggregate Planning
7. Master Production Schedule
8. Operations Scheduling
9. Production Activity Control
10. JIT and Kanban
11. Project Planning & Control: Critical Path Analysis (PERT/CPM)
12. Maintenance of the Plant
13. Quality Management- I
14. Quality Management - II
15. Six Sigma
16. Work Study - I (Method Study)
17. Work Study - II (Work Measurement)
18. Operations Management in Service Sector

Financial management

1. Finance Function
2. Forms of Business Organisation
3. Financial Statements

4. Interpretation of Financial Statements (Ratio Analysis)
5. Interpretation of Financial Statements (Funds Flow/Cash Flow Statements)
6. Capitalisation
7. Sources of Long Term and Medium Term Finance
8. Capital Structure
9. Leverages and Theories of Capital Structure
10. Capital Market
11. Capital Budgeting
12. Working Capital Management
13. Management of Cash
14. Management of Receivables
15. Management of Inventory
16. Dividend Policy

Human Resource Management

1. Nature of Human Resource Development
2. Human Resource Planning
3. Job Evaluation
4. Recruitment, Selection, Promotion and Transfer
5. Training and Development
6. Performance Improvement
7. Performance Appraisal
8. Career and Succession Planning
9. Total Quality Management
10. HRD Audit
11. Managing Change through Continuous Improvement
12. Good HR Practices
13. Recent Techniques in Human Resource Management
14. Human Resource Practices in Information Technology Industry

Marketing Management

1. Basic Concepts of Marketing
2. The Marketing Environment
3. Market Oriented Strategic Planning
4. Competition and Competitive Strategy
5. Market Research and Demand Forecasting
6. Consumer Behavior
7. Market Segmentation and Selecting Target Markets
8. Positioning
9. Product Concepts
10. Distribution Channels and Marketing of Services
11. Strategic Pricing
12. Integrated Marketing Communications (IMC)

Management Information Systems (MIS)

1. Management Information System
2. Information Technology
3. Data Communication and IT Enabled Services
4. Management and Decision Making
5. Information:
6. Decision Support System
7. System Analysis and Design
8. System Development
9. The Database Management System:
10. Data Warehousing and Data Mining:
11. Information Security and Control
12. Information Systems and Quality
13. Functional Applications
14. Applications in Service Sector

Semester III

Specialisation- Marketing

1. Consumer Behavior
2. Sales & Distribution Management
3. Services Marketing & Brand Management
4. International Marketing
5. Marketing Research
6. Research Methodology & Statistical Quantitative Methods and Project Report

Consumer Behaviour

1. Consumer Behaviour
2. Consumer Research
3. Motivation, Personality and Emotion
4. Consumer Learning
5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer/Satisfaction
13. Organizational Buying Behaviour
14. Consumer Modelling
15. Rural Buying Behaviour

Sales and Distribution Management

Part-I

1. Introduction to Sales Management
2. Personal Selling
3. Effective Sales Executive
4. Sales Planning and Budgeting
5. Sales Forecasting
6. Sales Organisation
7. Recruitment and Selection of Sales Force
8. Sales Training
9. Sales Quota and Compensating Sales Personnel
10. Leading and Motivating the Sales Personnel
11. Evaluation and Control of Sales Force
12. Sales Territory
13. Key Account Management

Part-II

1. Introduction to Distribution Management
2. Retailing
3. Wholesaling
4. Warehousing
5. Transportation
6. Distribution Channels in Services
7. Distribution Planning and Control

Services Marketing & Brand Management

Part I

1. Introduction to Services
2. Customer Expectations and Service Perceptions
3. Service Models and New Product Development
4. Pricing and Service Delivery
5. Service Promotion
6. The People Dimension of Services
7. Service Process Blueprinting and Physical Evidence
8. Service Quality

Part II

1. Introduction to Brands
2. Brand Identity and Brand Positioning
3. Brand Communication
4. Brand Equity and Brand Valuation
5. Co-Branding, Brand Extension and Multibrands
6. Branding Strategies
7. Winning Brands
8. Case Studies

International Marketing

1. Introduction to International Marketing
2. Challenges of Globalisation
3. Why Firms Go International
4. The Task of International Marketing
5. Environmental Factors Affecting International Marketing
6. Foreign Market Entry Strategy
7. International Product Strategy
8. International Distribution Strategy
9. International Promotion Strategy
10. International Pricing Strategy
11. Outsourcing and Strategic Relationships
12. International Marketing Research
13. E-Marketing and E-Commerce
14. Future Trends

Marketing research

1. Fundamentals of Market Research
2. Application and Limitations
3. Sampling
4. Questionnaire Design Development
5. Scaling
6. Data Collection-Primary and Secondary
7. Data Preparation and Processing
8. Data Analysis and Interpretation
9. Multivariate Analysis
10. Research Process and Design
11. Specialised Techniques in Market Research
12. Market and Sales Analysis Research
13. New Product Development and Test Marketing
14. Presentation of Research Findings
15. Research in Service Segments

Research Methodology & Statistical Quantitative Methods and Project Report

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method

12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

Section - II Statistical Quantitative Methods

1. Arranging Data to Convey Meaning
2. Measures of Central Tendency (Mean, Median and Mode)
3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory & Decision Theory

Specialisation- Human Resource

1. Personnel Administration
2. HR Development & Training
3. Industrial Relations
4. Performance & Potential Management
5. Labour Laws
6. Research Methodology & Statistical Quantitative Methods and Project Report

Personnel Administration

1. Personnel Administration Concepts and Scope
2. Strategic Importance and Diagnostic Approach to Personnel Administration
3. Human Resource Planning – Recruitment and Selection
4. Training & Development and Personnel Manual
5. Employee Wage and Salary Administration
6. Compensation and Benefits, Promotion, Transfer, Demotion and W.P.M.
7. Career Development
8. Employee Welfare and Wellness Programme
9. Learning and Motivation
10. Employee Relations and Leadership/Team Building
11. Industrial Relations and Management of Conflict
12. Disciplinary Actions and Labour Laws
13. Information Technology and Personnel Administration

HR Development & Training

1. Introduction to Human Resource Development
2. Training and Organisation Environment
3. Training Needs Analysis
4. Learning Principles and Conditions
5. The Training Program: Selection, Design and Delivery
6. Assessing the Effectiveness of Training
7. Training Audit and Cost Benefit Analysis
8. Training for a New Economy & Skills of a Trainer
9. Emerging Trends in Training
10. Recruitment and Selection
11. Performance Appraisal, Feedback and Reward Systems

12. Quality of Work Life and Career Development

Industrial Relations

1. Industrial Relations – Evolution, Concept and Approach
2. Evolution of Industrial Relations Policies
3. Industrial Disputes
4. Mediation, conciliation, Arbitration and Adjudication
5. Grievance Procedure
6. Industrial Relations in Public Sector Units
7. Trade Union and Collective Bargaining
8. Workers Participation in Management
9. Domestic Enquiry

Performance & Potential Management

1. Performance Management System
2. Performance Planning and Goal Setting
3. Performance Appraisals
4. Performance and Training
5. Performance Feedback, Coaching and Counselling
6. Performance Parameters and Key Principles in Human Performance Improvement
7. Current Trends in Performance Management System
8. Performance Competencies
9. Self-Motivation for Managing Super Self Performance
10. Performance Appraisal Format and 360 Degree Sample

Labour Laws

1. Factories Act, 1948
2. Maternity Benefit Act, 1961
3. Contract Labour (Regulation and Abolition) Act, 1970
4. The Minimum Wages Act, 1948
5. Payment of Wages Act, 1936
6. Payment of Bonus Act, 1965
7. Employees' Compensation Act, 1923
8. Industrial Disputes Act, 1947
9. Industrial Employment (Standing Orders) Act, 1946
10. Employees' Provident Funds and Miscellaneous Provisions Act, 1952
11. Employees' State Insurance Act, 1948
12. Payment of Gratuity Act, 1972

Research Methodology & Statistical Quantitative Methods and Project Report

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement

7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

Section – II Statistical Quantitative Methods

1. Arranging Data to Convey Meaning
2. Measures of Central Tendency (Mean, Median and Mode)
3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory & Decision Theory

Specialisation- Finance

1. Project Finance
2. Capital Market
3. Financial Institutions & Banking
4. International Finance
5. Corporate Governance
6. Research Methodology & Statistical Quantitative Methods and Project Report

Project Finance

1. Project Formation and Implementation
2. Promoter's Role/Functions, Data and Skills Requirements – I
3. Promoter's Role/Functions, Data and Skills Requirements – II
4. Financial Statements and Tools
5. Lenders' General Appraisal
6. Commercial Viability
7. Sources of Finance
8. Financial Feasibility Appraisal
9. Technical Feasibility Appraisal
10. Project Risks, Risk Management and Credit Rating
11. Working Capital Arrangements and Terms and Conditions of Project Finance
12. Project Scheduling, Implementation and Follow-Up
13. Legal Aspects of Project Finance and Documentation
14. Infrastructure Projects (Private Sector) Financing
15. Public-Private Partnership (PPP) Projects

Capital Market

1. Introduction to Capital Markets
2. Securities and Exchange Board of India (SEBI)
3. Money Markets
4. Mutual Funds
5. Merchant Banking
6. Recent Developments
7. Stock Exchanges
8. Venture Capital
9. Credit Rating
10. Share Buy Back
11. Portfolio Management and Financial Engineering
12. Corporate Governance
13. Mergers and Takeovers
14. Lease and Hire Purchase
15. Housing Finance

Financial Institutions and Banking

1. Overview of the Financial Markets - Meaning and Scope :
2. Reserve Bank of India
3. Financial Institutions (FIs) (Industrial Sector)
4. Financial Institutions (Agriculture)
5. Financial Institutions - Others
6. Securitisation
7. Financial Institutions (Area Specific)
8. Bank and Banking
9. Indian Money Market
10. Financial Intermediaries
11. International Monetary Fund (IMF)

International Finance

1. Introduction to International Finance
2. International Monetary and Financial System
3. Documents used in International Trade
4. External Commercial Borrowing
5. Foreign Investment in India
6. Direct Investment outside India
7. Foreign Exchange Markets
8. Foreign Exchange Risk Management
9. Export / Import Finance
10. Facilities for Residents and Non Residents
11. Institutes involved in International Trade

Corporate Governance

1. Overview of Corporate Governance
2. Corporate Board

3. Shaping Directorial Competence and Board Effectiveness
4. Financial Institutions and Nominee Directors
5. Corporate Disclosure and Investor Protection (Listing Agreement with Stock Exchange)
6. Corporate Reputation
7. Corporate Governance and Regulatory Bodies
8. Globalization and Corporate Governance
9. Regulatory Framework and Investor Protection - An Overview of existing Measures for Investor Protection
10. Corporate Social Responsibility and Corporate Governance
11. Majority Rule and Minority Protection - Prevention of Oppression and Mismanagement

Research Methodology & Statistical Quantitative Methods and Project Report

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

Section – II Statistical Quantitative Methods

1. Arranging Data to Convey Meaning
2. Measures of Central Tendency (Mean, Median and Mode)
3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory & Decision Theory

Specialisation- Operations

1. Materials Management
2. Project Management (Operations)
3. Techniques for Operations Efficiency
4. Supply Chain Management
5. Quantitative Techniques
6. Research Methodology & Statistical Quantitative Methods and Project Report

Materials Management

1. Introduction to Materials Management
2. Materials Planning
3. Purchase Management: An Overview
4. Buying Policies
5. Buying at the Right Price
6. Project and Capital Goods Purchasing
7. Transport and Traffic Management
8. The Stores Function
9. Stores Operations
10. Fundamentals of Inventory Management
11. Economic Lot Size
12. Replenishment Systems
13. Just-in-Time (JIT)
14. Computerisation of Materials Management
15. Evaluation of Materials Department

Project Management (Operations)

1. Introduction to Projects
2. Project Management Process
3. Project Financing and Evaluation
4. Project Estimation and Economic Analysis
5. Organising Projects
6. Project Planning
7. Networks for Project Management
8. Resource Levelling and Project Crashing
9. Project Implementation and Monitoring
10. Controlling Projects
11. Projects Contracts Management
12. Management Risk in Projects
13. Project Quality Management
14. Software Project Management
15. Issues in Project Management

Techniques for Operations Efficiency

1. Systematic Problem Solving
2. 7 QC Tools
3. Quality Circles

4. 5-S for Good Workplace Organisation
5. SMED for Set-up Time Reduction
6. MUDA (Waste) Elimination
7. Poka-Yoke (Mistake/Error Proofing)
8. Statistical Process Control (SPC)
9. Kaizen
10. Daily Work Management (DWM)
11. Benchmarking
12. Total Productive Maintenance
13. Total Quality Management (TQM)

Supply Chain Management

1. Introduction to Supply Chain Management (SCM)
2. Logistics to Supply Chain Management (SCM)
3. Forecasting and Aggregate Planning
4. Inventory Management in SCM
5. Transportation
6. Inbound Supply Chain Management
7. Outbound Supply Chain Management
8. Designing Supply Chain Distribution Network
9. Postponement and CRM in SCM
10. Outsourcing and Financial Aspects of SCM
11. Role of IT in Supply Chain Management
12. E-Business and the Supply Chain
13. SCM Measurement
14. The Indian Supply Chain Architecture

Quantitative Techniques

1. Introduction to Quantitative Techniques
2. Decision Theory
3. Linear Programming - I : Problem Identification and Formulation
4. Linear Programming - II : Graphical Method
5. Linear Programming - III : Simplex Method
6. Transportation/Distribution Models
7. Assignment Models
8. Games Theory (Competitive Strategies)
9. Queueing Theory
10. Simulation

Research Methodology & Statistical Quantitative Methods and Project Report

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique

8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

Section – II Statistical Quantitative Methods

1. Arranging Data to Convey Meaning
2. Measures of Central Tendency (Mean, Median and Mode)
3. Correlation
4. Probability
5. Queuing Theory
6. Game Theory & Decision Theory

Specialisation-Information Technology

1. E-Business
2. Software Engineering
3. Project Management (IT)
4. Database Management System
5. Object Oriented Analysis & Design
6. Research Methodology & Statistical Quantitative Methods and Project Report

E-Business

1. Computer Network
2. Web Publishing
3. E-Commerce
4. The Web Presence
5. E- Marketing
6. Technologies for E-Commerce
7. Electronic Data Interchange (EDI)
8. E-Payment
9. E-Security
10. E-Services
11. E-Business- An Evaluation
12. E-Business Intelligence
13. M-Commerce
14. The impact of e-business on different fields and industries
15. Case Studies

Software Engineering

1. Introduction to Software Process Models
2. Software Project Planning and Estimation
3. System Engineering and Business Process Engineering

4. System Modelling and UML - I
5. System Modelling and UML - II
6. Design Concepts and Principles
7. Architectural Design
8. Software Testing Techniques
9. Software Configuration Management

Project Management (IT)

1. Software Project Management Concepts
2. Project Initiating
3. Managing Scope of the Project
4. Estimating and Scheduling
5. Managing Cost
6. Managing Quality
7. Managing Team
8. Managing Communication
9. Managing Risks
10. Software Configuration Management (SCM)
11. Update yourself: Current Trends

Database Management System

1. Basic Concepts
2. Data Models
3. Relational Models
4. Relational Algebra
5. Structured Query Language (SQL)
6. Advanced Structured Query Language (SQL)
7. Integrity and Security
8. Normalisation
9. Transaction Management
10. Concurrent Execution
11. Solved Examples
12. SQL Syntax

Object Oriented Analysis & Design

1. Introduction to Object Oriented Programming
2. Object-Oriented Programming Basics
3. Unified Approach (UA) and Unified Modeling Language (UML)
4. Object Oriented Analysis (OOA)
5. Object Oriented Design (OOD)
6. Object Oriented Database Management Systems (OODBMS)
7. Object Oriented Testing
8. Metrics for OOA
9. Simulation of Electrical Power System Network

Research Methodology & Statistical Quantitative Methods and Project Report

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

i. Section - II Statistical Quantitative Methods

15. Arranging Data to Convey Meaning
16. Measures of Central Tendency (Mean, Median and Mode)
17. Correlation
18. Probability
19. Queuing Theory
20. Game Theory & Decision Theory

Specialisation- Customer Relationship Management

1. Customer Relationship Management
2. Advanced CRM
3. B2B Markets & CRM
4. Services Marketing
5. International Marketing
6. Research Methodology & Statistical Quantitative Methods and Project Report

Customer Relationship Management

1. Introduction to customer Relationship Management
2. Customer Satisfaction and Loyalty
3. Relationship and Retention
4. Services Marketing and CRM
5. Data Management
6. Sales Force Automation
7. Implementing a CRM Programme
8. Effective CRM Today and Tomorrow

Advanced CRM

1. CRM Concepts
2. CRM through Effective Customer Complaints Handling
3. Call Centre to Contact Centre to Customer Interaction Centre
4. Sales Force Automation
5. Architectural Map for CRM Implementation
6. Industry Specific CRM Cases
7. Operational CRM
8. Analytical CRM
9. Customer Experience Management (CEM)

B2B Markets & CRM

1. Introduction to Business Marketing
2. Organizational Buying / Buyer Behaviour
3. Enterprise Selling
4. Segmentation
5. Targeting & Sales Planning
6. Relationship Marketing & CRM
7. Product Differentiation of Business Products
8. Pricing
9. Customer Service Management
10. Product Differentiation & Solution
11. B2B Hub
12. International Business
13. Marketing Communication

Services Marketing

1. Introduction to Services
2. Customer Expectations & Service Perceptions
3. Service Models & New product Development
4. Pricing & Service Delivery
5. Service Promotion
6. The People Dimension of Services
7. Service Process blueprinting & Physical Evidence
8. Service Quality

International Marketing

1. Introduction to International Marketing
2. Challenges of Globalisation
3. Why Firms Go International
4. The Task of International Marketing
5. Environmental Factors Affecting International Marketing
6. Foreign Market Entry Strategy

7. International Product Strategy
8. International Distribution Strategy
9. International Promotion Strategy
10. International Pricing Strategy
11. Outsourcing and Strategic Relationships
12. International Marketing Research
13. E-Marketing and E-Commerce
14. Future Trends

Research Methodology & Statistical Quantitative Methods and Project Report

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

i. Section - II Statistical Quantitative Methods

15. Arranging Data to Convey Meaning
16. Measures of Central Tendency (Mean, Median and Mode)
17. Correlation
18. Probability
19. Queuing Theory
20. Game Theory & Decision Theory

Specialisation- International Business

1. International Economics
2. International Business Management
3. Exim Policies & Procedures
4. International Finance
5. Corporate Governance
6. Research Methodology & Statistical Quantitative Methods and Project Report

International Economics

1. The International Economy
2. International Trade Theory
3. New Trade Theory
4. International Trade Policy
5. Trade Restrictions
6. Terms of Trade
7. Regional Trading Arrangements
8. International Monetary Fund
9. International Bank for Reconstruction and Development
10. GATT & WTO
11. The Balance of Payment
12. Foreign Exchange Rate
13. The Determination of Foreign Exchange Rate
14. Foreign Capital Movements and Multinational Corporations
15. External Sector - India

International Business Management

1. Theories of International Trade
2. Globalisation
3. Trade Barriers and Trade Block
4. Country Risk Analysis
5. Export-Import Finance
6. Balance of Payments
7. Multi-National Corporations
8. Export Promotion Schemes in India:
9. Raising Money in International Markets
10. World Trade Organization:
11. International Marketing - Entry Strategies
12. International Monetary Fund
13. World Bank

Exim Policies & Procedures

1. Overview of International Marketing
2. Starting the Exim- Registering for Exim/ Exim Duties (Customs) and Valuation
3. Export Financing
4. Import Financing
5. Export Contracts
6. Preparing Goods for Export-Packaging/Inspection/Fumigation
7. Export Material Flow Process
8. Exim Documents and Document Flow Process
9. Customs Process for Export
10. Customs Process for Import
11. Warehousing in Customs
12. Provisions Related to Export
13. Baggage Import and Export
14. Offences and Penalties in Customs

International Finance

1. Introduction to International Finance
2. International Monetary and Financial System
3. Documents used in International Trade
4. External Commercial Borrowing
5. Foreign Investment in India
6. Direct Investment outside India
7. Foreign Exchange Markets
8. Foreign Exchange Risk Management
9. Export / Import Finance
10. Facilities for Residents and Non Residents
11. Institutes involved in International Trade

Corporate Governance

1. Overview of Corporate Governance
2. Corporate Board
3. Shaping Directorial Competence and Board Effectiveness
4. Financial Institutions and Nominee Directors
5. Corporate Disclosure and Investor Protection (Listing Agreement with Stock Exchange)
6. Corporate Reputation
7. Corporate Governance and Regulatory Bodies
8. Globalization and Corporate Governance
9. Regulatory Framework and Investor Protection - An Overview of existing Measures for Investor Protection
10. Corporate Social Responsibility and Corporate Governance
11. Majority Rule and Minority Protection - Prevention of Oppression and Mismanagement

Research Methodology & Statistical Quantitative Methods and Project Report Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method

13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

i. Section - II Statistical Quantitative Methods

15. Arranging Data to Convey Meaning
16. Measures of Central Tendency (Mean, Median and Mode)
17. Correlation
18. Probability
19. Queuing Theory
20. Game Theory & Decision Theory

Specialisation- Management Accounting

1. Project Financial Management
2. Cost Planning & Analysis
3. Budgeting & Management Control
4. Group Financial Statements
5. Strategic Management Accounting
6. Research Methodology & Statistical Quantitative Methods and Project Report

Project Financial Management

1. Introduction to Project Financial Management
2. Project Planning
3. Project Process
4. Tools and Techniques of Project Management
5. Project Evaluation Rules
6. Management Control and Change Control
7. Project Completion, Documentation and Reporting
8. Project Audit

Cost Planning & Analysis

1. Introduction to Cost Planning and Analysis
2. Tools for CVP Analysis
3. Value Analysis
4. Just-In-Time
5. Kaizen Costing and Learning Curves
6. Activity Based Costing
7. Life Cycle Costing
8. Value Chain and Supply Chain Management
9. Gain-Sharing Arrangement
10. Pareto Analysis

Budgeting & Management Control

1. Control System and Risk Management
2. Diversifying Risk
3. Internal Control Systems
4. Use of Budgets and Planning

5. Controllable and Uncontrollable Cost
6. Performance Analysis and Ratio Analysis
7. Responsibility Accounting
8. Performance Reporting
9. Behavioral Issues in Budgeting
10. Performance Evaluation
11. Transfer Pricing

Group Financial Statements

1. Introduction to Group Financial Statements
2. Preparation of Consolidated Financial Statements I
3. Preparation of Consolidated Financial Statements II
4. Associates and Joint Ventures
5. Changes in Group Structure
6. Complex Groups
7. Foreign Currency Transactions
8. Group Statements of Cash Flows I
9. Group Statements of Cash Flows II

Strategic Management Accounting

1. Introduction to Strategic Management Accounting
2. Strategic Management Accounting Techniques I
3. Strategic Management Accounting Techniques II
4. Strategic Performance Management
5. Customer Profitability Analysis
6. Inter-Organizational Cost Management Structure
7. Strategic Cost Management
8. Strategic Pricing I
9. Strategic Pricing II
10. Strategic Audit

Research Methodology & Statistical Quantitative Methods and Project Report **Section-I Research Methodology**

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

i. Section – II Statistical Quantitative Methods

15. Arranging Data to Convey Meaning
16. Measures of Central Tendency (Mean, Median and Mode)
17. Correlation
18. Probability
19. Queuing Theory
20. Game Theory & Decision Theory

Specialisation- Retail Management

1. Retail Management -I
2. Retail Management -II
3. Consumer Behaviour
4. Concepts in SCM
5. CRM in Service Industry
6. Research Methodology & Statistical Quantitative Methods and Project Report

Retail Management –I

1. Enter the Planet of Retailing
2. Global and Indian Retailing Scenario
3. Store Based Retail Formats
4. Retail Consumer Behavior
5. Retail Market Strategy
6. Retail Financial Strategy
7. Retail Location
8. Operations Management
9. Supply Chain Management in Retail
10. I.T. in Retail

Retail Management –II

1. Merchandise Planning
2. Buying Merchandise
3. Pricing
4. Retail Communication
5. Store Layout and Designing
6. Customer Service
7. Human Resource Management in Retail
8. Establishing Retail Image
9. Non-Store Retailing
10. Franchising

Consumer Behaviour

1. Consumer Behavior
2. Consumer Research
3. Motivation, Personality and Emotion
4. Consumer Learning

5. Consumer Perception
6. Consumer Involvement
7. Information Processing
8. Attitude
9. Social Class, Lifestyle and Culture
10. Retail Consumer and Outlet Selection
11. Consumerism
12. Consumer Satisfaction
13. Organizational Buying Behavior
14. Consumer Modelling
15. Rural Buying Behavior

Concepts in SCM

1. An Introduction to Concepts in Supply Chain Management
2. Scope, Performance and Strategic Fit
3. Drivers and Obstacles
4. Designing a Supply Chain Distribution Network
5. Role of Network Design in a Supply Chain
6. Network Design in an Uncertain Environment
7. Forecasting Demand
8. Aggregate Planning and Managing Predictable Variability
9. Managing Inventory
10. Optimal Level of Product Availability
11. Sourcing
12. Transportation
13. Information Technology
14. E-Business and the Supply Chain

CRM in Service Industry

1. An Introduction to Service Industry
2. Understanding Services
3. Understanding CRM
4. Relationship between Service & CRM
5. Designing of Service for CRM
6. Internal Marketing: People Dimension of Service & CRM
7. Service Management & Productivity
8. Service Quality & Customer Satisfaction
9. CEM-Customer Experience Management for Service Business

Research Methodology & Statistical Quantitative Methods and Project Report

Section-I Research Methodology

1. Understanding Research
2. Scientific Methods and Research
3. Formulating Research Problem and Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection and Measurement
7. Sampling and Sampling Technique
8. Observation

9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Techniques and Attitudes Measurement Techniques
14. Data Presentation, Processing and Analysis

i. Section - II Statistical Quantitative Methods

15. Arranging Data to Convey Meaning
16. Measures of Central Tendency (Mean, Median and Mode)
17. Correlation
18. Probability
19. Queuing Theory
20. Game Theory & Decision Theory