

MNPE-09425068494

SYLLABUS

FOR

**EXECUTIVE
MASTER IN BUSINESS
ADMINISTRATION
E-MBA (Executive - MBA)**

1. Title of the Program : **“Executive MBA (E-MBA)”**
2. Duration of the Program: **1 Year**
3. Nature of the Program : **Semester System**
4. **Eligibility Conditions :**
 - a. Graduation in any discipline from a Recognized University AND 3 Years of Work Experience in Managerial / Supervisory / Professional (MBBS / LLB / CA & ACS) / Executive cadre in Business , Private or Public Sector Enterprise or Government Sector.
 - b. OR Diploma Holders (10 + 3) of a recognized University / State Technical Board with 5 Years of post qualification work experience (as above)
5. Academic Structure - **As Below**

Executive MBA (With Specialization)

Semester 1st

| CODE | SUBJECTS | CREDITS |
|---------|---------------------------|---------|
| EMB-101 | Principles of Management | 5 |
| EMB-102 | Managerial Economics | 5 |
| EMB-103 | Managerial Accounting | 5 |
| EMB-104 | Financial Management | 5 |
| EMB-105 | Marketing Management | 5 |
| EMB-106 | Human Resource Management | 5 |
| EMB-107 | Organizational Behavior | 5 |
| EMB-108 | Operations Management | 5 |
| EMB-109 | Legal Aspects of Business | 5 |
| | Total Credits | 45 |

Semester 2nd

| CODE | SUBJECTS | CREDITS |
|---------|-------------------------------|---------|
| EMB-201 | Strategy in Business | 5 |
| EMB-202 | International Business | 5 |
| EMB-203 | Entrepreneurship | 5 |
| EMB-204 | Management Information System | 5 |
| EMB-205 | Elective 1 | 5 |
| EMB-206 | Elective 2 | 5 |
| EMB-207 | Elective 3 | 5 |
| EMB-208 | Elective 4 | 5 |
| EMB-209 | Project Report | 5 |
| | Project Viva-Voce | 2 |
| | TOTAL CREDITS | 47 |

ELECTIVE SUBJECTS

IT Management

| CODE | SUBJECTS | CREDITS |
|-------------|-------------------------------------|----------------|
| EMBIT-205 | Database Management System | 5 |
| EMBIT-206 | Structured System Analysis & Design | 5 |
| EMBIT-207 | E-Commerce | 5 |
| EMBIT-208 | ERP | 5 |

NGO Management

| CODE | SUBJECTS | CREDITS |
|-------------|-------------------------------|----------------|
| EMBNG-205 | NGO Development | 5 |
| EMBNG-206 | Fund Raising | 5 |
| EMBNG-207 | NGO & Social Development | 5 |
| EMBNG-208 | Resource Management for NGO's | 5 |

Construction Management

| CODE | SUBJECTS | CREDITS |
|-------------|---|----------------|
| EMBCM-205 | Construction Project Management Process | 5 |
| EMBCM-206 | PERT, CPM and Precedence Networks | 5 |
| EMBCM-207 | Budgeting | 5 |
| EMBCM-208 | Information Technology | 5 |

Hospitality & Tourism Management

| CODE | SUBJECTS | CREDITS |
|-------------|------------------------------|----------------|
| EMBHT-205 | Hospitality Management | 5 |
| EMBHT-206 | Tourism Planning & Marketing | 5 |

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|-----------|-------------------------------|---|
| EMBHT-207 | International Hospitality Law | 5 |
| EMBHT-208 | Tourism Business Environment | 5 |

Hotel Management:

| CODE | SUBJECTS | CREDITS |
|-------------|--------------------------------------|----------------|
| EMBHM-205 | Food and Beverage Management | 5 |
| EMBHM-206 | Housekeeping Management | 5 |
| EMBHM-207 | Front Office Management | 5 |
| EMBHM-208 | Kitchen Operation and Bar Management | 5 |

International Business

| CODE | SUBJECTS | CREDITS |
|-------------|---|----------------|
| EMBIB-205 | International Business Environment | 5 |
| EMBIB-206 | International Marketing Management | 5 |
| EMBIB-207 | International Financial Management and Accounting | 5 |
| EMBIB-208 | International Business Law | 5 |

Material Management

| CODE | SUBJECTS | CREDITS |
|-------------|---------------------------------------|----------------|
| EMBMM-205 | Packing and Distribution Management | 5 |
| EMBMM-206 | Purchasing and Procurement Management | 5 |
| EMBMM-207 | Materials and Stores Management | 5 |
| EMBMM-208 | Total Quality Management | 5 |

Project Management

| CODE | SUBJECTS | CREDITS |
|-------------|--|----------------|
| EMBPM-205 | Project Management Concepts | 5 |
| EMBPM-206 | Project Planning | 5 |
| EMBPM-207 | Project Performance, Measurement Control | 5 |

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|-----------|-------------------------------|---|
| EMBPM-208 | Project Evaluation Techniques | 5 |
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Production Management

| CODE | SUBJECTS | CREDITS |
|-------------|----------------------|----------------|
| EMBOM-205 | Materials Management | 5 |
| EMBOM-206 | Production Technique | 5 |
| EMBOM-207 | Project Management | 5 |
| EMBOM-208 | Logistic Management | 5 |

Insurance & Banking

| CODE | SUBJECTS | CREDITS |
|-------------|---------------------------------|----------------|
| EMBIN-205 | Principals of Insurance | 5 |
| EMBIN-206 | Management of General Insurance | 5 |
| EMBIN-207 | Banking System | 5 |
| EMBIN-208 | Banking Laws & Practices | 5 |

Call Centre Management

| CODE | SUBJECTS | CREDITS |
|-------------|----------------------------------|----------------|
| EMBCC-205 | Customer Relationship Management | 5 |
| EMBCC-206 | Voice Communication Skill | 5 |
| EMBCC-207 | Data Management | 5 |
| EMBCC-208 | Client Servicing Management | 5 |

Logistic & Supply Chain Management

| CODE | SUBJECTS | CREDITS |
|-------------|---------------------------------------|----------------|
| EMBLM-205 | Retail Store and Visual Merchandising | 5 |
| EMBLM-206 | Export Trade and Documentation | 5 |

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| EMBLM-207 | Logistic and Supply Chain Management | 5 |
| EMBLM-208 | Quality Management and Quality Techniques | 5 |

Energy Management

| CODE | SUBJECTS | CREDITS |
|-----------|---|---------|
| EMBEM-205 | Energy Performance Assessment for Equipments & Utility System | 5 |
| EMBEM-206 | Energy Audit and Management | 5 |
| EMBEM-207 | Energy Instrumentation and Information Analysis | 5 |
| EMBEM-208 | Renewable Sources of Energy | 5 |

Piping Design

| CODE | SUBJECTS | CREDITS |
|-----------|-----------------------------------|---------|
| EMBPD-205 | Fluid Handling | 5 |
| EMBPD-206 | Instrumentation & Process Control | 5 |
| EMBPD-207 | Stress Analysis | 5 |
| EMBPD-208 | System Engineering | 5 |

Oil & Gas

| CODE | SUBJECTS | CREDITS |
|-----------|---------------------------------------|---------|
| EMBOG-205 | Fundamentals of Oil & Gas Business | 5 |
| EMBOG-206 | Fundamentals of Petroleum Exploration | 5 |
| EMBOG-207 | Fundamentals of Refining | 5 |
| EMBOG-208 | Oil & Gas Law & Policy | 5 |

DETAILED SYLLABUS

SEMESTER – 1

Subject: EMB-101: Principles of Management

Unit-I

Basics of Management: Definition of Management - Evolution of Management thought – Early & Modern Approaches - Management Vs. Administration – Management Science or Art.- Managers vs. Entrepreneurs-Managers vs. Leaders.

Planning: Nature and Importance- steps in planning- types of plans- Planning premises – Objective- Characteristics and Hierarchy of objectives- Management by objectives- Management by Exception.

Unit-II

Organizing: Nature of organizing- formal and informal organization-structure and process of organizing- authority and responsibility- Delegation of authority- Departmentation and its basis - Decision making-Styles of Decision Making.

Unit-III

Staffing and Directing: Staffing- purpose of staffing- recruitment and selection- training and development- performance appraisal- principles of direction- elements of direction- span of supervision- Motivation- Leadership – Communication.

Unit-IV

Controlling: Concept of Managerial Control - Nature of control - Needs for control - Significance and limitations of control - Types of control - Control process – Control techniques: Traditional and Modern Techniques.

Subject: EMB-102:Managerial Economics

Unit 1: Nature and Scope of Economic Analysis

Importance of Managerial Economics; Concepts of Economics in Decision Making; Nature and Scope of Managerial Economics; Relationship between Managerial Economics, Economics and Other Subjects; Tools and Techniques of Decision Making.

Demand and its Attributes

Demand and its Determinants; Law of Demand; Utility Approaches to the Theory of Demand; Consumer Equilibrium and Demand Curve; Demand Elasticity and Demand Estimates; Aggregate Demand; Demand Forecasting.

Supply and Production Analysis

The Principle of Supply; Elasticity of Supply; Aggregate Supply; Cost and Output Relationship; Production Concept and Analysis; Production Process.

Unit 2: Market Structures and its Analysis

Market Structure; Analysis of Market Structure: Large Group Cases, Monopoly Market Situation, Oligopoly, Monopolistic Competition and Perfect Competition.

National Income Analysis and Economic Welfare

Introduction; Circular Flow and Measurement of National Income; Methods of Measurement of National Income; Economic Welfare and National Income.

Consumption Function, Saving Function, Demand and Supply for Money

The Consumption Function; the Saving Function ; Money; Demand for Money; Multiplier; the Supply of Money.

Unit 3: Foreign Exchange Market, MNCs & International Trade Theory

Introduction; Functions of Foreign Exchange Market; Foreign Exchange and Control; Foreign Exchange Rates; Cost Benefit Analysis of FDI; Role of MNCs in India; International Trade Theories: Absolute Cost Theory, Comparative Cost Theory, Opportunity Cost Theory, Factory Endowment Theory, and Comparative Trade Theory.

Unit 4: Inflation, Inflationary Gap and Measures to Control Inflation

Introduction to Inflation; Inflationary Gap; Demand Pull or Monetary Theory of Inflation; Cost Push Inflation; Other Theories of Inflation; Phillips Curve: The Relation between Unemployment and Inflation; Measures to Control Inflation; Measures of Prices and Inflation; Monetary and Fiscal Policies in Developing Countries.

Trade Barriers and Protectionism

Free Trade vs. Protection; Arguments and Demerits of Protection; Trade Barriers and its Classification; Non Tariff Barriers; Extent and Effects.

Subject: EMB-103: MANAGERIAL ACCOUNTING

Unit 1: Introduction to Financial Accounting

Introduction; Scope and Objectives; Branches of Accounting; Accounting Principles and Standards.

Financial Accounting Framework

Journalizing Transactions: Recording of Transaction, Advantages of Journal, Classification of Accounts and its Rules, Compound Entries; Ledger: Introduction, Posting and its Rules; Trial Balance: Trial Balance Preparation, Errors Disclosed by Trial Balance, Methods of Locating Errors in Trial Balance.

Unit 2: Basic Principles of Preparing Final Account

Capital Expenditure; Revenue Expenditure; Deferred Revenue Expenditure; Capital Receipts; Income Statements: Profit and Loss Statement; Balance Sheet; Final Accounts: Adjustments.

Concept of Management Accounting

Principles, Functions and Scope of Management Accounting; its Limitations; Management Accountant: Functions; Basic Cost Concepts; Components of Total Cost; Elements of Cost and Cost Sheet; Methods, Systems and Techniques of Costing.

Unit 3: Cost Accounting

Marginal Costing: Introduction, its Theory and Features, its Advantages and Disadvantages; Absorption Costing; Break - Even Analysis; Cost Volume Profit (CVP) Relationship; Basics of Break Event Point (BEP); CVP Analysis; Marginal Costing and Decision Making; Marginal Costing vs. Pricing.

Tools of Financial Analysis

Budgets: Introduction, Advantages and Disadvantages, Essentials of Budgetary Control, Budget Manual and its Working, Budget Key Factor; Fixed and Flexible Budgets; Functional and Master Budgets: Sales and Cash Budget; Zero Based and Incremental Budgets.

Unit 4: Techniques of Costing – Part I

Target Costing; its Relation to New Product Development, Cost – Plus Pricing , and Activity Based Costing; Transfer Pricing; Cost Based Transfer Pricing; Transfer Pricing Law in India.

Techniques of Costing – Part II

Responsibility Accounting (RA): Introduction, Steps involved in RA, Advantages, Cost Centers vs. Responsibility Centers; Value Added Accounting; Inflation Accounting: Current Purchasing Power Method (CPP), Methods of Accounting for Changing Prices; Human Resources Accounting (HRA): Relevance and Models of HRA.

Techniques of Costing – Part III

Standard Cost; Advantages and Limitations of Standard Costing; Determination of Standard Costs; Cost Variance Analysis: Cost Variances, Causes, Types and Uses of Variances, Labor Variances, Material Cost and Labor Cost Variance Analysis, Sales Variance Analysis; Budgetary Control and Monitoring; Cost Audit and Management Audit; Cost Audit Report; Management Audit.

Subject: EMB-104:Financial Management

Unit-I

Financial Management – Introduction to finance, objectives of financial management – profit maximization and wealth maximization. Changing role of finance managers. rganisation of finance function .

Unit-II

Time value of money – Time Lines & notation, Future value of single cash flow & annuity, present value of single cash flow, annuity& perpetuity. Risk and Return – Risk & return of single asset, portfolio, Measurement of market risk.

Sources of long term funds

Cost of capital – basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model). Cost of retained earnings. Determination of Weighted average cost of capital (WACC) and Marginal cost of capital.

Unit-III

Investment decisions -- Investment evaluation techniques – Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, Discounted pay back period , Accounting rate of return. Estimation of cash flow for new project, replacement projects.

Working capital management – factors influencing working capital requirements. Current asset policy and current asset finance policy. Determination of operating cycle and cash cycle. Estimation of working capital requirements of a firm.(Does not include Cash, Inventory &Receivables Management)

Unit-IV

Capital structure decisions – Planning the capital structure. (No capital structure theories to be covered) Leverages – Determination of operating leverage, financial leverage and total leverage..

Dividend policy – Factors affecting the dividend policy - dividend policies stable dividend, stable payout.

Subject: EMB-105:Marketing Management

Unit-I

Marketing Concepts - Approaches to Marketing - Study Approaches and Functional Approaches - Marketing Process - Functions of Marketing

Unit-II

Marketing Planning - Nature, Process and Contents of Marketing Plan - The changing marketing environment - Analyzing needs and trends in Macro Environment, Economic Environment, Technical Environment, Political Environment and Socio-cultural Environment

Sales Forecasting - Methods - Market Research - Scope, Obstacles in acceptance

Unit-III

Consumer Behaviour - Factors influencing buyer behaviour - Buyer decision process - Consumer Psychology - Industrial Buyer behaviour Vs. Domestic Buyer behaviour - Customer satisfactions Vs. Customer delight - Consumer value and satisfaction

Dealing with competition - Identification and Analysis of Competitors

Unit-IV

Market segmentation - Bases for market segmentation of consumer goods, industrial goods and services - Market Targeting and positioning strategies

Market Evaluation and Controls - Types, process, obstacles to marketing control - Marketing Audit - Marketing Ethics

Subject: EMB-106: Human Resource Management

Unit 1:- HRM- Introduction, meaning, definition, nature and scope of HRM and HRD, evolution of HRM, Difference between Personnel Management and HRM, features of HRM, HRM functions, objectives of HRM, policies, procedures and Programmes, practices, Organization of HRM, line and staff responsibility role of personnel manager and HR manager, qualities of HR, HR Manager as a Strategic partner, factors influencing HRM, Opportunities and Challenges in Human Resource Management.

Unit 2: -

Job design: definition, approaches, job design options; Job analysis: definition, process, benefits of job analysis HR planning: introduction, objectives of HRP, linkage of HRP to other plans, definition and need for HRP, benefits of HRP, factors affecting HRP, process, problems and limitations of HRP

Unit 3:-

Recruitment: definition, objectives, subsystems, factors affecting recruitment policy, centralized and decentralized recruitment, recruitment Organisation, recruitment sources, recruitment techniques, recruitment process, cost benefit analysis of recruitment sources.

Unit 4:-

Selection, placement and Induction: meaning, definition of selection, essentials of selection procedure, significance of selection process and organizational relationship, selection procedure, various types of tests (aptitude, achievement, situational, interest, personality), different types of interviews and interview process, means to make interview effective, medical exams, reference checks, final decision, employment, placement and induction.

Unit 5:-

Performance management: Introduction, meaning, need, purpose, - objectives, contents of PAS, appraisers and different methods of appraisal, uses of performance appraisal, limitations and problems of performance appraisal, 360 degree Appraisal, post appraisal feedback.

Unit 6:-

Human Resource Development: Introduction, definition, concepts, activities Training and development: meaning of T & D, importance of training, benefits of training, need and objectives, assessment of training needs, areas of training, training methods, on-the job and off-the-job training, advantages of training, training procedures and final evaluation. Employee mobility: Internal mobility: Introduction, meaning, different types Promotion: meaning, purpose, bases of merit, seniority, merit cum seniority, benefits, problems, promotion policy. Transfer: meaning, purpose, types, reasons, benefits, Demotion: meaning, need for demotion policy. Career planning and Development: meaning, need, career development actions. External mobility: Introduction, meaning, types. absenteeism- Meaning, types, causes, calculation, minimizing absenteeism. Employee attrition-meaning, reasons, calculation of attrition rate, retention strategies, managing separations and right sizing-voluntary and involuntary separations.

Unit 7:-

Compensation & Benefits Administration: Compensation Management: - Introduction, definition, need for sound salary administration, objectives, factors affecting ages/ salary levels, job evaluation, wage salary survey, salary structure, salary fixation, incentives, profit sharing, bonus concepts, ESOPs, pay for performance, Benefits administration, employee welfare and working conditions-statutory and voluntary measures,

Unit 8:-

Industrial peace and harmony: Discipline maintenance, Grievance Handling, Workers participation in management, maintaining good human and industrial relations, benefits accrued by the organization due to the development of congenial environment.

Subject: EMB-107:ORGANIZATIONAL BEHAVIOUR**Unit1: Behavior of Individuals**

Nature of Organizational Behavior; Learning: Basic Nature of Learning, Theories, Classical Conditioning, Reinforcement; Individuals and Physical Ability; Theories of Perception and Personality; Measures of Personality.

Unit 2: Motivation and Leadership

Introduction; Motivational Factors; Motivational Theories; Applications of Motivation in Organizations; Leadership and Approaches to Leadership; Management and Leadership.

Unit 3: Group Dynamics

Types of Groups; Group Structure; Groups and Teams; Stages of Group Development; Group Decision Making Techniques; Understanding Work Teams; Types of Teams; Group Dynamics and Organizational Politics.

Organizational Culture

Introduction; Nature and Functions of Organizational Culture; Cultural Control Mechanisms; Culture: Conceptual Framework.

Unit 4: Organizational Issues

Typology and Evolution of Organizational Culture; Forces and Key Roles; Behavioral Resistance to Change; Work Stress and Stress Management.

Subject: EMB-108: Operations Management**Unit-I**

An Overview of Operations Management: Facilities planning; Production selection; Process selection; Facilities location; Facilities layout and materials handling; Capacity planning.

Unit-II

Operation Planning and Control: Work design; Productivity and work style; Job design; Planning and control for mass production; Planning and control for batch production; Planning and control for shop production; Planning and control of purchase.

Unit-III

Materials Management: Purchase system and procedure; Inventory management; Stores management; Standardization, codification and variety reduction; Waste management.

Unit-IV

Maintenance Management and Reliability; Value engineering; Quality assurance; Quality control; Total Quality Management and World Class Systems Management(WCSM).

Subject: EMB-109:Legal Aspects of Business

Unit 1: Law of Contract

Law of Contract – Indian Contract Act 1872; Definition – Contract; Essentials of a Valid Contract; Classes of Contract; Question; Offer or Proposal; Essentials of a Valid Offer; Questions; Acceptance; Rules Regarding Acceptance; Termination of Offer. Contractual Capacity; Minors; Persons of Unsound Mind; Coercion; Undue Influence; Fraud; Misrepresentation; Mistake; Consideration; Rules Governing Consideration; Privacy of Contract; Lawful Object; Discharge of Contract; Remedies for Breach

Unit 2: Law of Agency

Law of Agency; Essentials of agency; Agent and servant distinguished; Kinds of agent; Creation of agency; Duties of agent; Rights of the agent; Personal liability of agent; Termination of agency

Sale of Goods Act

Definition and Essentials; Sale and Agreement to Sell; Kinds of Goods; Conditions and Warranties; Implied Conditions; Implied Warranties; Doctrine of Caveat Emptor; Rights of an Unpaid Seller

Unit 3: Negotiable Instruments Act

Negotiable Instruments Act; Definition; Features; Promissory Notes; Definition; Essentials; Bill of Exchange; Definition; Essentials; Cheque; Definition; Distinction between a Cheque and a Bill of Exchange; Bank Draft and Hundis; Parties to Negotiable Instruments; Holder; Holder in Due Course; Negotiation of Negotiable Instruments; Modes of Negotiation; Dishonour and Discharge; Dishonour of Negotiable Instruments; Discharge of the Instrument and Parties

Unit 4: Company Law

Companies Act; 1956; Definition; Characteristics of Company; Types of Companies; Formation for a Company; Share Capital; Company Management; Meetings

SECOND SEMESTER

Subject: EMB-201:STRATEGY IN BUSINESS

UNIT -I INTRODUCTION OF STRATEGIC MANAGEMENT

Definition and applications of purpose. Vision, Mission, Objectives, Goals, Concept and process of Strategic Management, Strategic Business unit.

UNIT -II ROLE OF TOP MANAGEMENT

Top management, consultant of Top Management-Board of Directors, Sub-Committee, chief Executive officer, the Task, Responsibilities and skills of the Top Management, Role and Skills of CEO.

UNIT -III COMPANY RESOURCES AND CAPABILITIES

Environment Scanning, SWOT Analysis, Internal and External environmental Analysis, Competition Analysis, Porter's Approach to Generic Strategies, Five force theory, competitive Advantage, Value chain Analysis.

UNIT -IV STRATEGY CHOICE, FORMULATION AND CONTROL

Business strategy, corporate strategy, diversification, Mergers, Acquisitions, Joint Ventures, Divestment, BCG, GE Matrix, Overview of strategic evaluation and control.

Subject: EMB-202:International Business

Unit-I

International Business Environment – Globalization – Forces, Meaning, dimensions and stages in Globalization – Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler – Trading Environment of International Trade – Tariff and Non-tariff Barriers – Trade Blocks – Rise of new economies like Japan, South East Asia and China as compared to India.

Unit-II

Country Risk Analysis – Political, Social and Economic – Cultural and Ethical practices – Halstead model - Responsibilities of International Business Managing Multinational Enterprises – Problems and Potential – Multinational Service Organizations – Indian companies becoming Multinationals – Potential, Need and Problems

Unit-III

Introduction to International Financial Management – Balance of Trade and Balance of Payment – International Monetary Fund, Asian Development Bank and World Bank – Financial

Markets and Instruments – Introduction to Export and Import Finance – Methods of payment in International Trade – Introduction to current EXIM policy.

Unit-IV

Bilateral and Multilateral Trade Laws – General Agreement on Trade and Tariffs, GATT), World Trade Organization – IPR, TRIPS, TRIMS, GATS – Ministerial Conferences.

International Marketing – Entry strategies – Market selection – Barriers Global sourcing and its impact on Indian Industry – Globalization and internal reform process – India's competitive advantage in industries like IT, Textiles, Gems & Jewellery etc. – Potential and threats

Subject: EMB-203: ENTREPRENEURSHIP

UNIT -I INTRODUCTION TO ENTREPRENEURSHIP

Concepts of Entrepreneurship Development, Evolution of the concept of entrepreneur Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur vs. Manager. Attributes and Characteristics of a successful Entrepreneur, Role of Entrepreneur in Indian economy and developing economies with reference to Self-Employment Development Entrepreneurial Culture.

UNIT -II CREATING & STARTING THE ENTREPRENEURIAL VENTURE

Business Planning Process, Environmental Analysis - Search and Scanning, Identifying problems and opportunities, Defining Business Idea - Sources of new ideas, methods of generating ideas, creating problem solving, product planning and development process.

UNIT - III FINANCING AND MANAGING THE NEW VENTURE

Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls. E-commerce and entrepreneurship, Internet advertising.

UNIT- IV ENTREPRENEURSHIP CASES

Why do Entrepreneurs fail - The FOUR Entrepreneurial Pitfalls (Peter Drucker) Case studies of Successful Entrepreneurial Ventures, Failed Entrepreneurial Ventures and Turnaround Ventures. Women Entrepreneurs: - Reasons for Low / No Women entrepreneurs.

Subject: EMB-204: MIS -MANAGEMENT INFORMATION SYSTEM

UNIT -I MANAGEMENT INFORMATION SYSTEM

MIS- Meaning, objectives, Role, Impact, Design and implementation .Approaches to MIS development. Strategic MIS – Success and failure of MIS

UNIT -II DATABASE MANAGEMENT

Meaning of Information, its characteristics and Information resources Management. Information System – TPS, MIS, ISS, OAS. DBMS – Objectives, Models and Relationship with in a data model.

UNIT -III DECISION SUPPORT SYSTEMS.

Decision Making: Meaning, types, .decision support system, characteristics, Types, components, functions and Models.

UNIT -IV SYSTEM ANALYSIS AND DESIGN

System, Types, Need, System Development Life Cycle (SDLC), System Maintenance, Limitations of SDLC.

DETAILED SYLLABUS ELECTIVE SUBJECTS

IT Management

| CODE | SUBJECTS | CREDITS |
|-------------|-------------------------------------|----------------|
| EMBIT-205 | Database Management System | 5 |
| EMBIT-206 | Structured System Analysis & Design | 5 |
| EMBIT-207 | E-Commerce | 5 |
| EMBIT-208 | ERP | 5 |

Subject: EMBIT-205:Database Management System

Unit 1: Introduction to Database

Evolution of Database; Disadvantages of File Processing System.

Unit 2: Data Models

Data Models: Hierarchical Model, Network Model, and Relational Model.

Unit 3: Functional Dependencies

Relational Algebra; Data Integrity; Functional Dependencies.

Unit 4: Normalization - Part I

Concept of Redundancy (Update Anomalies); Introduction of Normalization.

Unit 5: Normalization – Part II

Normalization; Types of Normalization; Features of Normalization.

Unit 6: Query Languages

A Commercial Query Language – SQL, SQL; Support for Integrity Constraints.

Unit 7: Database Design

Database Design Including Integrity Constraints; Multi-user Database Application; Two and Three Tier Architecture.

Unit 8: Performance Calculation

Performance Criteria; Storage and Access Method; Indexing and Hash Look Up; Query Processing and Query Optimizer; Language Support for Optimizer.

Unit 9: Transaction Processing

Transaction Processing; Atomicity Consistency Independence and Durability (ACID) Principle; Concurrency Anomalies.

Unit 10: SQL

Serializability; Locks; Backup and Recovery; Checkpoint; SQL Support; Database Security Issues; Level of Security.

Subject: EMBIT-206: Structured System Analysis & Design

Unit 1: SDLC

System Development Life Cycle: Analysis, Design, Coding; Testing and Documentation.

Unit 2: Role in S/W Development

Prototyping; Role of System Analyst; Other Players of the System and their Functions.

Unit 3: System Planning

System Planning and Initial Investigation; Information Gathering.

Unit 4: Tools

Tools of Structured Analysis; Feasibility Study; Steps of Feasibility Study.

Unit 5: Cost / Benefit Analysis

Cost / Benefit Analysis; Process and Stages of System Design.

Unit 6: Prototypes

Input Design and Prototyping; Output Design and Prototyping.

Unit 7: Database Design

Introduction to Database Design; Properties.

Unit 8: Testing and Quality Assurance

Introduction to User Interface Design; Introduction to Testing and Quality Assurance; Implementation and Software Maintenance.

Unit 9: Project Scheduling

Project Scheduling and Monitoring; User Training and Parallel Run; Introduction to Documentation.

Unit 10: H/W & S/W selection

Hardware / Software Selection; Security; Disaster; Recovery and Ethics; Object Oriented Analysis.

Subject: EMBIT-207: E-Commerce**Unit 1: Introduction to E - Commerce**

Introduction; Definition; Brief history of E Commerce; Forces fueling E-Com; E-Com Vs E-Business; Challenges in E – Commerce; E-Business Communities.

Unit 2: Introduction to E - Business

Model for E-Business: Channel Reconfiguration, Transaction, Event, and Market Segment Aggregation; Value Chain Integration, Strategic Model; E-Com Industry Framework; Information Superhighway; Types of E-Com; E-Business Trident: E-SCM, E-CRM, and E-RP.

Unit 3: E - Security

Firewalls & N/W Security; Type of Firewall, Security Policies; Emerging Firewall Management Issue; Transaction Security; Types of Online Transactions; Requirement for Online Transactions; Encryption & Transaction Security; Secret – Key Encryption; Public Key Encryption; Implementation & Management Issues; WWW & Security; Netscape's Secure Socket Layers; Security & Online Web Based Banking Security.

Unit 4: Electronic Payment System

Overview of E-Payment System; Digital Cash, Properties; Electronic Check & Benefits; Online Credit Card System; Types of Credit Card Payments; Secure Electronic Transactions (SET).

Unit 5: Other Electronics Financial Systems

Other Emerging Financial Instruments; Debit Card and Point of Sale (POS); Debit Card and E - Benefit Transfer; Smart Cards; Electronic Fund Transfer; Intelligent Agents.

Unit 6: E-Com Banking

Electronic Commerce and Banking; Home Banking History; Banking via Online Services; Management Issues in Online Banking.

Unit 7: E-Com Retailing and Publishing

Electronic Commerce and Retailing; Management Challenges in Online Retailing; Electronic Commerce and Online Publishing; Advertising and Online Publishing.

Unit 8: Internet Marketing

Introduction: Definition and Scope; the 7 Stages of Internet Marketing; Critical Success Factors for Internet Marketing.

Unit 9: E-Com Strategies

E-Commerce Strategies for Development; Element of National E-Commerce Strategies; Legal and Regulatory Issues; E-Commerce and Sales Strategy.

Subject: EMBIT-208: Enterprise Resource Planning (ERP)

Unit-1: Enterprise Resource Planning –Introduction ,Meaning & Need of ERP, Advantages of ERP, Growth of ERP.

Unit -2: ERP and Related Technologies - Business process Reengineering (BPR), Management Information System (MIS) ,Decision Support Systems (DSS), Executive Support Systems (ESS), Data Warehousing, Data Mining, Online Analytical Processing (OLTP), Supply Chain Management (SCM)

Unit-3: ERP modules & Vendors- Finance Production planning, control & maintenance Sales & Distribution ,Human Resource Management (HRM),Inventory Control System Quality Management, ERP Market

Unit-4: ERP Implementation Life Cycles-Evaluation and selection of ERP package Project planning, Implementation team training & testing End user training & Going Live, Post Evaluation & Maintenance

Unit-5: ERP Case Studies- Post implementation review of ERP Packages in Manufacturing, Services, and other Organizations

Books Recommended:-

Enterprise Resource Planning - Alexis Leon

ERP Ware: ERP Implementation Framework –

V.K. Garg & N.K. Venkitakrishnan

ERP: By Leon, ERP Concepts and Planning - Garg & Venkitakrishnan

Insurance & Banking

| CODE | SUBJECTS | CREDITS |
|-------------|--|----------------|
| EMBIN-205 | Principles of Insurance | 5 |
| EMBIN-206 | Management of General Insurance | 5 |
| EMBIN-207 | Banking System | 5 |
| EMBIN-208 | Banking Laws & Practices | 5 |

Subject : EMBIN-205 :Principles of Insurance

UNIT 1

I. Risk and Insurance

- i. Concept of Risk:-Meaning of Risk, Classification of Risk,Risk Management
- ii. Functions and Benefits of Insurance

II. Legal Principles

- i. The Law of Contract
- ii. The Law of Agency

UNIT 2

III. Principles of Insurance:-Insurable Interest, Utmost Good Faith, Proximate Cause, Indemnity, Contribution, Subrogation

IV. Structure of Hong Kong Insurance Industry:- Types of Insurance Business, Size of Industry, Insurance Intermediaries, The Hong Kong Federation of Insurers.

UNIT 3

V. Regulatory Framework of Insurance Industry

- i. Regulation of Insurance Companies in Hong Kong:- Insurance Companies Ordinance, Code of Conduct for Insurers, Guidelines on Complaint Handling, Insurance Claims Complaints Bureau
- ii. Regulation of Insurance Intermediaries in Hong Kong:- Roles and Responsibilities of Insurance Agents and Brokers, The Code of Practice for the Administration of Insurance Agents.

Unit 4

VI. Ethical and Other Related Issues:- Insurance Intermediaries' Duties to Policyholders, Protection of Personal Data, Issues Regarding Equal Opportunity, Prevention of Corruption, Prevention of Insurance Fraud

Subject : EMBIN-206 : Management of General Insurance

Unit - 01

insurance legislation - general insurance business (nationalization) act 1972 - the insurance act 1938 (as amended) - other statutes having a bearing on general insurance.
consumer protection act 1986 and implications – the structure of the insurance market in india - insurance marketing networks and customer service

Unit - 02

commercial and personal insurance - insurance forms - proposals – cover notes - certificates of insurances - policies - endorsements – renewal receipts.
commercial general insurance - scope of fire - marine (cargo and hull) - motor, miscellaneous accident - aviation - engineering - liability - professional indemnity - agricultural insurances

Unit - 03

special classes of insurances - oil and energy - satellite insurances and special contingency covers - industrial all risks - project insurances and advanced loss of profits
physical and moral hazard - rating practice (tariff / non-tariff)
methods of premium calculation - return of premium

Unit - 04

pre-acceptance risk inspection - risk inspections for special rating and premium discounts - periodic inspections of large projects
claims procedure - survey by professional surveyors - role of surveyors in loss minimization and salvage

Unit - 05

use of insurers - own surveyors in other markets - settlement of claims and procedures – overview.
principles of personal insurance - personal insurance products (fire, liability, homeowners, personal motor, miscellaneous insurance) - terminology - perils - clauses and covers - risk underwriting

Subject: EMBIN-207 : Banking System

UNIT 1

International Banking • Exchange Rates • Risk Management and Basics of Derivatives • Documentary Letters of Credit • Facilities for Exporters and Importers • Correspondent Banking and NRI Accounts • Reserve Bank of India and Exchange Control in India Exim Bank, ECGC, etc. •

UNIT 2

Human Resources Management • Fundamentals of Human Resources Management • HRM and Information Technology • Development of Human Resources • Human Implications of Organisations • Employees' Feedback and Reward System • Performance Management •

UNIT 3

Technology Management • Information Systems and Technology • IT Applications and Banking • Networking Systems • Information System Security and Audit •

UNIT 4

Marketing Management • Introduction to Marketing and Key Concepts • Marketing Planning • Consumer Behaviour • The Art of Customer Service – As Applied to Banking • Consumer and Market Segmentation • Marketing Research • Marketing Mix • Competitor Analysis • Product Strategy • The Concept of Product/Service Delivery • Pricing Strategy and Its Application in Banking • Bank Distribution Strategy • Promotion Strategy • Sales Training and HRD in Marketing.

Subject: EMBIN-208 :Banking Law & Practice

Unit I

Banking - Meaning – Definition and functions of Commercial Bank – Role of Banking in the Economic Development of a Country – Classification of Banks – Unit Banking, Branch Banking, Mixed Banking – Merits and Demerits – Co-operative Banks.

Unit II

Investments policy of commercial bank:– Credit creation of Commercial Bank – SBI – Function and its role. NABARD:– Objectives and Functions – Development Banking in India – IFCI – SFCS – ICICI – IDBI – UTI – SIDBI.

Unit III

Banker and Customer:– Definition – Relationship between banker and customer – General and special features of relationship – Cheque, bill of exchange and promissory note. Distinguish

between them – feature – Crossing of a Cheque – General Crossing and Special Crossing – Endorsement – Significance – Essentials of a Valid Endorsement – Kinds of Endorsement.

Unit IV

Paying banker:– Duties – Statutory Protection – Payment in due course – Refusal of payment – Collecting banker – Duties and Responsibilities – Negligence of collecting banker – statutory protection – Loans and Advances – Precautions against the security of LIC policy, stock exchange securities, goods and documents of title to goods.

Production & Operation Management:

| CODE | SUBJECTS | CREDITS |
|-------------|----------------------|----------------|
| EMBOM-205 | Material Management | 5 |
| EMBOM-206 | Production Technique | 5 |
| EMBOM-207 | Project Management | 5 |
| EMBOM-208 | Logistic Management | 5 |

Subject : EMBOM-205: Materials Management

Unit 1

Introduction – scope of materials management – primary and secondary objectives – integrated materials management – relation with other functional areas of organization.

Organizing for materials management – basis for forming organizations – conventional and modern approaches to organizing materials management Materials identification – classifying of materials – codification of materials– standardization – simplification and variety reduction of materials

Unit 2

Inventory control – techniques – FSN, VED, ABC – working capital management with reference to inventory Management of stores – location – different types of stores – methods of storing – safety and security of materials – stores equipment – materials handling equipment – factors affecting materials handling Stores issues and receipts – procedures – forms and policies in stores transactions – stores accounting – stores organization – materials safety and security

Unit 3

Management of surplus obsolete and scrap materials – reasons for accumulation of surplus obsolete and scrap materials – methods of disposal – regulations and procedures.

Purchasing – planning purchasing materials – norms of vendor rating – CEI methodology, Japanese industry – selection and development – purchasing procedures and methods – legal aspects – insurance of materials – supply management – sources of supply – out sourcing

Unit 4

Sub contracting – reasons for subcontracting – criteria for selecting sub contractors – rating – factors affecting subcontract rate fixing – internal and external subcontract

RECOMMENDED BOOKS:

Integrated materials management-A. K. Datta-PHI
Purchasing and Supply Management-Dobbler, Burt D.N-TMI, 7/e, 2004

REFERENCE BOOKS:

1. Materials Management – P Gopalakrishnan – PHI, 2002
2. Purchasing And Materials Management – Leenders Fearon – Universal Book Stall
3. Purchasing And Inventory Control – K S Menon – Wheeler Publishers
4. Materials Management – Varma M M – Sultan Chand And Sons

Subject : EMBOM-205: Production Technique

Unit 1: An Introduction to Production Technique

Overview; Historical Evolution of Production Technique; Modeling School; Problem Classification; Strategic Role of Operation; Primary Basis of Competition; Adaptability for Future Survival; Trade-offs and Alternatives in POM; Macro Perspective; Classical Management; Problem and Activity.

Unit 2: Framework of Managing Production Operations

Strategic Planning; Operational Planning & Control (Short-Term) Decisions; Value Engineering and Value Analysis; Productivity Measurement.

Unit 3: Forecasting Models

Meaning of Forecasting; Types of Forecasts; Causal Forecasting Models: Regression Analysis; Linear Regression Analysis; Monitoring and Controlling Forecasts; Production Technique in Practice: a Short Range Forecasting System.

Unit 4: Product and Process Design

Product Design; Product Options; Product Life Cycle; Product by Value; Defining and Documenting the Product; Basic Principles of Designing Products for Production; Make or Buy; Product Design Tools; CAD; Process of Service Design; Documents for Services; Flexible Manufacturing Systems; Factors Influencing Process Decisions; Types of Processes; Modern Production Technologies; Vertical Integration; Resource Flexibility; Process Reengineering.

Unit 5: Capacity Strategies and Process Layout

Capacity and its Various Measures; Capacity Utilization; Capacity Enhancement; Theory of Constraints; Layout Planning; Layout as an Indicator of Competitiveness; Layout Types; Designing of Product Layout; Line Balancing; Cycle Time and Theoretical Minimum; Designing of Process Layout.

Unit 6: Work Measurement

Traditional Engineering Dimension of Job Design; Behavioral Dimension of Job Design; Performance Dimension; Role of Accuracy; Work Measurement Techniques; Identifying the Three Major Activities Associated with Successful Project Processes; Diagram the Network of Interrelated Activities in a Project.

Unit 7: Scheduling Project

Identify Activity Slack; Identify the Critical Activities and Duration of the Project; Find Probability of Completion of a Project in a Given Time; Case Study: Scheduling at Bellop; Importance of Inventory Management; Different Types of Inventory; Classifying Different Types of Inventory Optimal Ordering Quantity.

Unit 8: Quantity Discount Models and Spare Parts Inventory

Role of Quantity Discount Model; Continuous Review Systems; Periodic Review Systems; Spare Parts Inventory; Different Types of Spares; Spare Parts Inventory Management; Bar Coding.

Unit 9: Managing the Competition

Just-In-Time Manufacturing Systems; Seven Deadly Waste in Manufacturing; Japanese Manufacturing Technology; Total Quality Emphasis; Deming's Contribution to TQC; Enterprise Resource Planning; Supply Chain Management.

SUGGESTED READING:

1. Production and Operations Management by Kanishka Bedi, Publisher: Landmark-Books. Christopher.
2. Production and Operation Management by S. N. Chary, Publisher: Tata McGraw Hill Publication.
3. Operation Management, by William J. Stevenson, Publisher: Tata McGraw Hill.
4. Operation Management, by Lee J. Krajewski, Larry P. Ritzman, Manoj K. Malhotra, Publisher: Pearson Prentice.

Subject : EMBOM-207: Project Management

Unit 1:

Introduction:- Definition of a Project; an Historical Perspective on Project Management; Current Issues in Project Management; the Relationship between Project Management and General Management; the Project Management Knowledge Base. Structures and Framework:- The Project Model; the Four Phases of Project Management; the 7-S of Project Management; the Project Environment; the Complexity of Projects; the Structures of the Projects.

Unit 2:

Strategy and Project Management:- Why Strategy? Organizational Strategy and Projects; Project Management as a Strategic Capability; Resource Coordination; Project and Organizational Goals; Project Performance Measurement. Project Definition:- Developing the Concept; Scope Management; the Project Process; Work Breakdown Structure (WBS); Process Mapping; Establishing Check-Points; Stakeholder Management.

Unit 3:

Time Planning:- Time planning—the Process; Gantt Charts; Estimating; Activity-on-Arrow; (A-O-A) Diagrams and Critical Path Analysis (CPA); Activity on Node (A-O-N) Diagrams; Activity on Arrow versus Activity on Node Method; Scheduling; Computer Assisted Project Planning; Fast-Track Projects. Cost and Quality Planning:- Cost Planning Process; Cost-Estimating Techniques; Cost Build-Up; Cost Management; Budgets; the Quality Planning Process; Quality Conformance Planning; Quality Performance Planning.

Unit 4:

Plan Analysis and Risk Management:- Analyzing Time Plans; Analyzing Cost Plans; Analyzing Quality Plans; Risk Management; Risk Quantification Techniques. Control of Projects:- Control System; Control of Major Constraints: Quality, Control of Major Constraints Monitoring; the Role of Project Management Information System (MIS); Change Control; Control of the Work of Development Projects: Intellectual Property.

Suggested Reading:

1. Projects: Planning Analysis, Selection, Implementation and Review by Chandra, Prasanna, Publisher: Tata McGraw Hill, New Delhi.
2. Project Management by Bhavesh, M Patel, Publisher: Vikas Publishing House, New Delhi.
3. Project Finance by Machiraju, H. R., Publisher: Vikas Publishing House, New Delhi.
4. Project Management and Control by Rao, P.C.K., Publisher: Sultan Chand & Sons, New Delhi.
5. Project Management (third edition) by Harvey Maylor

Subject : EMBOM-208: Logistic Management**Unit 1: Concepts Objectives and Elements of Logistics**

Concept of logistics; Importance of logistics; Objectives of logistics; Components of Logistics.

Unit 2: Logistics Subsystem

Marketing Logistics; Essence of Logistics In Marketing; Marketing Trends; Relevance of Logistics In Export Management; Importance of Logistics as a Strategic Resource; Trade-Off Analysis; Forms of Logistics Management.

Unit 3: Integrated Logistics

Work of Logistic; Integrated Logistics; Barriers to Internal Integration.

Unit 4: Supply Chain Relationships Part I

Introduction; Channel Structure; the Economics of Distribution; Specialization; Assortment; Concentration; Customization.

Unit 5: Supply Chain Relationship Part II

Supply Chain Competitiveness; Risk, Power, and Leadership; Elements of Success; Logistical Service Alliances; Factors Stimulating Service Based Alliances; Core Specialization; Power

Clarity; Cooperation Emphasis; Regional Alliances Create Transcontinental Moves; Integrated Logistics Service Provider.

Unit 6: Transportation

Transport Functionality and Principles; Product Movement; Product Storage; Relationship between the Shipper, the Consignee, and the Public.

Unit 7: Multi-Modal Transport

Concept of Multimodal Transport; Features of Multimodal Transport System; Advantages of Multimodal Transport; Suppliers of Transportation Services; Typical Carrier Ancillary Services.

Unit 8: Warehousing

Introduction; Definitions as per Bombay Warehouse Act, 1959; Evolution of Concept of Warehousing; Importance / Benefits of Warehousing; Warehouse Operating Principles; Developing the Warehouse Resource.

Unit 9: Information Systems

Creating Strategic Advantage through Information Systems; Information Flows; the Physical Flow of Merchandise – Logistics; Distribution Center; Collaboration between Retailers and Vendors in Supply Chain Management; Radio Frequency Identification (RFID).

Suggested Reading:

1. Logistics & Supply Chain Management by [Martin Christopher](#), Publisher: Pearson Publication
2. Business Logistics Management by Ronald H. Ballou, Publisher: ABC Publication
3. Logistics and Supply Chain Management by G Raghuram and N Rangaraj, Publisher: Macmillan Publication.
4. Retailing Management by Michael Levy, Barton A Weitz and Ajay Pandit, Publisher: McGraw Hill Company

Hospitality & Tourism Management:

| CODE | SUBJECTS | CREDITS |
|-------------|-------------------------------|----------------|
| EMBHM-205 | Hospitality Management | 5 |
| EMBHM-206 | Tourism Planning & Marketing | 5 |
| EMBHM-207 | International Hospitality Law | 5 |
| EMBHM-208 | Tourism Business Environment | 5 |

Subject : EMBHM-205: Hospitality Management

Unit-1

Hospitality Industry in World and Indian Context: Concept, Origin and Development over the ages, Future, Changing trends.

Unit – 2

Tourism Industry: Concept, Origin and Development over the ages, Types, Future, Changing trends. Relation of Tourism with hospitality industry.

Unit – 3

Type of Hotels: Different basis/criterion classification of Hotels, Categorization of Hotels in India

Unit – 4

Ownership Structure of Hotels: Introduction, Concept, Types, their features advantages and disadvantages

Suggested Readings :

Introduction to Hospitality, Walker John R. Prentice Hall of India.

An introduction to the hospitality Industry : 4th edition Gerald W. Lattin Attn.

Hospitality Today : Rocco; Andrew Vladimir, Pables E, Attn.

Tourism and the hospitalities Joseph D. Fridgen

Welcome to Hospitality Kye-Sung Chon, Roymond Sparrowe

Hospitality Mgt. Kevin Baker, Jeremy Hayton

Hotels for Tourism Development Dr. Jagmohan Negi

Principles of grading and classification of hotels, tourism restaurant & resorts Dr. J. Negi.

Subject : EMBHM-205:Tourism Planning & Marketing

Unit – I Introduction: Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.

Unit – II Tourism Policy: Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

Unit – III Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale. Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit)

Unit – IV International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement. Tourism Marketing : Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies..

Subject : EMBHM-206: International Hospitality Law

Unit I: Basic Legal Principles Governing Hospitality Operations - The Common Law Basis for Laws Governing the Hotelkeeper - The Hotelkeeper and the Law of Contracts

Unit II: The Hotelkeeper and the Laws of Torts and Negligence - The Hotel's Duty to Receive Guests and Its Right to Refuse Guests – The Hotel's Duty to Protect Guests

Unit III: The Hotel's Right to Evict a Guest, Tenant, Restaurant Patron, or Others – The Guest's Right to Privacy - The Hotel's Liability Regarding Guests' Property – Maintenance of Guest Registers

Unit IV: Frauds Committed Against Hotels and Crimes of Trespass - Other Laws Relating to Food Service - Wage and Hour Laws Applicable to Hotel Employees . Consumer Protection Laws Affecting Hotels - Public Health and Safety Requirements

Subject : EMBHM-208:Tourism Business Environment

Unit I: History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.

Unit II: Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.

Unit III: Growth and development of tourism in India, National Action Plan 1992. Emerging trends in tourism—health tourism, adventure tourism, ecotourism .

Unit IV: Impacts of tourism-economics, social, physical and environmental, Tourism trends world over and its futuristic study.

Project Management

| CODE | SUBJECTS | CREDITS |
|-----------|--|---------|
| EMBPM-205 | Project Management Concepts | 5 |
| EMBPM-206 | Project Planning | 5 |
| EMBPM-207 | Project Performance, Measurement Control | 5 |
| EMBPM-208 | Project Evaluation Techniques | 5 |

Subject: EMBPM-205: Project Management Concepts

Unit-I

Introduction – Definitions – classifications – project risk – scope Project management – definitions – overview – project plan – management principles applied to project management – project management life cycles and uncertainty

Unit-II

Project planning – scope – problem statement – project goals – objectives – success criteria – assumptions – risks – obstacles – approval process – projects and strategic planning Project implementation – project resource requirements – types of resources – men – materials – finance

Unit-III

Project monitoring – evaluation – control – project network technique – planning for monitoring and evaluation – project audits – project management information system – project scheduling – PERT & CPM – project communication – post project reviews
Project team management – recruitment – organizing – human resources – team operating rules – project organization – various forms of project organizations – project organization charting – project contracts – principles – compilation of contracts – practical aspects – legal aspects – global tender – negotiations – insurance

Unit-IV

Closing the project – types of project termination – strategic implications – project in trouble – termination strategies – evaluation of termination possibilities – termination procedures Project inventory management – nature of project inventory – supply and transportation of materials – use of PERT & CPM techniques

Subject: EMBPM-206:Project Planning

Unit-1: Getting Started

Key players - who is involved in the project, Start at the end – Timeline, Brainstorm, Assigning/prioritizing goals, Copyright issues

Unit- 2: Print Production Planning

Define goals and purpose, Planning content, Choosing the right service provide, Packaging for service provider

Unit- 3: Web/Multimedia Production Planning

Define goals and purpose, Outline your project, Planning content, User interface basics, Choosing the appropriate distribution method, Packaging for distribution

Unit- 4: Design Brief/ Design Document

Print specific , Web/Multimedia specific

Subject: EMBPM-207:Project Performance & Measurement Control

Unit-I

Introductory session and project planning, Work Breakdown Structure: responsibility matrix, planning steps, project network, framework for project control. WBS definitions and standards. Two possible WBS's. Steps in constructing a WBS., Project scheduling: Introduction, AOS, AON, bar charts, precedence diagrams, developing the network model, CPM, PDM, calculations. Project scheduling ii.

Unit-II

Schedule status updates and analysis techniques, scheduling of linear and repetitive projects, critical chain scheduling, Project organization: Organizational configuration: unctional, project, matrix; OBS and project staffing; Responsibility chart., Genesis and evolution of EVM: Project control. Integration, scope, time, and cost management, developing and maintaining the PMB, earned value. What's wrong or incomplete about EVM, Project control: Integrating scheduling and EVM metrics and earned schedule. Reporting variances.

Unit-III

Resource management: Smoothing resource profiles, scheduling with limited resources, time-cost tradeoffs, optimization, Project risk management: Pert, cost and schedule risk analysis,integrating risk into PMB development, integrating earned value management and risk, incorporating contingencies in PMD, contingency management, Bidding theory, strategy, and decisions.

Unit-IV

Quality management: The ISO 9000 Standard, Quality management methods: How quality relates to various aspects of projects. Quality planning and its relationship to project scope management. Quality assurance. Commissioning.

Subject: EMBPM-208:Project Evaluation & Termination

Unit-I

Project implementation , Project resource requirements, Type of resources, Project procurement– evaluation – control – Project Logistics, Inventory management, – project scheduling

Unit-II

Planning for monitoring and evaluation – project audits – project management information system
Network Analysis-PERT & CPM –GERT, Resource allocation & Resource leveling, Managing risk in Project, project communication – post project reviews

Unit-III

Closing the project – types of project termination – strategic implications – project in trouble – termination strategies

Unit-IV

Evaluation of termination possibilities, Termination procedures, Human factors in project management, legal aspects in project management