

SEMESTER – IV

PRODUCTION AND OPERATIONS MANAGEMENT (04 Credits)	
Unit-1	ISSUES IN PRODUCTION/ OPERATIONS MANAGEMENT <ul style="list-style-type: none"> • Production/Operations Management – an overview • Production System : Issues & Environment • Total Quality Management (TQM)
Unit-2	FORECASTING <ul style="list-style-type: none"> • Need and Importance of forecasting • Qualitative methods of forecasting • Quantitative methods of forecasting
Unit-3	PRODUCTION SYSTEM DESIGN <ul style="list-style-type: none"> • Capacity Planning • Facilities Planning • Work System Design • Managing Information for Production System
Unit-4	PRODUCTION PLANNING & SCHEDULING <ul style="list-style-type: none"> • Aggregate Production Planning • Just-In-Time (JIT) • Scheduling and Sequencing
Unit-5	MATERIALS PLANNING <ul style="list-style-type: none"> • Issues in materials management • Independent demand system • Dependent demand system
Unit-6	EMERGING ISSUES IN PLANNING / OPERATIONS MANAGEMENT <ul style="list-style-type: none"> • Total productive maintenance • Advanced manufacturing system • Computers in planning/operations management

MANAGERIAL ECONOMICS (04 Credits)	
Unit-1	INTRODUCTION TO MANAGEMENT ECONOMICS <ul style="list-style-type: none"> • Scope of Managerial Economics (Scarcity & Choice) • The Firm : Stakeholders, Objectives & Decision Issues • Basic Techniques
Unit-2	DEMAND AND REVENUE ANALYSIS <ul style="list-style-type: none"> • Demand Concepts and Analysis • Demand Elasticity • Demand Estimation and Forecasting
Unit-3	PRODUCTION AND COST ANALYSIS <ul style="list-style-type: none"> • Production Function • Cost Concepts & Analysis I • Cost Concepts & Analysis II • Estimation of Production and Cost Functions
Unit-4	PRICING DECISIONS <ul style="list-style-type: none"> • Market Structure (Barriers) and Condition for Optimisation • Pricing Under Pure Competition/Pure Monopoly • Pricing Under Monopolistic/Oligopolistic Competition • Pricing Strategies
Unit-5	COMPREHENSIVE CASE <ul style="list-style-type: none"> • Managerial Economic Decisions Under Current Environment

SALES AND MARKETING

MANAGEMENT OF MARKETING COMMUNICATION AND ADVERTISING	
Unit-1	MARKETING COMMUNICATION AND ADVERTISING – BASIC CONCEPTS <ul style="list-style-type: none"> • Marketing Communication in Marketing • Communication – Key Concepts • Indian Media Scene
Unit-2	ADVERTISING CAMPAIGN PLANNING AND EXECUTION <ul style="list-style-type: none"> • Planning Communication Strategy • Advertising Campaign Planning – Strategic Consideration, Creative Consideration • Advertising Creativity : Campaign Planning and Execution • Advertising Research – Role and Trends • Measuring Ad Effectiveness – Definitions and Techniques
Unit-3	MEDIA PLANNING CONCEPTS <ul style="list-style-type: none"> • Media Concepts, Characteristics and Issues in Media Planning • Media Selection, Planning and Scheduling • Internet as an Emerging Advertising Media
Unit-4	MARKETING COMMUNICATION FORM <ul style="list-style-type: none"> • Managing Sale Promotion • Direct Marketing • Publicity and Public Relation • Social Marketing Communication
Unit-5	STRATEGIES FOR ADVERTISING AGENCIES <ul style="list-style-type: none"> • Function and Structure of Ad Agencies • Managing Client Agency Relationship • Strategies for Account Management • Legal and Ethical Issues in Advertising

HUMAN RESOURCE MANAGEMENT

LABOUR LAWS	
Unit-1	INTRODUCTION TO LABOUR LEGISLATION <ul style="list-style-type: none"> • Philosophy of Labour Laws • Labour Laws, Industrial Relations and HRM • Labour Laws : Concept, Origin, Objectives and Classification • International labour Organization – International Labour Organisation and Indian Labour Legislation • Indian Constitution and Labour Legislation • Labour Policy, Emerging Issues and Future Trends
Unit-2	LAWS ON WORKING CONDITIONS <ul style="list-style-type: none"> • The Factories Act, 1948 • The Mines Act, 1952 • Plantation Labour Act 1951 • Contract Labour (Regulation and Abolition Act, 1986) • Child Labour (Prohibition and Regulation Act, 1986)
Unit-3	INDUSTRIAL RELATIONS LAWS <ul style="list-style-type: none"> • Trade Union Act, 1926 • Industrial Disputes Act, 1947 – I • Industrial Disputes Act, 1947 – II • Industrial Employment (Standing Orders) Act, 1946 • Industrial Discipline and Misconduct • Domestic Enquiry
Unit-4	WAGES AND LABOUR LAWS <ul style="list-style-type: none"> • Minimum Wages Act, 1948 • Payment of Wages Act, 1936 • Payment of Bonus Act, 1965 • Equal Remuneration Act, 1976
Unit-5	LAWS FOR LABOUR WELFARE AND SOCIAL SECURITY <ul style="list-style-type: none"> • Social Security Legislation : An overview • The Workmen’s Compensation Act, 1923 • The Employees’ State Insurance Act, 1948 • The Maternity Benefit Act, 1961 • The Employee’s Provident Fund and Miscellaneous Provision Act, 1952 • The Payment of Gratuity Act, 1972

FINANCIAL MANAGEMENT

CORPORATE POLICIES AND PRACTICES	
Unit-1	CORPORATE STRATEGY AND PLANNING <ul style="list-style-type: none"> • Concept of Corporate Strategy • T&S Framework • Corporate Policy and Planning in India
Unit-2	CORPORATE MANAGEMENT <ul style="list-style-type: none"> • Board of Director : Role and Functions • Top Management : Role and Skill
Unit-3	SWOT ANALYSIS <ul style="list-style-type: none"> • Environmental Analysis • Competitive Analysis • Internal Corporate Analysis
Unit-4	STRATEGIC ANALYSIS <ul style="list-style-type: none"> • Cost Analysis • Portfolio Analysis and Display Matrices • Operating and Financial Analysis
Unit-5	STRATEGIC CHOICES <ul style="list-style-type: none"> • Strategic Alternatives • Diversification • Mergers and Acquisitions
Unit-6	IMPLEMENTATION & EVALUATION OF STRATEGY <ul style="list-style-type: none"> • Implementation of Strategy • Evaluation and Control of Strategy • Turnaround Management

**RESEARCH METHODOLOGY FOR
MANAGEMENT DECISIONS**
(NCHMCT Component)

All research/project work is devoted to hospitality related issues/policies.

Unit-1	INTRODUCTION TO RESEARCH METHODOLOGY <ul style="list-style-type: none">• Importance of Research in Decision Making• Defining Research Problem and Formulation of Hypothesis• Experimental Designs
Unit-2	DATA COLLECTION AND MEASUREMENT <ul style="list-style-type: none">• Methods and Techniques of Data Collection• Sampling and Sampling Designs• Attitude Measurement and Scales
Unit-3	DATA PRESENTATION AND ANALYSIS <ul style="list-style-type: none">• Data Processing• Statistical Analysis and Interpretation of Data – Non-Parametric Tests• Multivariate Analysis of Data• Model Building and Decision Making
Unit-4	REPORT WRITING AND PRESENTATION <ul style="list-style-type: none">• Substance of Reports• Report Writing and Presentation• Presentation of Report

(2 weeks earmarked for counselling on above aspects which will enable a scholar to write a comprehensive research paper/dissertation, under the supervision of research guide before a scholar undertakes research activity or project research)