

Teaching Plan (January-May 2016)

Name of the Faculty : Ms. Kanika Arora

Name of the Course : BBS

Semester : IV Sec (if any) : -

Title of the Paper : PAPER NO.401 : HUMAN RESOURCE MANAGEMENT

Month	Topics Covered	References
January'16	<p>Unit I: Concept, functions, roles, skills and competencies. The changing environment of HRM - Globalization, cultural environment, work force diversity, corporate downsizing, changing skill requirement, technological changes. HRM support for improvement programs- re engineering processes, contingent work force, decentralized work sites. HR as a strategic partner. Work life balance.</p> <p>Unit II: Process of human resource planning, forecasting demand and supply, skill inventories. HRIS, succession planning. Job Design. JCM . Job Analysis: Uses and Methods, Job description and Job specification. TEST - 1 CASE STUDY - 2</p>	<p>1.Gary Desslar, HRM, Prentice Hall</p> <p>2. David A. Decenzo & Stephen P. Robbins. HRM . 2001</p>
February'16	<p>Unit III: Recruitment, selection & orientation: Internal & external sources of recruitment, e-recruitment, advantages & problems of internal & external recruitment, steps in placement and selection process. Selection tests and Interview. Orientation Programme.</p> <p>Unit IV: Training: Concept, Need, Methods, Management Development: Concept and methods, organizational development: concepts and methods.</p> <p>Unit V: Compensation: Methods of job evaluation, components of pay structure, factors influencing compensation levels, wage differentials, incentives, time wage, piece rate, Halsey plan, Merrick's plan. Bedeaux plan, Emerson's efficiency plan (a brief introduction of the methods), profit sharing , gain sharing , employees stock option plans, benefits – a brief introduction of social security, health, retirement and other benefits. Case study - 2</p>	<p>R Wayne Mondy Robert M. Noe . HRM. Pearson ,2006</p> <p>Monappa & Saiyaddin . Personnel Management , Tata Mc Graw Hill (2000)</p>

March'16	<p>Unit VI : Performance Management System: Uses of performance appraisal, appraisal methods, factors that can distort appraisal, appraisal interview. Career Management: Career anchors, career life stages, career planning. Introduction to Industrial relations. Machinery for settlement, of disputes. Collective Bargaining- Process of collective bargaining, problems of collective bargaining.</p> <p>Test – 1 Presentations</p>	V.S.P. Rao . Human Resource Management . Excel Books
April'16	<p>Unit VII : Other Issues in HRM : HRM as a strategic partner, International/Global Issues in HRM . Cultural issues. Compensation issues, Ethnocentric, Geocentric, Polycentric Approaches.</p>	C .B . Memoria . Personnel Management . Himalaya Publishing House

Teaching Plan

Name of the Faculty : Khushboo Bussi

Name of the Course : BBS

Semester : IV Sec (if any) : -

Title of the Paper : 402 – BUSINESS RESEARCH

Month	Topics Covered	References
Jan	<p>Unit I Nature and Scope of Business Research - Role of Business Research in decision making. Applications of Business Research - marketing research; The Research process - Steps in the research process; the research proposal ; Problem Formulation; Management decision problem Vs Business Research problem.</p> <p>Unit II Research Design; Exploratory. Descriptive, Causal Secondary Data Research: Advantages & Disadvantages of Secondary Data. Criteria for evaluating secondary sources , secondary sources of data in Indian Context , Syndicated Research (in India)</p> <p>Test & Presentations on Topics Covered</p> <p>Unit III</p>	<p>Zikmund, Babin, Carr, Griffin: Business Research Methods (9th edition).</p> <p>Donald Cooper, Pamela Schindler: Business Research Methods, (12th edition), Mc Graw hill education.</p> <p>Naresh. K. Malhotra, Satyabhusan Dash: Marketing Research: An Applied Orientation, 5th edition, Pearson Education.</p> <p>Deepak Chawla, Neena Sondhi: Research Methodology – Vikas Publishing.</p> <p>Gilbert A. Churchill, Tom J. Brown, Tracy A. Suter : Basic Marketing Research, 7th Edition</p>

Feb	<p>Primary Data Collection: Survey Vs Observations. Comparison of self administered, telephone, mail, emails techniques .</p> <p>Qualitative Research Tools : Depth Interviews focus groups and projective techniques.</p> <p>Unit IV Measurement & Scaling: Primary scales of Measurement -Nominal, Ordinal, Interval & Ratio. Scaling techniques -paired comparison , rank order, constant sum, semantic differential , itemized Ratings, Likert Scale: Questionnaire - form & design. Sampling: Sampling techniques , determination of sample size</p> <p>Test & Presentations on Topics Covered</p>	<p>Naresh. K. Malhotra, Satyabhusan Dash: Marketing Research: An Applied Orientation, 5th edition, Pearson Education.</p> <p>Aakar, Kumar, Day : Marketing Research (9th edition), Wiley publications</p> <p>Naresh. K. Malhotra, Satyabhusan Dash: Marketing Research: An Applied Orientation, 5th edition, Pearson Education.</p>
Mar	<p>Unit V Data Analysis: (Prior knowledge of descriptive statistics and univariate analysis, simple correlation and regression assumed) : Z test (mean. diff. of mean, diff. of proportion) t test (mean) , paired t test, Chi square test</p> <p>Test & Presentations on Topics Covered</p>	<p>John E. Freund's Mathematical Statistics with Applications (8th edition) Miller.</p>
Apr	<p>Unit VI Communicating the research results - Report preparation & presentation.</p> <p>Test & Presentations on Topics Covered</p>	<p>Naresh. K. Malhotra, Satyabhusan Dash: Marketing Research: An Applied Orientation, 5th edition, Pearson Education</p> <p>Harper W. Boyd, Westfall Ralph, F. Stasch Stanley: Marketing Research- Text and Cases, 7th edition.</p>

Teaching Plan

Name of the Faculty : Sonu Mehta

Name of the Course : BBS

Semester : IV Sec (if any) : -

Title of the Paper : 403 - PRODUCTION & OPERATIONS MANAGEMENT

Month	Topics Covered	References
Jan	<p>Unit I Introduction to Production & Operations Management: Definition, need, responsibilities, key decisions of OM, goods vs. services. Operations as a key functional area in an organisation. Operation Strategies-Definition, relevance, strategy formulation process, order qualifying and order winning attribute.</p> <p>Unit II Forecasting-Definition, types, qualitative (grass roots, market research and delphi method) and quantitative approach (simple moving average method, weighted moving average and single exponential smoothing method), forecast error, MAD. Scheduling: Operation scheduling, goals of short term scheduling, job sequencing (FCFS, SPT, EDD, LPT, CR) & Johnson's rule on two machines, Gantt charts.</p> <p>Test & Presentations on Topics Covered</p>	<p>Mahadevan B, Operations Management Theory & Practice, Pearson Education Buffa E S, & Sarin R K, Modern Production / Operations Management (8th edition) John Wiley, 1994</p> <p>S.P. Gupta , Statistical methods, Sultan Chand & Sons . Adam,E.E and Ebert, Production & operations Management, Prentice Hall of India, New Delhi S.N. Chary, Production & operations management – Tata McGraw Hill, New Delhi Operations Research: V.K.Kapoor Operations Research: Kanti Swarup, P.K.Gupta, Manmohan</p>
Feb	<p>Unit III Layout Decision: Layout planning – Benefits of good layout, importance, different types of layouts (Process, Product, Group technology and Fixed position layout). Assembly line balancing by using LOT rule; Location Decisions & Models: Facility Location – Objective, factors that influence location decision, location evaluation methods-factor rating method.</p> <p>Unit III Capacity Planning: Definition, measures of capacity (input and output), types of planning over time horizon. Decision trees analysis. Process Selection: Definition, Characteristics that influence the choice of alternative processes (volume and variety), type of processes- job shop, batch, mass and continuous, product-process design Matrix and Services design matrix, technology issues in process design, flexible manufacturing systems (FMS), computer integrated manufacturing (CIM).</p> <p>Test & Presentations on Topics Covered</p>	<p>Heizer Jay and Render Barry , Production & Operations Management, Pearson Education Chase R B, Aquilano N J , Jacobs F R and Agarwal N, Production & Operations Management Manufacturing and Services, Tata McGraw Hill Gaither and Frazier, Operations Management, Thomson South-Western</p> <p>Mahadevan B, Operations Management Theory & Practice, Pearson Education Heizer Jay and Render Barry , Production & Operations Management, Pearson Education Operations Research: V.K.Kapoor Operations Research: Kanti Swarup, P.K.Gupta, Manmohan</p>
Mar	<p>Unit IV Aggregate Planning: Definition, nature, strategies of aggregate planning, methods of aggregate planning (level plan, chase plan and mixed plan, keeping in mind demand, workforce and average inventory), Statistical Quality control: Variations in process (common & assignable causes), control charts, Elementary Queuing Theory : Poisson-Exponential Single Server Model with Infinite Population.(question based on M/M/1),M/M/C : Variable measures (mean and range chart),</p>	<p>Mahadevan B, Operations Management Theory & Practice, Pearson Education Heizer Jay and Render Barry , Production & Operations Management, Pearson Education S.P. Gupta , Statistical methods, Sultan Chand & Sons . Operations Research: V.K.Kapoor Operations Research: Kanti Swarup, P.K.Gupta, Manmohan</p>

Apr	<p>Attribute measures (proportion of defects and no. of defects) using control tables Acceptance sampling: Single sampling plans using cumulative poisson tables/thorn dike charts.</p> <p>Test & Presentations on Topics Covered</p> <p>Unit I Maintenance Management: Need of maintenance management, equipment life cycle (Bathtub curve), measures for maintenance performance (MTBF, MTTR and availability). Lean production: Definition of lean production, lean Demand Pull logic, waste in operations, elements that address elimination of waste, 2 card kanban Production Control system.</p> <p>Test & Presentations on Topics Covered</p>	<p>Mahadevan B, Operations Management Theory & Practice, Pearson Education Buffa E S, & Sarin R K, Modern Production / Operations Management (8th edition) John Wiley, 1994</p>
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Teaching Plan

Name of the Faculty : Sonu Mehta

Name of the Course : BBS

Semester : IV Sec (if any) : -

Title of the Paper : :404 - FINANCIAL MANAGEMENT

Month	Topics Covered	References
Jan	<p>Unit I Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function; Concept of Time Value of Money, present value, future value, and annuity-computer exercises using financial formulae in spreadsheets; Risk & Return: Historical return, expected return, absolute return, holding period return, annualized return, arithmetic & geometric return; Risk - Systematic & unsystematic risk –their sources and measures; Measures of total risk-standard deviation, coefficient of variation. Expected risk and return using probabilities, Unsystematic risk- beta. Calculation of alpha & beta using regression with the help of spreadsheets (regression already done in statistics paper in first year); Long -term investment decisions: Capital Budgeting - Principles and Techniques; Nature</p>	<p>M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Pubilshng Co. Ltd. Rustogi , Financial Management I.M. Pandey , Financial Management Van Horn , Financial Management</p>

Feb	<p>and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Net Terminal Value, Profitably Index Method.</p> <p>Test & Presentations on Topics Covered</p> <p>Unit II</p> <p>Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights; Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach.; Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.</p> <p>Test & Presentations on Topics Covered</p>	<p>M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Pubilshlng Co. Ltd.</p> <p>Rustogi , Financial Management</p> <p>I.M. Pandey , Financial Management</p> <p>Van Horn , Financial Management</p>
Mar	<p>Unit III</p> <p>Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ (Basic Model), Determination of Working Capital. Determining Financing Mix of Working Capital.</p> <p>Test & Presentations on Topics Covered</p>	<p>M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Pubilshlng Co. Ltd.</p> <p>Rustogi , Financial Management</p> <p>I.M. Pandey , Financial Management</p> <p>Van Horn , Financial Management</p>
Apr	<p>Unit IV</p> <p>Financial Markets: overview, types-primary and secondary, money market and capital market, regulators, financial instruments-domestic and internationals (ADR/GDR; Euro issues and foreign Bonds), Private placements, Indian Financial Market and its integration with Global financial market</p> <p>Test & Presentations on Topics Covered</p>	<p>M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Pubilshlng Co. Ltd.</p> <p>Rustogi , Financial Management</p> <p>I.M. Pandey , Financial Management</p> <p>Van Horn , Financial Management</p>

Teaching Plan

Name of the Faculty : Kangan Jain

Name of the Course : BBS

Semester : IV Sec (if any) : -

Title of the Paper : 405 – COMPUTER PRACTICAL

Month	Topics Covered	References
January'16	A Brief Introduction to SPSS: Introduction. Data Entry, The Data View Spreadsheet. The Variable View Spreadsheet. Storing and Retrieving Data Files. The Statistics Menus. Data File Handling. Generating New Variables. Running Statistical Procedures, Constructing Graphical Displays . The Output Viewer . The Chart Editor. Programming in SPSS Data Description and Simple Inference for Continuous Data: Description of Data, Methods of Analysis, Using SPSS Multiple Linear Regression:Description of Data, Multiple Linear Regression.	Anil Kumar Mishra- Handbook of SPSS Julie Pal hint's - " SPSS Survival Manual" : A Step by Step Guide to Data Analysis Using SPSS for windows
February'16	Analysis of Variance One-Way Designs; Description of Data, Analysis of Variance. Analysis Using SPSS. ANOVA Assumptions Analysis of Repeated Measures II: Linear Mixed Effects Models: Description of Data. Linear Mixed Effects Models, the Correlation Structure Logistic Regression - Description of Data. Logistic Regression Practice of topics covered.	Anil Kumar Mishra- Handbook of SPSS Julie Pal hint's - " SPSS Survival Manual" : A Step by Step Guide to Data Analysis Using SPSS for windows
March'16	Principal Component Analysis and Factor Analysis: Description of Data, Principal Component and Factor Analysis. Principal Component .Analysis Factor Analysis. Factor Analysis and Principal Components Compared, Analysis Using SPSS Classification: Cluster Analysis and Discriminate Function Analysis Description of Data. Classification: Discrimination and Clustering Practice of topics covered.	Anil Kumar Mishra- Handbook of SPSS Julie Pal hint's - " SPSS Survival Manual" : A Step by Step Guide to Data Analysis Using SPSS for windows

April'16(upto 26/04/2016)	Practice of syllabus.	
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