

MBA - TT

LIST OF ELECTIVES AND SYLLABUS

Sl.No.	Code.No.	Name of the Paper
1.	SMT-E1	Quality Management
2.	SMT-E2	Tour Package Management
3.	SMT-E3	Customer Relationship Management
4.	SMT-E4	Projects Planning, Analysis and Management
5.	SMT-E5	Destination Management
6.	SMT-E6	Database Management System
7.	SMT-E7	Enterprise Resource Planning
8.	SMT-E8	Marketing Research
9.	SMT-E9	Marketing of Services
10.	SMT-E10	Advertising Management
11.	SMT-E11	Industrial Finance
12.	SMT-E12	Consumer Behaviour
13.	SMT-E13	Cargo Management

SYLLABUS FOR ELECTIVES

SMT-E1 QUALITY MANAGEMENT

Module I

Policy and Organization of Quality

Quality concept and objectives, quality organization and Programmes. Quality circles, training for quality, quality related budgets and costs, value engineering.

Module II

Quality in Engineering Design and Manufacture

Design objectives, National and international engineering design standards, statutory provisions and obligations. Quality control in design, Control of Engineering changes and design modification. Product Reliability. Taguchi's loss function, FMEA, TPM, Zerodefects and Six sigma.

Module III

Quality Functions in Manufacturing and Statistical Quality Control

Quality of Bought – out materials, Quality of bought – out services, Inspection, Metrology, Functional testing, Managing non-conformance. Control charts for variable and attributes, Process capability analysis, acceptance sampling. The Quality Problems Solving Process.

Module IV

Total Quality Management

Strategic Quality Planning, Introduction to TQM, Organizing for TQM, Benefits of TQM, Kaizen, Benchmarking, Organizing for TQM Quality Circles, Kaizen, Benchmarking for quality improvement, TQM in service organisations, Training for TQM. Implementing a TQM program. TPM.

Module V

Quality Management in Urban Tourism, Seasonability in tourism : Problems & Measurement, Improving the tourist experience, Quality Management applied to tourist destinations., Attraction & land use management, Project Management : Managing recourses, time, Quality Project Management techniques & skills.

REFERENCES:

1. The Management and Control of Quality, 5th ed. James R Evans and William M Lindsay, Jaico Publishing House, Mumbai 2001
2. Quality Planning and Analysis, J.M. Juran and Frank K. Gryna, Tata McGraw Hill, Mumbai 6th e, 2001
3. TQM in Action; Chapman & Hall, 2007
4. SKP Agarwal; Principles and Practices of Quality Circles, Shiva Publi, 2000
5. Besterfield, Quality Control, Darling Kindersley (India) 2008

SMT-E2 TOUR PACKAGE MANAGEMENT

Module – I

Understanding of the group - Tour Wholesaling Business including escorted, hosted and independent tours. External factors which affects the success of Tour or Cruise.

Module – II.

The tour guide, tour manager, and the supplier's responsibilities. Developing a customized tour - Budget, mid-range, and luxury.

Module – III

Comparisons of a variety of cruises - Tours and Packages. Travel insurance as it relates to both the consumer and the travel agent.

Module – IV

Pricing of Tours. Cruises and Packages on both, Individual and Group Basis. Development of estimated cost and mark up of proposed tours - Per diem cost comparisons for clients. Prepare budget - preparation and negotiation with suppliers.

Module – V

Selling to groups; discuss tour packing, promotion advertising, and follow-up procedures group dynamics and tour guide qualifications.

REFERENCES:

1. Managing Group Tours (Paper back) by Anita L. Fielder, Amber Christman-Clark(Editor), Amy Gustin.
2. How to Organize Group Travel for Fun and Profit: The Complete Group Tour Leaders Manual (Paperback) by Carl Meadows Etc Pub Inc;2nd Rev.edition.
3. Betsy Fay, Essential of Tour Management, Prentice Hall.
4. Marc Mancini, Conducting Tours, Delmar Thomson Learning, New York.
5. Patyale, The Business of Tour Operations.

SMT-E3 CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Module I

Concepts and context of CRM, Definitions, importance, the goals of CRM, Understanding customers; information gathering, collation, analysis and evaluation; understand the customer services industry, How can CRM services really help the business? Impact of CRM in tourism industries, The Services aspects of CRM, Customization and Personalization, Customer Behavior and CRM, CRM's role in managing customers as critical assets, business intelligence and knowledge management, types of CRM, and the various steps of the CRM process, as well as critical success factors a company should evaluate before using a specific type of CRM, and CRM Opportunities.

Module II

Value Chain concepts, Managing Customer relationships, Organizing around the Customer, Customer Loyalty programs, Building lasting relationships through service offerings, models of key customer behavior such as customer satisfaction, loyalty, customer defection, word-of-mouth, customer profitability analysis, Satisfaction-profit Chain, Constructing your Own Satisfaction-Profit Chain, Allocating Resources to Customers, offline and online channels effectively from an integrated marketing communications perspective, setting-chain management.

Module III

TQM and CRM, Bench Marketing and CRM, SCM and CRM, the basic technological infrastructure and organizations involved in current emerging CRM practices, such as mobile/wireless communications. Data mining and modeling, customer lifetime value, sales force automation, cross-selling/upselling, Technology. New Technologies and converging technologies or applications provide new marketing communication opportunities; wireless access/technology, mobile access/technology, ICT and CRM, E-Business and CRM, use an E-Business environment to better attract, retain, and satisfy customers, GPS, Geographical Information System (GIS). E-CRM

Module IV

Information systems, MIS and DSS applications, Developing CRM strategy., CRM design and infrastructure; Sales, marketing, Customer Service, Customer support appropriate use of technology , organizational knowledge and customization and personalization capabilities the knowledge and

skills to craft proactive, creative and effective CRM strategies and programs. Customer Touch point Analysis, the costs of CRM and ways to modify operations costs to become customer focused.

Module V

CRM pre-implementation strategies the CRM implementation process and tactics used to test CRM implementation, monitoring and control issued, Benefits of and difficulties in developing and implementing CRM strategies ethical issued arising from the acquisition. Strategic. Ethical and Legal Issues in CRM, use and sharing of customer data, develop a CRM plan for your organization, Emerging Technologies in CRM, Follow-up on Emerging Technologies, Customer Lifetime Value. CRM provides., CRM software Strategic CRM, CRM Trends

REFERENCES:

1. Blattberg Robert C Gary Getz and Jacquelyn S Thomas., (2001), Customer Equity: Building and Managing Relationships as Valuable Assets, Boston: Harvard Business School Press.
2. Rust, Roland T Valarie A Zeithaml and Katherine Lemon (2000) Driving
 - a. Customer Equity New York: Free Press.
3. Swift, Ronald (2001) Accelerating Customer Relationships. Using CRM and
4. Relationship Techniques. Upper Saddle River, Nj.Prentice Hall, 2000
5. Dyche, Jill (2002), The CRM Handbook. Upper Saddle River, Nj:Addison

SMT -E4 PROJECTS PLANNING, ANALYSIS AND MANAGEMENT

Module I:

Generation and Screening of Project idea: Capital expenditure: Importance and difficulties.

Module II:

Market Demand and Situational Analysis; Technical Analysis; Financial Analysis.

Module III:

Analysis of Project Risk, Firm Risk and market Risk; Social Cost Benefit Analysis, Multiple Projects and Constrains.

Module IV:

Network Techniques for Project Management: Project Review and Administrative Aspects.

Module V:

Project Financing in India; - Problem of Time and cost Overrun, Assessment of the Tax burden; Environment Appraisal of Projects.

Suggested Readings

1. Ahuja G.K. & Gupta, Ravi, Systematic Approach to Income Tax; Allahabad, Bharat Law House, 3e, 2001
2. Bhalla, V.K. Modern Working Capital Management, New Delhi, Anmol 2e. 2002
3. Bhalla V.K., Financial Management and Policy 3rd ed. New Delhi, Anmol, 2001
4. Chandra, Prasanna, Projects: Preparations, Appraisal, Budgeting and Implementations 6th ed, New Delhi, Tata McGraw Hill, 2008.
5. Satish Tiwari, Finance Policies & Management , Anmol Publications, 2000

SMT-E5. DESTINATION MANAGEMENT

Module - I

International dimensions of travel and tourism - Factors influencing tourist behavior - The psychology of leisure travel - constraints to leisure travel -assessing travel markets.

Module - II

Issues relating to environment - social and cultural impact of tourism on the host region. Sources of resistance and support.

Module – III

Destination development - Evaluating tourism potential - supply and demand. Tourism planning and development - Plan formulation - Environmental Impacts - Administration of Tourism Development Plans.

Module – IV

Tax of Tourism – Eco Tourism, Health Tourism, Heritage Tourism, Pilgrimage Tourism, Festival Tourism, etc.

Module - V

Destination Marketing - Target markets -Advertising and Public Relations.

REFERENCES:

1. Pat Schaumann. The Gide to Successful Destination Management., Wiley. 2004
2. J.K.Sharma – Tourism Planning and Development – A new perspective, Kanishka, 2000
3. Krishna K. Kamra – Managing Tourist destination – Development, Planning, marketing policies, Kanishka Publishers, New Delhi, 2001
4. Ranjit Taneja, Destination Management, Alfa Publications, 2006
5. Frank Howie; Managing the Tourism Destination, Thomson Learning, 2003

SMT-E 6 DATA BASE MANAGEMENT SYSTEM

Module - I

Introduction – Data processing Concepts; Data Structures; File processing and Access methods; Taxonomy of Data Management Systems; Database and DBMS Software, Different types of database systems. Three layered Architecture, Advantages and Disadvantages of a Database, History; Data Modeling – Languages, Various Data Management Models. Database administration and database users.

Module – II

Data Models - Object Oriented and Record Based models, E-R Model and E-R diagram examples and Exercises, Hierarchical Model, Network Model and Relational Model; Normalization techniques – First Normal Form, Second Normal Form and the Third normal Form, Examples and Exercises, Transaction management, process and their Communications Interface with Database Management Systems; Properties of a Transaction, Commit and Rollback, Concurrency, Locking, Access Control Data Integrity, Integrity Constraints, Auditing, Backup and Recovery; data Dictionary – System Catalogue.

Module – III

Reduction of schema to tables, relational Database, relational models- structure of relational database. Refresher to RDBMS: Defining a data base, defining columns and keys, structure of a relational database- normalising the design, minimizing redundancy, organization of data in RDBMS, Query languages for Relational Database management Systems; Structured Query Language. Distributed data Base Systems On-line Bases Object Oriented Data Bases.

Module –IV

Distributed Data base and Distributed Data Access. Distributed data Processing Systems and a need for database Environment for such a System, Transaction concepts- Physical database Structure; states – concurrency controls – query optimization - Study of a relational Data base management Systems for Successful Implementation of Distributed Systems.

Module - V

Approaches to database design . Managerial Issues Related to Data Base management; Evaluation criteria; performance Analysis; database back up Recovery Issues; Reorganization Problems; Implementation and maintenance issues; Database Administration.

Emerging trends in database management – object oriented database – DSS – data mining – data warehousing – multimedia database – geographic database – distributed information systems

REFERENCES:

1. Ramez Elmasri, S.B. Navathe; ‘Fundamentals of Database Systems, 5e, Darling Kindersley India, 2008
2. Mark L. Gillemon; Fundamental of DBMS, Wiley 2008
3. Kroenke, Database Processing; Fundamentals, Design & Implementation, Prentice Hall 2e, 2002
4. S. Sumathi, S. Esakkirajan, Fundamentals of RDBMS, S Pringer, 2007
5. Pratt, ‘Concepts of Database Management. Thomson Business, 2006

SMT-E7 ENTERPRISE RESOURCE PLANNING

Module - I

Enterprise Resources Planning: Evolution of ERP, MRP and MRP II, problems of system Islands, need for system integration and interface, Enterprise wide software solutions, difference between ERP and traditional information systems, early and new ERP Packages, Over view of ERP packages, ERP products and markets - players and characteristics. Benefits of ERP implementations.

Module - II

OpportModuleies and problems in ERP selection and implementation; ERP implementation; identifying ERP benefits team formation-Consultant intervention—Reengineering (BPR) Concepts; The emergence of reengineering concept of business process – rethinking of processes –Identification of reengineering need preparing for reengineering Implementing change – change management - Integrating with other systems; Post ERP implementation

Module - III

Modules in ERP; business Modules of ERP package; Functional architecture, salient features of each modules of ERP, Comparison of ERP packages. Implementation of ERP systems, Business process modeling, Gap analysis, Framework for ERP implementation, business process, Emerging trends in business process, Selection ERP Process of ERP implementation—managing changes in IT organization- Preparing IT infrastructure measuring benefits of ERP

Module - IV

Technical Architecture of ERP systems- communication and networking facilities- distributed computing, client server systems, Concepts of Business objects, distributed object, computing architecture, support for data mining and warehousing, EDI – internet and related technologies- Net technologies.

Module – V

ERP and Supply Chain management- Extending scope of ERP through SCM., The concept of value chain differentiation between ERP and SCM –issues in selection and implementation of SCM solutions – CRM concepts and CRM solutions - E-Business and ERP - business oportModuleies – basic and advanced business models on internet — security and privacy issues –. Future and Growth of ERP- role of ERP in international Business

References:

1. Hammer, Micheal and Jamts Chamby Reengineering the corporation, 2001
2. Leon, Alexix Countdown 2000, Tata McGraw
3. Ptak, Carol A. & Eli schragenheim ERP, St. Lucie Press NY.2000
4. Jagannathan V. ‘ERP in Practice, Tata McGraw Hill, 2007
5. S. Harwood, ‘ERP The Implementation Cycle, Butterworth Heinemann, 2003.

SMT-E 8 MARKETING RESEARCH

Module - I

The nature of marketing research and its applications types of MR . Decision making in marketing and the role of MR to provide relevant information. Marketing Information Systems and Decision Support Systems. The MR process and Research Design.

Module - II

Sources of data , Primary and secondary sources. The sources of secondary data. Audits and panel data. Surveys and Experiments in marketing research. The experimental designs in MR.

Module - III

Measurement in MR. Concept of scales and property of scales- reliability and validity. Design of questionnaires and Schedules. Specific type of measurement instruments- attitude scales, measures of emotion, perceptual scales.

Qualitative research methods. FGDs, Depth interviews, Content analysis, Projective techniques, Observation and Physiological measures.

Module - IV

Sampling Sample size determination, sampling plans and methods

Field work planning and control.

Data analysis- Data Editing, Coding and tabulation. Use of software.

Data screening and purification. Frequency tables, Cross tabulation, measures of central tendency and variation.

Tests of hypothesis- Uni and multi variate tests Z test, T test , Chi Square tests and ANOVA- univariate and multi variate. Analysis of Experimental designs. Non parametric tests.

Module - V

Measures of association, Correlation and regression, Advanced methods of analysis in MR- Cluster analysis, factor analysis, Multi dimensional scaling, Conjoint analysis, Multiple Discriminant analysis,

The role of the marketing process in destination development: Target markets and Destination Development, Advertising and Public Relations.

References:

1. Tull, Donald S, Hawkins Del I, Marketing Research –Measurement and Methods PHI 2003
2. Malhotra , Naresh, Marketing Research , PHI 2002
3. Nargondkar, Marketing Research, TMH, 2003
4. Zikmund, Marketing Research, Cengage Learning , 2008.
5. Churchill G.A. Marketing Research: Methodological Foundations, Cengage Learning, 2007

SMT-E 9. MARKETING OF SERVICES

Module 1:

Emergence of service economy, nature of serviced – goods and service marketing – Marketing challenges, service triangle and marketing mix. Service classification. Integrated approach to service management.

Module 2:

Service consumer behavior expectation, perception and service encounter.
Service quality dimensions and gap model of service quality.

Module 3:

listening to customers, Marketing Research in services. Targeting customers, relationship marketing.
Creating service product, blue printing advertising Branding and packaging of services.

Module 4:

Complaint handling, Recovery management, Service Guarantees.
Demand and supply management, pricing of services.

Module 5:

Physical evidence of Service, service scope.
Marketing of financial services and telecommunication services the Indian scenario

References:

1. Hoffman: Marketing of Services, Cengage Learning, 2008
2. M.A. Bhat, Marketing of Services, Anmol Publications, 2005
3. Steve Baron, Services Marketing, Palgrave 2002
4. S. Goel, Marketing of Services: Strategies for Growth, Deep & Deep, 2005
5. Choudhary, Text book of Marketing of Services, Macmillan India, 2005.

SMT-E10. ADVERTISING MANAGEMENT

Module 1

Advertising Role in the Marketing Process: Legal Ethical and social Aspects of Advertising. Functions and types of advertising. Integrated Marketing communication .Brand management Brand Image, Brand Equity and Brand Building. Ethics of advertising

Module 2

The major players in advertising, Advertising agency, Brand manager, market research firms, Media,

Type of agencies. Structure of an agency and its functions. The process of developing an ad.

Module 3

Objective Setting and market Positioning; Dagmar Approach – Determination of Target Audience and understanding them. Assumptions about consumer behavior an advertiser makes. Building of Advertising Programme-Message, Headlines, Copy, Logo, Illustration, Appeal, layout Campaign Planning. Creative Strategies.

Production and execution of TVCs and print ads

Module 4

Media Planning, Budgeting; Evaluation- Methods, Media buying. Emerging medias and trends.

Module 5

Advertising Research.

Effectiveness of advertising- methods of measurement.

Rationale of testing Opinion and Attitude Tests, Recognition, Recall.

References:

1. Betch, Advertising & Promotion, Mcgraw Hill, 2002
2. A. Chakravarthy, Advertising, Rupa & Co. 2003
3. Hard, Norman, The Practice of Advertising, Oxford, Butterworth, Heineman 3e, 2002
4. Mohan, Advertising Management,, Tata Mcgraw Hill, 6th e, 2002.
5. Moriarty Wells , Advertising: Principles and Practice, 7e, Darling Kindersley, 2008\

SMT-E 11 INDUSTRIAL FINANCE

Module I :

Source of funds - Internal and External source for meeting short, medium and long term requirements - Their relative advantages and disadvantages.

Module II:

Capital market - Functions and Organisation - Method of floating new issues - Statutory framework of securities market in India. Capital issue control and its aims - SEBI - Listing of securities - Objectives- Importance and scope - New issue market in India - Underwriting of issues.

Module III :

Term loans - Institutions providing term loans - IFCI : ICICI :IDBI and SFCs - various schemes of financing - lending policies - Appraisal methods.

Module IV :

Commercial Banks and Industrial Finance-Evolution of their role - Banking policies and practices - Social control - Nationalisation-Lead Bank Scheme-Service Area Approach - Lending to priority sector-Lender's appraisal and computation of working capital requirement-Advance against inventory - Credit Authorisation scheme - Recommendations of Tandon Committee and Chore Committee on working capital financing - recent changes.

Module V:

Financing small scale industries - Institutional sources - Role of commercial Banks - Various small business loan schemes.

References :

1. Bhalla V.K. :Indian Financial System Anmol Publications, New Delhi, 2nd e, 2001
2. M.Y.Khan : Indian Financial System, Tata McGraw Hill, New Delhi, 6e, 2009
3. Francis Cherunilam : Business & Government (Himalaya Publishing Co.)
4. M.J. Mathew, Business & Government, RBSA, 2000
5. B.V. Pathak, Indian Financial System, 2nd e, Darling Kindersley, 2008

SMT-E12 CONSUMER BEHAVIOUR

Module 1: Introduction to Consumer Behaviour; Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behavior knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation , Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications

Module 2: Consumer needs, theories of Motivation and their applications. Process theories and content theories. Personality and self concept. Theories of personality. Trait theory and measurement. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Positioning methods and measurement. Perceptual mapping methods, multi dimensional scaling. Consumer imagery

Module 3:

Learning theories and their applications, Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories.

Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change.. Attribution theory and Cognitive dissonance. Persuasion and persuasibility.

Module 4:

Self Concept. Concept of Multiple Selves. Development of the self. Image Congruence assumptions . Social Comparison theory . Self-esteem. Body image and body esteem. Fashion, Cosmetics and Conspicuous consumption.

Psychographics and Lifestyle; Reference Group Influence; Theory of reference group and applications . Endorsements and reference group influence.

Culture, the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture.. Consumer Socialization. Semiotics. Subcultures and Cross Cultural issues in marketing.

Module 5:

Family, family life cycle and decision-making. Social Class. The concept and measurement. Mobility among social classes. Prestige products and status. Diffusion of Innovation and Opinion Leadership .Marketing, consumer behaviour and society. Consumption and persuasion-Issues of manipulation and long term impacts on society and children. . Consumer materialism. Consumer behaviour knowledge for public policy.

References:

1. Balanchandran S.: Customer Driven Services Management, Response Books, New Delhi, 2004
2. Modahl, Mary: Now or Never: How Companies must change today to win the battle for internet consumers, Harper, New York, 2000
3. Mooij, Marieke De: Consumer Behaviour and Culture: Consequences for Global Marketing and Advertising, Sage Publications, New Delhi, 2004
4. Vieira, Walter: Successful Selling, Getting Customers to Say ‘Yes’ Response Books, Sage Publications, New Delhi, 2001,
5. Zikmund, W.G. and D Amco, Michael, Marketing – Creating and Keeping Customers in an E-Commerce World, 7th ed., South Western/Thomson Learning 2001.

SMT-E13 CARGO MANAGEMENT

Objective: This module is intended to prepare the students to enter in Cargo Handling agencies with well verse knowledge.

Module- I

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

Module -II

Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

Module - III

Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods.

Module - IV

Handling- Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies.

Module – V:

Pricing and INCO terms, Export Import Policies and rules of Government of India. Foreign Trade Policies.

Suggested Readings:

1. John G. wensween, Air Transportaion: A Management Perspective; 6th e, Ashgate, 2007
2. Air Cargo Tariff Manuals, IATA Live Animals Relations Manuals, IATA Special Mail Manual 32e. 2005
3. Lawrence C. Leung, Sung-Chi Chu,4th Party Cyber Logistics for Air cargo, Kluwer academics, 2004
4. Prem Nath Dhar, Global Cargo Management: Concept, Typology Law & Policy, Kanishka Publishers, 2007
5. Camille Allaz; The History of Air Cargo & Airmail: Christopher Foyle, 2005.