

M. Sc.
RESOURCE MANAGEMENT AND DESIGN APPLICATION

**SEMESTER SYSTEM
CURRICULUM**

**DEPARTMENT OF HOME SCIENCE
(UNIVERSITY OF DELHI)
FEBRUARY 2010
(Revised in April 2010)
UNIVERSITY OF DELHI
DEPARTMENT OF HOME SCIENCE
M.Sc. RESOURCE MANAGEMENT AND DESIGN APPLICATION
SCHEME OF EXAMINATION**

M.Sc RESOURCE MANAGEMENT AND DESIGN APPLICATION
SCHEME OF EXAMINATION

SEMESTER I

PAPER NO.	TITLE	THEORY		PRACTICAL	
		MAXIMUM MARKS	DURATION OF EXAM	MAXIMUM MARKS	DURATION OF EXAM
1101	Statistics and Computer Applications	100	3		
1122	Management Trends and Applications	100	3		
1123	Sustainable Habitat and Socio Cultural Environment	100	3		
1124	Consumer Behavior and Marketing Management	100	3		
1125	Practical (1122, 1123, 1124)			100	12
	TOTAL	400		100	
	TOTAL MARKS	500			

M.Sc RESOURCE MANAGEMENT AND DESIGN APPLICATION
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SEMESTER II

PAPER NO.	TITLE	THEORY		PRACTICAL	
		MAXIMUM MARKS	DURATION OF EXAM	MAXIMUM MARKS	DURATION OF EXAM
1221	Research Methods and Seminar	100	3		
1222	Facilities Management	100	3		
1223	Financial Management & Accountancy	100	3		
1224	Project Management Practical			100	12
1225	Facilities Management Practical			100	12
	TOTAL	300		200	
	TOTAL MARKS	500			

M.Sc RESOURCE MANAGEMENT AND DESIGN APPLICATION
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SEMESTER III

PAPER NO.	TITLE	THEORY		PRACTICAL	
		MAXIMUM MARKS	DURATION OF EXAM	MAXIMUM MARKS	DURATION OF EXAM
1321	Enterprise Design & Management	100	3		
	Specialization A: Space & Product Design				
1322 (a)	Applied Ergonomics	100	3		
1323(a)	Product Design & Development	100	3		
1324(a)	Practical (1321, 1322(a) ,1323(a))			100	12
	Specialization B:Environment Management& Sustainable Development				
1322(b)	Health and Safety in Built Environment	100	3		
1323(b)	Technologies for Sustainable Development	100	3		
1324(b)	Practical (1321, 1322 (b), 1323 (b))			100	12
	Specialization C: Consumer Studies				
1322(c)	Customer Relationship Management	100	3		
1323(c)	Market Research	100	3		
1324(c)	Practical (1321, 1322 (c), 1323 (c))			100	12
	Specialization D: Training & Development				
1322(d)	Training Methodologies	100	3		
1323(d)	Organizational Behaviour and Development	100	3		
1324(d)	Practical (1321, 1322 (d),1323 (d))			100	12
1325	Dissertation & Internship	100			
	TOTAL (For each specialization)	400		100	
	TOTAL MARKS	500			

M.Sc RESOURCE MANAGEMENT AND DESIGN APPLICATION
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SEMESTER IV

PAPER NO.	TITLE	THEORY		PRACTICAL	
		MAXIMUM MARKS	DURATION OF EXAM	MAXIMUM MARKS	DURATION OF EXAM
1421	Industry Programming & Project	100	3		
	Specialization A: Space and Product Design				
1422(a)	Advanced Space Design & Ecology	100	3		
1423(a)	Design Clinic & Audit	100	3		
1424(a)	Practical (1421, 1422(a), 1423(a))			100	12
	Specialization B: Environment Management& Sustainable Development				
1422(b)	Climate Change, Ecosystem & Society	100	3		
1423(b)	Environment Management: Dimension & Approaches	100	3		
1424(b)	Practical (1421, 1422(b), 1423(b))			100	12
	Specialization C: Consumer Studies				
1422(c)	Consumer Redressal Services	100	3		
1423(c)	Media and the Consumer	100	3		
1424(c)	Practical (1421, 1422(c), 1423(c))			100	12
	Specialization D: Training & Development				
1422(d)	Human Resource Management & Development	100	3		
1423(d)	Electronic Enabled Training, Office and Administration	100	3		
1424(d)	Practical (1421, 1422(d), 1423(d))			100	12
1325	Dissertation & Internship	100			
	TOTAL (For each specialization)	400		100	
	TOTAL MARKS	500			

NOTE:

- **Pass Percentages:** Minimum marks required to pass the examination is 40% in each course, in theory and practical separately. However, the candidate must secure an overall aggregate of 50%.
- The marks obtained in the House Examination of M.Sc.(I) will be taken into account for the final allotment of the specialization/ elective subjects of M.Sc.(II). The concerned Institute will have the discretion to offer one or more elective subjects in a particular academic session (subject to the availability of logistic support).
- As per the University directive 25% of the maximum marks of each theory course will be assigned for internal assessment.
- The Practical Examinations shall be conducted over 2 days, 6 hours each day. 40 % of the marks for the practical examination shall be reserved for fieldwork and/or laboratory records of the candidates and will be awarded by the teacher responsible for the course.
- Seminar, placement reports and projects of individual papers will be evaluated by a panel of teachers internally and the marks will be sent to the University through the Head of the Department.
- The Dissertation work in III and IV Semester will be marked at the end of IV Semester for 150.
- Each Theory paper will have 1 period Tutorial per week.

DETAILS OF PAPERS FOR SEMESTER –I

SEMESTER –I

STATISTICS AND COMPUTER APPLICATIONS

THEORY

Paper no. : 1101
Maximum Marks : 100
Teaching Periods : 4/week
Teaching Load : 48 pds/ semester

OBJECTIVES

1. To learn basic statistical procedures for research in resource management
2. To learn applications, analysis and interpretation of statistical procedures
3. To have an understanding of basic Microsoft office
4. To learn specific software programmes for statistical analysis: EXCEL and SPSSX WIN 10.0 for quantitative analysis and ATLAS.ti software for qualitative analysis

CONTENTS

PERIODS

UNIT I: Introduction to Statistics	5
<ul style="list-style-type: none">• Descriptive and inferential statistics• Basic principles of statistical procedures: measurement, analysis and interpretation	
UNIT II: Measurement and Computation	8
<ul style="list-style-type: none">• Fundamentals of measurement: quantity and quality• Scales of measurement: nominal, ordinal, interval and ratio scales• Examples of each of the above scales• Reliability, validity; specificity and sensitivity of tools	
UNIT III: Organization and presentation of data	10
<ul style="list-style-type: none">• Coding and tabulation• Grouped data: frequency distributions• Graphic representation: graphs, diagrams and charts• Descriptive statistics:<ul style="list-style-type: none">• Central tendencies – mean, median, mode• Variability – range, semi-interquartile range standard deviation and variance• Applications and uses of descriptive statistics• Characteristics of a distribution: skewness and kurtosis• Percentages and frequencies, uses and applications: percentile ranks	
UNIT IV: Probability and Normal distribution	5
<ul style="list-style-type: none">• Basic principles and applications of probability	

- Testing hypotheses, levels of significance and estimations
- Errors of estimation: type 1, type 2
- Sampling theory, method and errors
- Z scores and its uses

UNIT V: Statistical tests

10

- Parametric tests of difference: T and ANOVA, post-hoc analysis of significance
- Parametric tests of association: Pearson's r
- Non-parametric tests of difference: Mann-Whitney, sign, median and Kruskal-wallis
- Non-parametric tests of association: spearman's r
- Chi-square test
- Regression and prediction
 - The regression equation
 - Applications of regression
 - Analysis and interpretation
- Selecting statistical procedures: guidelines
- Interpretation: going from the test to the conclusions and findings

UNIT VI : COMPUTER APPLICATIONS 10

- Power point presentations
- EXCEL
- SPSS WIN 10.0
- ATLAS.ti

RECOMMENDED READINGS

- Aggarwal, B.M. (2002) *Basic Mathematics and Statistics*. New Delhi: Sultan Chand.
- Edwards, A.L. (1956) *Statistical Analysis for Students in Psychology and Education*. New York: Rinehart.
- Edwards, A.L. (1976) *Statistical Methods*. New York: Holt, Rinehart & Winston.
- Minium, E.W., King, B. M. and Bear, G. (1995) *Statistical Reasoning in Psychology and Education*. New York: John Wiley & Sons.
- Siegel, S. (1956) *Non-Parametric Statistics for The Behavioral Sciences*. London: McGraw Hill.

MANAGEMENT TRENDS AND APPLICATIONS

THEORY

Paper no . : 1122
Maximum Marks : 100
Teaching Periods : 4/week
Teaching Load : 48 periods/ semester

OBJECTIVES

1. To understand the significance of management in the micro and macro level organizations
2. To understand the role of the managers and other staff in the smooth running of an institution
3. To understand the conceptual, human and scientific aspect of managerial functions and processes
4. To develop an understanding about various management concepts and tools for efficient utilization of organizational resources

CONTENTS

PERIODS

UNIT I: Management- theories and approaches

14

- Definition, nature and purpose
- Approaches to management, comparative study of different styles and schools of thought,
- dimensions of management
- Systems approach to management
- Qualities of a manager
- Tasks and responsibilities of a professional manager
- Managerial skills
- Ethics in management
- Management toward a global theory
 - Management styles in select countries
 - Japanese management and theory Z
 - International management and multinational corporations
 - Towards a unified global theory of management

UNIT II: Planning strategies and processes

10

- Nature and purpose, types of plans, planning process, premising and forecasting,
- Management by objectives, benefits and weaknesses of MBO
- Strategies and policies, nature and purpose, strategic planning process, effective
- implementation of strategies
- Decision making- meaning- types, steps, organizational context of decisions,
- Decision making models, techniques and processes, decision support systems, systems
- approach

UNIT III: Organizing and organizational structures **10**

- Nature and purpose, span of management, structure and process of organizing,
- Basic departmentation, line and staff authority, decentralization, delegation of authority, supervision and coordination
- Effective organizing and organizational culture, avoiding conflict,
- Promoting an appropriate organizational culture
- Human factors in managing, behavioral models, harmonizing objectives
- Motivation and motivators- theories and techniques of motivation
- Leadership- leadership behavior and styles
- Communication function in organizations

UNIT IV: Staffing, Controlling and Evaluation **14**

- The system and process of controlling
- Control techniques-budgetary and non-budgetary control devices, information technology
- Productivity and operations management: tools and techniques
- Evaluation- importance, types

RECOMMENDED READINGS

- Bateman Thomas S. Ed Carl, Zeithman E D, Richard D. (1990) Management Function and Strategy.
Boston: Irwin Publications
- DiwanParag.(2001) Management Principles and Practices. New Delhi: Excel Books
- Gupta C. B. (2004) Management Concepts and Practices; 5th ed. New Delhi: Sultan
- Harold Koontz, Heinz Weihrich, (2001) Essentials of Management, Tata McGraw-Hill
- Robbins,Stephen P. Coulter M. (2002) Management, Pearson Education,Inc

SUSTAINABLE HABITAT AND SOCIO-CULTURAL ENVIRONMENT

THEORY

Paper no. : 1123
Maximum Marks : 100
Teaching Periods : 4/week
Teaching Load : 48 periods / semester

OBJECTIVES

1. To understand human habitation as part of the eco-system
2. To familiarize with socio-cultural aspects of human settlements including safety and security
3. To develop a holistic understanding of human settlements, neighborhood planning and land use.
4. To get acquainted with sustainable development and built environment

CONTENTS

PERIODS

UNIT I: Human settlement

14

- Concept and characteristics of human settlement
- Factors impacting human settlements / ecology
- Impact of building materials on environment
- Environmental resources: land, water, air, forests and other natural resources
- Physical Planning and Zoning- concept of land use, zoning and neighborhood housing

UNIT II: Socio-cultural aspects of human settlement

10

- Sociology of housing and settlement structure
- Socio-cultural aspects of human settlement and zoning
- Integration of socio-cultural aspects in neighborhood planning

UNIT III: Sustainable Development and Built Environment

14

- Need for sustainable practices
- Sustainable development policies and practices at the national, state and local levels.
- Sustainable development guidelines (LEED and GRIHA)
- Environmental Impact Assessment

UNIT IV: Energy Efficiency and Indoor Environment Quality in building structures

10

- Aspects of energy efficiency in buildings/building materials and construction techniques
- Significance of sun and wind orientation, green spaces and open spaces on indoor
- comfort for structures in varied climatic Zones
- Ways to improve indoor comfort
- Case studies of high performance buildings (with both energy and IEQ features)

RECOMMENDED READINGS

- Munn R.E. (1997). *Environmental Impact Assessment: Principles And Procedures*. Chichester: John Wiley
- Ravindranath N.H. and Hall D.O. (1995). *Biomass Energy And Environment a Developing Country Perspective From India*. New York: Oxford University Press.
- Sinha and Rajiv K. Margaret Greenway. (2004). *Green Technology for Environmental Management and Sustainable Development*. Jaipur: Pointer
- Trivedy R.K; (2004). *Handbook of Environmental Laws, Acts, Guidelines, Compliances and Standards*"; 2nd Ed, Hyderabad: Book Seller
- Katiyar, V.S. (1997). *Environment Concerns, Depleting Resources and Sustainable Development*. Jaipur: Pointer

CONSUMER BEHAVIOUR AND MARKETING MANAGEMENT

THEORY

Paper No. : 1124

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods/ semester

OBJECTIVES

1. To understand the importance and scope of marketing
2. To understand the changing micro and macro environment of organizations and importance of market research and forecasting
3. To understand consumer behaviour and importance of creating customer value.
4. To understand competitive strategies for market leaders
5. To learn about managing services
6. To learn about role of marketing communication and measuring its effectiveness

CONTENTS

PERIODS

UNIT I: Understanding Marketing Management

10

- Importance and scope of marketing
- Company orientations towards marketplace
- Adapting marketing to new economy
- Marketing Management tasks

UNIT II: Capturing marketing insights

15

- Gathering information and scanning the environment
- Analyzing the macro environment (demographic, economic, technological, political, legal, social, cultural)
- Conducting market research
- Forecasting and demand measurement
- New product development-challenges and process
- Consumer Adoption Process-stages and factors influencing
- Understanding consumer behaviour
- Factors influencing consumer behaviour
- Buying decision process- five stage model
- Creating customer value, satisfaction and loyalty
- Cultivating customer relationships
- Segmenting consumer markets, market targeting

UNIT III: Dealing with Competition**10**

- Identify and analyse competitors
- Competitive strategies for market leaders
- Building strong brands- creating brand equity
- Brand Positioning, differentiation strategies
- Product life-cycle marketing strategies
- Shaping market offerings
- Product classifications, product and brand relationship
- Characteristics of services, marketing strategies for service firms
- Managing service quality, differentiating services,
- Developing brand strategies, meeting customer satisfaction

UNIT IV: Marketing communication**13**

- Role of marketing communication
- Designing effective communications
- Deciding on the Marketing communication mix
- Managing mass communications: Advertising, sales promotions and public relations
- Developing and managing advertising programme
- Deciding on media and measuring effectiveness
- Managing Personal Communications: direct marketing and personal selling

RECOMMENDED READINGS

- Kotler P, Keller K.L., Koshy A, Jha M. (2006) *Marketing Management A South Asian, Perspective*, Pearson Education.
- Michael, J. E., Bruce, J. W. and Williom, J. S. (13th Edition, 2004). *Marketing Management*. Tata McGrawHill, New Delhi.
- Kotler, P. (2004) *Marketing Management 11th ed.* Pearson Education.
- Kotler, P. (2004) *Principles of Marketing. 11th ed.* Pearson Education.
- Schiffman, LG. and Kanuk, L.L, (1994) *Consumer Behavior*. New Delhi: Prentice Hall

PRACTICAL

Maximum Marks : 100

Teaching Load : 36 Practicals / semester

OBJECTIVES

1. To understand the conceptual, human and scientific aspect of managerial functions and processes.
2. To develop competency in using management tools for efficient utilization of organizational resources.
3. To study socio-cultural aspects of settlement structures
4. To prepare plans showing neighbor-hood planning and land use
5. To get acquainted with energy-efficient building structures.
6. To learn the techniques of conducting marketing research, vis-à-vis, the changing needs of consumers.
7. To investing various aspects of marketing environment (marketing organizations) – its functions and distribution system.
8. To study the impact of globalization on consumer behavior and marketing management.

UNIT I : MANAGEMENT TRENDS AND APPLICATIONS

PRACTICALS

- | | |
|---|---|
| 1. Simulations on | 6 |
| Decision Making | |
| Managerial skills | |
| Motivation | |
| Leadership | |
| Customer relationship | |
| Management styles of multi-national companies / domestic companies | |
| Communication process – trends and barriers | |
| 2. Techniques of performance appraisal and its impact on development of a company | 4 |

UNIT II :SUSTAINABLE HABITAT AND SOCIO-CULTURAL ENVIRONMENT

PRACTICALS

- Understanding master plans, zoning and neighbor-hood plans 2
- Case profiles of settlement structures (modern and traditional) to study socio-cultural Aspects 2
- Survey of housing structures of different socio-cultural groups and regions with varied climatic conditions 2
- Case profiles of energy efficient building materials and energy efficient construction

- Technologies **3**
- Case profiles of disaster affected settlements and their management. **3**

UNIT III : CONSUMER BEHAVIOUR AND MARKETING MANAGEMENT

PRACTICALS

1. Conducting Market research on issues of contemporary importance. E.g. studying buying behaviour of consumers from retail chain stores, Effect of promotional schemes on consumer purchase, consumer satisfaction and opinion regarding selected products/brands/marketing strategies etc. **3**

2. Case studies on marketing strategies of selected organizations. **2**
3. Brand comparisons of similar products (belonging to the same company and belonging to different companies) in terms of marketing strategies
 - Case studies/portfolio
 - Different marketing strategies
 - Ethics and self-regulation
 - Globalization and consumer **2**

4. Projects on:
 - Marketing communication
 - Advertising
 - Sales promotion
 - Packaging
 - Labeling
 - Product launch **4**

DETAILS OF PAPERS FOR SEMESTER –II SEMESTER –II

RESEARCH METHODS AND SEMINAR

THEORY

Paper no. : 1221

Maximum Marks : 100

Teaching Periods : 4 /Week

Teaching Load : 48 periods/ semester

OBJECTIVES

1. To understand the purpose and procedure of research study
2. To learn the basic format of a research design
3. To understand different types of research studies
4. To develop skills in writing, evaluation and presentation of research papers and proposals

CONTENTS

PERIODS

UNIT I: Introduction to research

8

- Basic need for research in the social sciences
- Issues of relevance, social responsibility and cultural appropriateness
- Fundamental issues in research: theory, method and phenomena
- Paradigms for study
 - Evaluation
 - Intervention
 - Experimentation
 - Ethnographic study
 - Assessment
- Quantitative and qualitative research
- Measurement and numbers in social sciences, statistical procedures, other issues
- Importance of quantification
- Qualitative and quantitative: A futile debate
- Qualitative research methods

UNIT II: Outline of research study

10

- Approaching an area for study
- Critical Appraisal of related research programme- planning, execution analysis and review
- Research design
 - Defining the problem: initial steps, assumptions, research questions
 - Reading, reviewing and referencing studies, journals, books and papers
 - Finalizing the title, objectives and hypotheses
- Methods of study:
- Standard methods and improvisations:
- Sampling and related issues: Procedure and appropriateness

- Methods of data collection
- Links to objectives and theory, issues of validity, reliability and relevance, the importance of listening
- Questionnaire, interview, ranking, rating, standardized measures, case study
- Path analysis, Meta analysis, cluster analysis, discriminant function.
- Analysis techniques: summary, inference, interpretation, narrative analysis and transcriptions

UNIT III: Documenting the research program

12

- Writing an abstract and proposal
- Report writing: guidelines and conventions
- Writing an article for scientific journals, others etc.
- Preparing details for bibliography, list of references
- Evaluation and proposals for future research
- Ethical issues
 - Research on individuals and communities
 - Studies with children, families and communities
 - Research with schools and other organizations
 - Evaluations and assessments: a review
 - Confidentiality and research
 - The researcher and the researched
 - Areas of contemporary concern
 - Acknowledging others contributions

UNIT IV: Presentation and multi-media 12

- Basic guidelines for research presentations: written, oral and poster
- Writing a research paper
- Presenting a seminar
- Guidelines for making posters
- Book reviews

UNIT V: Seminar: Preparation and Presentation of Seminar. 12

RECOMMENDED READINGS

- Bernard, H. R. (2000) *Social Research Methods: Qualitative and Quantitative Approaches*. Thousand Oaks, Ca.: Sage.
- Black, J. A. and Champion, D. J. (1976) *Methods and Issues in Social Research*. New York: John Wiley and Sons.
- Blaxter, L. Hughes, C. and Tight, K. (1999) *How to Research*. New Delhi: Viva Books.
- Fowler, F. J. (1984/88) *Survey Research Methods. Applied Social Research Methods Series*, Vol. 1. Newbury Park, Ca.: Sage.
- Denscombe, M. (1999) *The Good Research Guide for Small-Scale Social Research Projects*. New Delhi: Viva Publications.

FACILITIES MANAGEMENT

THEORY

Paper no. : 1222

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods / semester

OBJECTIVES

1. To appreciate the need for maintenance of facilities and services
2. To comprehend maintenance of different facilities, surfaces, materials and accessories
3. To develop an understanding of the systems in operations management, quality control and project review techniques
4. To impart knowledge on professional practice in facilities maintenance

CONTENTS

PERIODS

UNIT I: Concept of Maintenance of Facilities and Services

12

- Concept of facility management
- Need to maintain facilities and services
- Modern cleaning materials, techniques and equipment
- Maintenance of Interiors
 - Walls and ceiling – different types of walls and ceiling finishes
 - Floor – types of floor coverings/floorings (special emphasis on carpets and rugs)
 - Doors and windows / cupboards and cabinets – types, materials and finishes
 - Furniture for outdoors and indoors / Accessories – types, materials and finishes
 - Furnishings: upholstery, curtains and draperies, blinds – materials and finishes
 - Work areas: kitchens, laundry / w.c. - upkeep and maintenance
 - Maintenance of common / public spaces – Monitoring and evaluation

UNIT II: Facilities Maintenance

12

- Electrical – appropriate lighting for different areas, energy conservation in lighting, facilities and equipment
- Air-conditioning – type of AC plant, heating system, electric consumption and efficiency, air quality with respect to occupancy ratio
- Plumbing – Quality of potable water, water treatment plant (RO), hydropneumatic water supply system, kinds of pumps for bore-wells, sump-pits, water analysis
- Safety Services - Fire system (wet and dry systems)
- Waste disposal management (methods and techniques) – Sewage treatment plant (STP), Affluent treatment plant (ATP), solid waste disposal

UNIT III: Operations Management

12

- Process of operations
- Coordination of services
 - Housekeeping
 - Food and beverages
 - Maintenance and upkeep
 - Security
- Preventive maintenance
- Statutory compliance – licenses and facilities
- Project management and review techniques
- Professional Practices in Facilities' Management
 - Taking orders, understanding needs and details
 - Creating maintenance plan, budgets and costing / Proposals & tenders
 - Implementation and monitoring the plan of work
- Information Systems
 - Data management and monitoring
 - Software/technologies for maintenance of interiors
- Quality Specifications
 - ISO specifications
 - SIPOC tool for design and review of a process

UNIT IV: Maintenance of indoor and outdoor plants 12

- Selection of plants – Indoor and Outdoor ornamental plants
- Landscaping - components
- Maintaining gardens, styles of gardening / care of plants

RECOMMENDED READINGS

- *Construction Products in India- The issues, the potential and the way ahead* by CCPS (Confederation of Construction and Services).
- *Household Materials –A Manual for Care and Maintenance* by Sarla Manchanda, Savitri Ramamurthy, Sushma Goel and Archana Kumar.
- Editors of Consumer Guide.(1980). *Plumbing Repairs Made Easy*. Illinois: International Publications Ltd.
- Harris Cyril. (1973). *House Plants And Indoor Gardening*. London: Octopus Books
- Howland J. E. (1958). *House Beautiful Book Of Garden And Outdoor*. New York: Double Day And Company Publications

FINANCIAL MANAGEMENT AND ACCOUNTANCY

THEORY

Paper No. : 1223

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48/ Semester

OBJECTIVES

1. To impart knowledge about principles and techniques of accounting information for decision-making and control
2. To acquire skills in the use of tools, techniques and processes of financial management in the realm of financial decision-making

CONTENTS

PERIODS

UNIT I: Introduction to financial accounting and financial management

6

- Concept, nature, and scope of financial accounting
- Financial accounting – generally accepted accounting principles (GAAP)
- Accounting process and system- journal, ledger& trial balance
- Cost accounting and Management accounting
- Objectives, nature and scope of financial management

UNIT II: Financial Statements &tools of financial analysis.

14

- Nature, functions & limitations of various financial statements
- Preparations of Profit and Loss accounts and Balance sheets
- Long term Assets and Depreciation / Inventory
- Tools of financial analysis:-
- Fund flow analysis and Cash flow analysis
- Ratio analysis
- Cost volume profit (break even) analysis
- Analysis of operating and financial leverages

UNIT III: Cost accounting. 14

- Costing fundamentals
- Cost concepts & classifications
- Materials
- Direct Labour and Direct Expenses
- Overheads general
- Overheads Distributions
- Costing for Specific Industries
- Single or Output costing
- Job, Batch and Contract costing
- Process Costing

- Operating costing
- Costing for Control
- Budgetary control
- Standard costing & Variance analysis
- Marginal costing & Cost volume profit analysis

UNIT IV: Financial planning.

14

- Raising long term funds
- Planning capital structure
- Internal financing
- Issue of bonus shares
- Rights Shares
- Rights Debentures
- Capital Budgeting
- Cost of Capital
- Managing short term finance
- Management of Working capital
- Management of Inventories

RECOMMENDED READINGS

- Horngren, Charles T. (2001) *Introduction to Management Accounting*. New Delhi: Prentice hall of India Private Ltd
- Kimmel.P.D, (2000) *Financial Accounting: Tools for Business Decisions Making*. New York: John Wiley & Sons
- Anthony, A. (2001) *Management Accounting*. London: Prentice Hall
- Damodaran, Awasthi, *Corporate Finance: Theory and Finance*, New York: John Wiley
- Chandra, Prasanna. (2001) *Financial Management: Theory and Practice*. New Delhi: Tata McGraw Hill Publishing

PRACTICAL

Paper no. : 1224

Maximum Marks : 100

Teaching Periods : 2 Practical /week (4 Period / Practical)

Teaching Load : 24 Practical/ semester

OBJECTIVES

1. To understand peculiarities of projects and gain familiarity with various types of projects, their procedures, roles and responsibilities of a project manager.
2. To acquaint with the relevance of work breakdown system in projects.
3. To acquaint with the conventional and modern techniques of the time scheduling for construction projects in order to determine the project duration
4. To introduce relationship of time with the cost
5. To acquaint with the latest softwares in project management

CONTENTS PRACTICALS

UNIT I: Principles and Practices of Management

2

- Introduction
- Project nature Project characteristics & features
- Classification and ranking of Projects
- Project selection criteria
- Project Appraisal-financial, economic, marketing, technical, ecological surveys etc.
- Site Planning of Project including safety, hygiene, services
- Life cycle Stages of construction projects and various aspects of management

Unit II: Project Organisation

5

- Project organisation structure and process
- Scope and Services of PMCO (Project Management consultancy organisation)
- Role and Responsibilities of a project manager, client, /promoter consultants, contractor etc.
- Organisational procedures.
- Work break down structure and components

UNIT III: Project scheduling techniques

5

- Time constrained and resource constrained scheduling.
- GANTT Chart
- Network techniques for the project planning, scheduling and control.
- Activity on arrow
- Activity on node (precedence diagramming method)
- Critical path method (C.P.M.)

- Program evaluation and review techniques (PERT)
- Modifications to the PERT.

PROJECT MANAGEMENT PRACTICAL

- Probabilistic network technique (PNET)
- Monte Carlo simulation
- Line of balance techniques (LOB)

UNIT IV: Resource Management and Scheduling techniques

5

- Types of resources and their assessment.
- Resource leveling concepts and techniques.
- Material Management -Scope objective and functions of the material management, Material classification. ABC analysis, standardization variety reduction, supply chain, Inventory control: importance inventory control models, EOQ.
- Time cost Analysis-Cost components in projects, Direct and indirect costs, Cost- Time relationships (Utility curves, S- curves), Network compression and time cost trade-off
- Project Progress- Earned value system
- Risk Analysis- recognition of various risks, their mitigation, preparing a risk register, method of weightages for risk analysis
- Project Quality Management- study of codal provisions, use of statistical tools

UNIT V: Computer Application in Project Management

7

- Introduction to software packages on risk management
- Features and application of software packages

REFERENCES

- A guide to the Project Management Body of Knowledge- PMBOK Guide-Fourth Edition, American National Standard, ANSI/PMI99-001-2008
- Project Management-Prasanna and Chandra, Tata McGraw Hill
- Elements of Project Management, Pete Spinner, Prentice Hall, USA

FACILITIES MANAGEMENT PRACTICAL

PRACTICAL

Paper No. : 1225

Maximum Marks : 100

Practical : 2 Practical /week (4 Period / Practical)

Teaching Load : 24 Practical/ semester

OBJECTIVES

1. To understand methods of maintenance of different facilities, surfaces, materials and accessories.
2. To assess requirements concerning facilities' and their maintenance.
3. To develop an understanding of the systems in operations management, quality control and project review techniques.

CONTENTS

PRACTICALS

1. Explore different finishes on walls, ceilings and floors, doors and windows, furniture, furnishings and accessories and their **7**
 - Maintenance plan,
 - Analysis of methods and mechanism for clearing, maintenance, pest control.
2. Survey the methods of maintenance – paneling materials, cupboards and cabinets, furniture, accessories, work areas like kitchens and laundry and services like toilets **4**
3. Case Studies: Critical Evaluation of design and maintenance of personal and public areas with respect to engineering services and facilities **5**
 - Residences – rural and urban
 - Institutional – Government / NGO / Corporate
 - Hotels and stand alone restaurants
 - Hospitals
 - Gymnasiums, health clubs and sports complexes
 - Exhibitions and expos
 - Seminar and conferences
4. Preparing plans for- **4**
 - Operations management
 - Maintenance of services and
 - Project review techniques
5. Indoor and outdoor plants **5**
 - Planning & selection
 - Care & maintenance

DETAILS OF PAPERS FOR SEMESTER –III

SEMESTER –III

ENTERPRISE DESIGN AND MANAGEMENT

THEORY

Paper No. : 1321

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods/ SEM

OBJECTIVES

1. To understand and appreciate entrepreneurship management with special reference to women
2. To understand and appreciate the process design of various enterprises
3. To orient and impart knowledge towards identifying enterprise opportunities
4. To learn the dynamics of enterprise management

PERIODS

UNIT I: ENTERPRISE PROFILE AND NETWORKING

12

- Concept and meaning – resource management for an enterprise
- Learning entrepreneurship: developing entrepreneurial values, attitudes and competencies, motivation, research and case profiles
- Understanding the entrepreneurial opportunities and networking
- Women entrepreneurs – profile, growth and development, social entrepreneurs, self-help groups, success stories
- Problems faced by the entrepreneurs – Government support, five year plans

UNIT II: ENTERPRISE CREATION

12

- Project identification –meaning, sources of information, life cycle
- Project report; contents.
- Project feasibility in terms of market potential, technology, finance and human resource

- Project formulation – setting goals, resource assessment and procurement, organizing systems and procedures for project implementation
- Project appraisal – project feasibility in terms of market potential, technology, finance and human resource
- *Project direction – leadership and motivation*
- Project coordination and networking – inter-intra organizational communication
- Project control – performance, improvements, schedule and cost
- Performance management – indicators / personnel and appraisal
- Writing periodical reports – format compliance

UNIT III: ENTERPRISE MANAGEMENT

12

- TQM
- Risk management: safety, security and insurance coverage
- Barriers – legal, personal, social, cultural, ethical
- Government policies, schemes of assistance
- Legal and auditing compliance – labour laws and legislations, taxation etc
- Valuation, contracts and negotiations

UNIT IV: TECHNOLOGY AND INNOVATIONS

12

- Concept and need
- Assessment of technology and industry trends
- Export zones, technological parks
- Intellectual property rights, patents
- Corporate entrepreneurship
- Concept
- Importance
- Future trends

RECOMMENDED READINGS

- Hisrich, Robert D. and Peters, Micheal P. (1995) *Entrepreneurship - Starting Developing and Managing A New Enterprise*. USA: Richard D. Irwin, Inc.
- Holt, David H (1999) *Entrepreneurship – New Venture Creation*. India: Prentice Hall of India Pvt. Ltd.
- John, Persico. Jr. & PatricraRouner Morris (2000) *The New Business Values for success in 21st Century*. Jaico Publication house
- Patel, V. C. (1987) *Women Entrepreneurship – Developing New Entrepreneurs*. Ahmedabad: EDII
- Pickle, Hal B and Abrahamson, Royee L. (1990) *Small Business Management*. John Wiley and Sons Inc.

ANY ONE OF THE FOLLOWING SPECIALIZATIONS

SPECIALIZATION A – SPACE & PRODUCT DESIGN

APPLIED ERGONOMICS

THEORY

Paper no. : 1322(a)

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods / semester

OBJECTIVES

1. To become aware on importance of ergonomic approach in design & health related aspects to optimize human well-being and overall system performance.
2. To provide the basic framework to handle ergonomic related problems and design user – centered products.
3. To provide knowledge on analysis and assessment of human interactions in a work environment system.
4. To improve competence in Ergonomic design development in a competitive world market.

PERIODS

UNIT I: WORK SYSTEM AND ANALYSIS

10

- Work related ergonomic issues (safety, accuracy, speed, reliability, comfort)
- Ergonomic models, methods, tools and techniques
- Analysis of MME system design
- Applied Biomechanics
- Static and Dynamic anthropometry, Body dimensions and its application in design

UNIT II: HUMAN FACTORS: WORK EFFICIENCY AND PERFORMANCE

12

- Musculo-skeletal, neuro-muscular system and circulatory system: implications on work design and efficiency
- Ergonomics of human energy expenditure; Human factors: physical work capacity and capabilities; workload measurement; workers' productivity
- Fatigue: assessment/ measurement and prevention / reduction; analysis of fatiguing situations
- Electrophysiology and its application in product design

UNIT III: COGNITIVE ERGONOMICS: USER CENTERED DESIGN 12

- Human cognitive processes, human memory, human errors, conceptual models, understanding users through models, human- computer interaction design process.
- Cognitive system design- information design, sources of cognitive errors
- Application of cognitive components in design evaluation
- Controls and display - psycho-physiological aspects of design
- Research techniques in ergonomic data generation, interpretation and application

UNIT IV: PHYSICAL WORK ENVIRONMENT 14

- Work station Design: Balance of space: flow of work, time and motion studies
- Indices of comfort in internal environment - temperature, ventilation, humidity, vibration, flooring, clothing, materials and finishes.
- Information Design
- Occupational Health and Safety
- Performance appraisal of different occupation and appreciation of related problems
- Job design and Analysis, Evaluation of work, warnings and risk communication in work

RECOMMENDED READINGS

- Anshel, Jeffery.(1998). *Visual Ergonomics in the Workplace*. London: Taylor and Francis.
- ChorKow.D. (1988). *Posture, Sitting, Standard Chair, Design & Exercising*. Thomas Spring Field.
- Grandjean, E. (1972). *Ergonomics of the Home*, London: Taylor and Francis.
- Grandjean, E., 1980, *Fitting the task to the man*, Taylor and Francis Company.
- Salvendy, Gauriel, 1987, *Advances in Human factors/ Ergonomics series*.

THEORY

Paper no. : 1323(a)

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods / semester

OBJECTIVES

To impart knowledge regarding materials and their application for creation of products

To develop understanding concerning constructional details of products with special reference to furniture and accessories

To acquire proficiency in ergonomic design of products for improved performance and comfort.

PERIODS

UNIT I: UNDERSTANDING THE CONTEXT OF PRODUCT DEVELOPMENT

12

Need for product development, types of product and components, concerns and issues in the context of design

Essentials of creating the product - skills, knowledge, technology, economic viability, etc.

Product Attributes – Function and Emotion

Exploration of elements of design in the context of use in products and product environment

Relating form to materials and processes of manufacture, color and form relationships

Sustainable design practices, preserving traditional practices, designing for the underserved communities

UNIT II: UNDERSTANDING MATERIALS AND PROCESSES

Understanding material behavior for furniture construction and product design

New and eco-friendly materials – application in product design and impact on environment

Properties and usages of materials- plastics, rubber, ceramic glass, metals

Industrial finishes for plastics, wood, metals, cane bamboo, leather, jute cloth, paper and their applications for the craft and industry sector

PRODUCT DESIGN & DEVELOPMENT

UNIT III: PRODUCT DEVELOPMENT PROCESS 12

Stages in design process

Diffusion and Innovation – new product ideas

Integrated approach to new product development

UNIT IV: DESIGN RESEARCH 12

Assessing market potentials for new products

Market research and consumer research

Study of product life cycle

Product service system evaluation for sustainability in design.

RECOMMENDED READINGS

Jordan, P.W. (2001). *Pleasure with Products*. London: Taylor and Francis

Norris, B. and Wilson, J. R. (2001). *Designing Safety into Products*. London: Taylor and Francis.

Oborne, David.(1980). *Ergonomics at Work*. London: Taylor and Francis.

Wilson, P. (1981). *Household equipment: Selection and Management*. Boston: Houghton Mifflin Co.

Wilson, J.R. and Covlett, N. (2001). *Evaluation of Human Work: A Practical Ergonomics Methodology*. London: Taylor and Francis.

PRACTICAL

Paper No. : 1324(a)

Maximum Marks : 100

Teaching Periods : 3 Practical /week (3 Periods / Practical)

Teaching Load : 36 Practical

OBJECTIVES

To understand and appreciate women entrepreneurship.

To understand the process of enterprise creation.

To learn the dynamics of enterprise management.

To provide the basic framework to handle ergonomic related problems and design user – centered products.

To provide knowledge on analysis and assessment of human interactions in a work environment system.

To improve competence in Ergonomic design development in a competitive world market.

To study geometry of elements in products and its application in object drawing.

To understand the interface of the human element and the users perspective in the selection and application of different materials and products.

To select and design furniture and lifestyle products and handicrafts for interiors.

UNIT I : ENTERPRISE DESIGN AND MANAGEMENT PRACTICAL

Project identification and environment scanning **3**

Project formulation **3**

Project appraisal and reporting **2**

Case study of women entrepreneurs **2**

Portfolio **2**

Risk Management

Barriers

Financing

UNIT II : APPLIED ERGONOMICS

1. Ergonomic Research techniques in Ergonomic data generation **2**

Anthropometric Data Development

2. Developing checklists, questionnaires, interviewing users & selecting appropriate techniques to study use behaviour and reactions – for rehabilitation and design of equipment, work and workplaces. **3**

3. Observation: Physiology of movement during work and in spaces, work station and Posture evaluation **2**

4. Time and motion studies **2**

5. Mini Project work involving Ergonomic design research for product system on any one of the following area: **3**

Evaluation of psycho-physiological workload

Assessment of quality of physical environment with respect to temperature, ventilation, humidity, vibration, flooring, clothing, materials and finishes

Survey of safety systems used in equipment and at workplaces

Evaluation of communication systems used in equipment design and work places.

UNIT III : PRODUCT DESIGN & DEVELOPMENT

1. Brain storming & synectics to develop creative attitude, design opportunity, problem perception, idea sketching, mock-ups, clustering of ideas for concept development, evaluation of concepts, final concept selection, refinement and detailing **3**

2. Survey on materials available for product design and analyze their suitability for product design **3**

3. Design portfolio indicating the processes for product development **2**

4. Design development and modeling and prototyping **4**

SPECIALIZATION B – ENVIRONMENT MANAGEMENT & SUSTAINABLE DEVELOPMENT

HEALTH AND SAFETY IN BUILT ENVIRONMENT

THEORY

Paper no. : 1322(b)

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods

OBJECTIVES

To enable learners to carry out risks assessment and vulnerability analysis

To equip learners with tools, sharpening their existing skills for meeting emergency situations.

To provide knowledge to the learners on disaster preparedness, mitigation and rehabilitation.

To generate community awareness, strengthen institutional mechanism for community mobilization and participation in safe environment management.

CONTENTS PERIODS

UNIT I: Safety and health issues in built Environment 15

Aspects of health and safety

Vulnerability and impact on built environment, nature of damage, predictability

Overview of safe environment management

Impact of physical planning and zoning on health and safety

Impact of zoning, neighbor-hood housing, master planning on safety and health

Monitoring of built environment for safety and security

Security agencies and institutions and technological inputs

UNIT II: Indoor Environment Quality and human health 15

Pollution and Built Environment

Assessment of air quality methods; impact on health minimizes the sources of air pollution; ways to improve air quality

Monitoring noise levels; impact of noise on health and performance

UNIT III: Disasters – causes, effects and impact on health 10

Forecasting natural calamities and effects and nature of damage

Floods- flood hazards, management and control, drought and famine and their impact on agriculture and society

Land slides- causes, predictability and forecasting

Coastal hazards- coastal erosion, sea level changes, coastal zone management

Earthquakes- causes, tsunami- nature of destruction, quake resistant buildings and dams

Volcanoes- nature, extent and causes, volcanic materials, geographic distribution

Fire- forest fires, man-created fires

Industrial and technological disaster

Terrorism

UNIT IV: Disaster management: preparedness, prevention and mitigation 8

Planning, leadership – communication and coordination

Warehousing and stock piling, strengthening self – confidence of local community

Techniques of community participation- pre and post disaster situation

Damage and needs assessment

Public health – impact assessment, environmental risk

Rehabilitation measures

RECOMMENDED READINGS

Agarwal, S.K. (2003) *Environmental Scenario for 21st Century*. New Delhi: APH

Basu, R.N. (2003) *Environment*. University of Calcutta

Bhatia, H.S. (1998) *A Text Book of Environmental Pollution and Control*. New Delhi: Central Pollution Control Board

Goel, P.K. and Sharma, K.P. (1996) *Environmental Guidelines and Standards in India*. Jaipur: Techno-Science.

Karpagam, M. (1993) *Environment Economics: A Textbook*. New Delhi: Sterling Katiyar, V.S.
(1997) *Environment Concerns, Depleting Resources and Sustainable Development*. Jaipur: Pointer

TECHNOLOGIES FOR SUSTAINABLE DEVELOPMENT

THEORY

Paper no. : 1323(b)

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods/semester

OBJECTIVES

To gain insight into the significance of sustainable development and the need for conservation of resources.

To study various techniques and technologies for sustainable development.

To understand and critically analyze the measures adopted at policy as well as implementation level for sustainable development.

CONTENTS PERIODS

UNIT I: Concept of sustainable development 12

Concept of sustainability, dimensions of sustainability- social, economic and technological; promoting sustainable development

Need, indicators and measures for sustainable development

Challenges to Sustainable Development

-Agriculture, Population & Food Security

-Public Health and Nutrition

-Education

-Natural Resources (Forests, Energy, Water)

Responses to Sustainable Development Challenges

-Public Policy (Community Participation and Participatory Learning)

-Gender and Human Rights

-Technology and Engineering

-Economics and Policy Coherence Climate Change

UNIT II Assessing Environmental Impacts 12

Sustainable development tools and life cycle assessment

Environmental Impacts – examples, need for assessment, difficulties; The EIA Approach

– Background, Objectives, Components & Techniques, Impact prediction & analysis, ,

EIA inputs to the project cycle and development planning

Environmental impact assessment, role of Government and non governmental organization

EIA in India – Legislative aspects, Current practices & Constraints

Cycle of technology development and recycling environmental laws and legislations –

ISOTC-207 standards, ISO-14000 series

UNIT III: Energy management and sustainable development 15

Relationship among energy, environmental and economic development
Energy budgeting of earth's atmosphere, programs and policies for energy management
Legislations guiding energy sector and Energy scenario in India
Various conventional and non conventional energy resources

Conventional Energy sources-Coal and lignite, Hydrocarbons-naphtha, natural gas, LNG, petroleum products, Nuclear energy and their environmental issues.

Non-conventional energy sources- need, sources and significance- Solar thermal energy; Solar photovoltaic, bio-energy, hydroelectricity, tidal power, wind energy, wave energy, geothermal energy. Environmental impacts, Current potential and future prospects of renewable energy in India.

Energy recovery from wastes and environment

Energy auditing

Energy use and global climate change, GHG emissions, climate change debate.

UNIT IV: Water and waste management systems 9

Need for waste/water management, systems

Water harvesting system traditional and modern systems and their efficacy

Waste water management- techniques and technologies

Need and significance of waste management

RECOMMENDED READINGS

Lee, N. and C. Kirkpatrick (Eds). 2000. Integrated Appraisal and Sustainable Development in a Developing World. Cheltenham, Edward Elgar.

Ristinen, R.A. and Kraushaar, J.J. (2006).Energy and the Environment. John Wiley & Sons, Inc., USA.

Boyle, G., Everett, B. and Ramage, J. (Editors) (2003). Energy Systems and Sustainability: Power for a Sustainable Future. Oxford University Press, UK.

Boyle, G. (2004). Renewable Energy: Power for a Sustainable Future. Oxford University Press, UK.

Renewable energy engineering and technology – A knowledge compendium. Edited by V V N Kishore, Published by TERI Press, printed at Rajkamal Electric Press, New Delhi, 2008, pp 925.

PRACTICAL

Paper No. : 1324(b)

Maximum Marks : 100

Teaching Periods : 3 Practical/week (3 Periods/Practical)

Teaching Load : 36 Practical/Semester

OBJECTIVES

To understand and appreciate women entrepreneurship

To understand the process of enterprise creation

To learn the dynamics of enterprise management

To get equipped with tools, sharpening their existing skills for meeting emergency situations

To provide knowledge to the learners on disaster preparedness, mitigation and rehabilitation

To generate community awareness; strengthen institutional mechanism for community mobilization and participation in safe environment management.

To study various techniques and technologies for sustainable development.

To understand and critically analyze the measures adopted at policy as well as implementation level for sustainable development.

To enable transfer of technology to be community.

UNIT I: ENTERPRISE DESIGN AND MANAGEMENT PRACTICALS

Project identification and environment scanning **3**

Project formulation **3**

Project appraisal and reporting **2**

Case study of women entrepreneurs **2**

Portfolio **2**

Risk Management

Barriers

Financing

UNIT II: HEALTH AND SAFETY IN BUILT ENVIRONMENT PRACTICALS

1. Visit to agencies working on safety and security- report writing. **2**

2. Appraisal of disaster management programmes. **2**

3. Case study on recent newspaper report on the subject concerned **2**

4. Critical evaluation of remedial measure adopted by the government **3**

5. Case study of any disaster management of any new programme. **3**

39

UNIT III: TECHNOLOGIES FOR SUSTAINABLE DEVELOPMENT PRACTICALS 12

1. Field visits to various water harvesting systems and water treatment industries

2. Linkages with various NGO's (energy) to undertake projects.

3. Case studies on the use of non-conventional energy sources/renewable sources

4. Case studies on waste management, generating energy from waste

5. Energy budgeting and auditing

6. A Student is required to study at least 2 areas from the following fields and prepare a report keeping in view the concepts of sustainable development.

Transport Sector- Road Transport network including Growth Corridors , Peripheral Roads around Metro Cities ,BRTs, Metro Rails, Multi-level Parking System; Railways specially. Freight Corridors, Re-modelling of existing Railway, Use of extra land along Railway Tracks, BRTs, Metro Rails; Aviation Sector-Development of green Airports Rural Development Projects to stop migration of population to cities, Development of Infrastructural Facilities like Shopping Centers, Health and Educational Facilities Water Supply and Waste Disposal in remote and coastal areas

Tourism

Hospitality Sector

Health and Education Sector

40

SPECIALIZATION C – CONSUMER STUDIES THEORY

Paper No. : 1322(c)

Maximum Marks : 100

Teaching Periods : 4 periods/ week

Teaching Load : 48 periods/ semester

OBJECTIVES

To understand the significance of CRM – strategies and scope for aligning customer with business strategies

To develop skills in understanding and evaluating customer experience

To appreciate the role of information technology in CRM

CONTENTS PERIODS

UNIT I: Introduction to CRM 12

Origin, growth and role of CRM

Types, purpose, scope – relationship marketing concept and relationship building

Five key cross-functional CRM processes

Identifying barriers to CRM success.

Technical barriers in CRM

Evaluating CRM systems.

Establishing a CRM performance monitoring system.

UNIT II: Developing Business Strategies 12

Role and vision

Customer strategy and customer management

Market segmentation

Aligning business strategy to customer strategy

CRM strategy development

Team work and customer partnership

UNIT III: Value Creation Process 12

Nature of value

Value proposition

Value assessment, assessing and understanding customers

Customer profitability

CUSTOMER RELATIONSHIP MANAGEMENT

Customer retention and loyalty

Customer lifetime value, customer perspective, role and experiences

UNIT IV: Channel Integration Process 12

Reviewing industry channel structures

Channel options and categories: integrated approach

Channel strategies – marketing communication

Understanding and evaluating customer experience

Building a multi channel strategy

Role of information, information management and information technology

RECOMMENDED READINGS

Rogers Martha. (2004). *Managing Customer Relationships: A Strategic Framework*. Don Peppers: John Wiley and Sons
Boyd, H.W. and Westfall R. (1986). *Marketing Research: "Text and Class"*. Homewood, Illinois: Richard D, Irwin
Schiffman, L.G. and Kanuk, L.L. (1994). *Consumer Behavior*. New Delhi: Prentice Hall of India,
Sawhney, H.K., (2002). *Behaviourism, Educational Protection, Consumer's Perspective*. New Delhi: Phoenix Publishers
Seetharaman, P. (2001). *Consumerism: Strengths and Tactics*. New Delhi: CBS

MARKET RESEARCH

THEORY

Paper No. : 1323(c)

Maximum Marks : 100

Teaching Periods : 4 periods/ week

Teaching Load : 48 periods/ semester

OBJECTIVES

To understand the significance and role of marketing research in the present economy.
To learn the techniques of conducting marketing research.
To study the applications of marketing research in various fields.
To develop the skills in data collection, processing, analysis and report writing.

CONTENTS PERIODS

Unit I: Introduction and basic concepts 8

Marketing research: Scope, limitations and threats.

Marketing information system.

Marketing research management: Importance, qualities, evaluation and content of marketing research.

The research process: formulating the research problem, research design, data collection, processing and analysis of collected data.

Unit II: Research design and process 14

Secondary data

Primary data: observation methods, questionnaires and design of questionnaires.

Measurement and scaling: Types of scales, difficulty in measurements, errors, attitude scales, rating scales.

Sampling designs: Advantages, limitations of sampling, process, types and characteristics.

Sample design decisions.

Unit III: Data processing, analysis and reporting.

12

Data processing: editing, coding, tabulation, computer processing.

Bivariate Analysis: chi-square, correlation, regression analysis.

Experimental designs

Interpretation and report writing.

Unit IV: Selected Application- Rural marketing research, social and 14 organized retailing

New product development and test marketing.

Advertising research: Importance, needs, media research, copy testing.

Marketing segmentation and Brand positioning.

Rural and Social marketing research

Organized retailing: Importance, growth, problems and retailing research.

REFERENCES

McQuarrie, E. F. (2006). *The Market Research Toolbox: A Concise Guide for Beginners*, (Second Edition) Newbury Park, CA

Hague, P, Hague, N, Morgan, C (2004) *Market Research In Practice*, Kogan Page, London

Churchill, G.A. and Iacobucci, D. (2002), *Marketing Research Methodological Foundations*, 8th ed., Harcourt College Publishers, New York, NY

Malhotra, N.K. (2004), *Marketing Research: An Applied Orientation*, 4th ed., Prentice-Hall, Inc., Englewood Cliffs, NJ.

OnKvisit, Sak and Shaw, J.J. (1995). *International Marketing: Analysis & Strategy*. New Delhi: Prentice Hall of India

PRACTICAL

Paper No. : 1324 (c)

Maximum Marks : 100

Teaching Periods : 3 Practical/week (3 Periods / Practical)

Teaching Load : 36 periods/SEM

OBJECTIVES

To understand and appreciate women entrepreneurship

To understand the process of enterprise creation

To learn the dynamics of enterprise management

To understand strategies and scope for aligning customer with business strategies

To develop skills in understanding and evaluating customer experience

To appreciate the role of information technology in CRM

To develop the skills in data collection, processing, analysis and report writing.
To establish a link between programme and industry as a strategic tool for staying ahead in a competitive market scenario.

UNIT I: ENTERPRISE DESIGN AND MANAGEMENT PRACTICALS

Project identification and environment scanning **3**

Project formulation **3**

Project appraisal and reporting **2**

Case study of women entrepreneurs **2**

Portfolio **2**

Risk Management

Barriers Financing

UNIT II: CUSTOMER RELATIONSHIP MANAGEMENT

PERIODS

1. Case Studies of two companies who are into customer relationship management-

One MNC and one Indian company or **3**

One private sector and one public sector company

2. Develop/Improve CRM strategy for **3**

A small proprietorship firm

A private limited company

An MNC

3. Understand and evaluate value creation from customer perspective in the **3**
above listed categories of companies

4. Survey on use of IT in CRM and barriers to CRM **3**

45

UNIT III: MARKET RESEARCH PRACTICALS

1) To learn and prepare the various research design and processes **6**

New product development and testing

Advertising research

Rural marketing

Social research

Retailing

2) Data collection, processing, preparation and presentation of reports. **6**

SPECIALIZATION D - TRAINING AND DEVELOPMENT

THEORY

Paper No. : 1322(d)

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods/ SEM

OBJECTIVES

To understand and appreciate the role of training in developing the human resource

To understand different training methodologies

To develop skills in designing and evaluating training programme

To understand the concept and usage of electronic enabled training systems and administrations

CONTENTS PERIODS

UNIT I: Conceptual framework 12

Concept, rationale, principles, skills of trainer, organisational training and development needs, resistance

Training and development policies, development role of external agencies

Paradigm shift in training / learning scenario, managing dilemmas, ambivalence, conflict and confusion

Group dynamics and empowerment through training

UNIT II: Training Need Assessment 12

Assessing curriculum need, curriculum

Matching organizational training needs

Developing and planning curriculum

Developing training aids.

UNIT III: Training methodologies 12

Overview of training methodologies: logic and process of learning, principles

Skills of an effective trainer; use of audio-visual aids in training;

Computer aided instruction;

Distance learning, open learning, e- learning, technologies convergence and multimedia environment

Lecture, talk, discussion

Case-study

TRAINING METHODOLOGIES

Programme learning

Action learning, syndicate work

In basket exercise project

Demonstration and practice monitoring; coaching

Self diagnostic skills, experience learning, discovery learning, brain storming

Counseling, training needs, training in the empirical domain

Job rotation, team building

Audio-visual techniques and use of outside consultants

UNIT IV: Evaluation of training

12

Concept, definition, principles of evaluation;

Research in the field of evaluation; cycle, strategic relevance; criteria and evaluation

Problems and application of measurement and evaluation;

Theory and methods of test construction; returns on investment (ROI);

Training partnerships

Training and the law; training and its use as a feed back mechanism.

RECOMMENDED READINGS

Jack J. Phillips.(1983) *Handbook of Training Evaluation and Measurement Methods*.
Houston: Gulf
Kenney, John; Bennelly and Reid, Margaret A (1979) *Manpower Training and Development*. London Institute of Personnel Management
Prior, John, (1997) *Handbook of Training and Development*, Bombay: Jaico
Trevelove, Steve (1995) *Handbook of Training and Development*, Blackwell: Business
Warren, M.W. (1995) *Training for Results* Massachusetts: Addison-Wesley

THEORY

Paper No. : 1323(d)

Maximum Marks : 100

Teaching Periods : 4/week (periods)

Teaching Load : 48 periods/ Semester

OBJECTIVES

To get acquainted with the determinants of intra-individual, inter-personal and intergroup behavior in organizational setting

To get equipped with the behavioral skills in managing people at work.

CONTENTS PERIODS

UNIT I: Introduction to organizational behavior

12

Organizational behavior: concepts, determinants and models

Levels of organizations, organization goals

Psychological factors in an organization – needs and motives

Theories of organization

UNIT II: Individual behaviour 12

Personality, learning, perception and decision –making. values and attitudes, management's assumptions about people: McGregor's theory

X and Y. Chris argyr'sbehaviour pattern

Motivation: Maslow's need hierarchy, Herzberg's two factor theory,

Vrom's expectancy theory

OB Models

UNIT III: Inter-personal and group behaviour

12

Communication and feedback

Transactional analysis (ta)

Johri window

Group behaviour
Group dynamics, cohesiveness and productivity, resistance to change
Conflict: sources, patterns, levels and resolution,
Organizational politics

ORGANIZATIONAL BEHAVIOUR AND DEVELOPMENT

Leadership: concept and styles, fielder's contingency model, house's pathgoal theory, leadership effectiveness

UNIT IV: Organizational processes 12

Control: process and behavioural dimensions of control
Organizational climate: concept and determinants organizational culture
Organizational effectiveness: concept and measurement.
Organizational change: emerging issues in organizational behaviour.
Case studies

RECOMMENDED READINGS

Grogory, Moorhead and Ricky W. Griffin. (1999) *Organizational Behaviour. 1st ed.*
AITBS Publishers and Distributors,
Kast, F.E. and Rosenweig, J.E. (1985) *Organization and Management:
A System and Contingency Approach.* New York: McGraw-Hill
Luthans, Fred.(2000) *Organizational Behaviour. 8th ed.* New York: McGraw Hill
Newstorm, John W. and Keith Davis, (1998) *Organizational Behaviour:
Human Behaviour at Work, 10th ed.* Tata McGraw-Hill
Robbins, Stephen P; (2000). *Organizational Behaviour, 9th ed.* New Delhi: Prentice Hall

PRACTICAL

Paper No. : 1324(d)

Maximum Marks : 100

Teaching Periods : 3 Practical/week (3 Periods/ Practical)

Teaching Load : 36 periods/SEM

OBJECTIVES

To understand and appreciate women entrepreneurship
To understand the process of enterprise creation
To learn the dynamics of enterprise management
To develop skills in designing and conducting training programmes for different groups
To critically evaluate training methodologies
To master the skills in using electronic enabled training systems and administration

To study the determinants of intra-individual, inter-personal and inter-group behavior in organizational setting

To get equipped with the behavioral skills in managing people at work.

UNIT I: ENTERPRISE DESIGN AND MANAGEMENT PRACTICALS

Project identification and environment scanning **3**

Project formulation **3**

Project appraisal and reporting **2**

Case study of women entrepreneurs **2**

Portfolio **2**

Risk Management

Barriers

Financing

UNIT II: TRAINING METHODOLOGIES PRACTICALS

1. Study different training programs of different organizations **2**

(GO's, NGO's and corporate sector)

2. Design and conduct training programme using different methodologies **4**

3. Evaluate different training programs **3**

4. Develop audio-visual aids for training systems **3**

UNIT III: ORGANIZATIONAL BEHAVIOUR AND DEVELOPMENT PRACTICALS

1. Case profiles of various organizations- GO's, NGO's, corporate sector **3**

2. Team building exercises for effective interpersonal and group behavior **4**

3. Presentations on solutions to the organizational behavioral challenges **4**

(Real life case studies)

Paper No. : 1325 (a)

Max. Marks : 50

Teaching Periods : 2 / week

Teaching Load : 24 / Semester

OBJECTIVE

- To gain hands-on experience of working in various settings related to their course work.

The students could work with NGOs, Govt. agencies, International agencies as well as self-help groups. They must present a report of the placement in their department.

INTERNSHIP

Paper No. : 1325 (b)

Maximum Marks : 50

Teaching Period : 2/ Week

Teaching Load : 24Periods/Semester

OBJECTIVES

• To undertake an independent piece of research work in a relevant area of Resource Management and Design Application. The student will present the proposal of the planned research work.

The topic chosen should show originality in conceptualization/selection, exhibit systematic habits and regularity of work, thoroughness in methodology and statistical analysis, overall research competence and ability to put research findings in context.

The research work should contribute to the advancement of knowledge in the field. The student must be guided and supervised by a member of the teaching faculty of the department.

DISSERTATION

54

DETAILS OF PAPERS FOR SEMESTER –IV

SEMESTER -IV

THEORY

Paper no. : 1421

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods / semester

OBJECTIVES

To provide exposure to the students for practical job and career readiness.

To establish a link between academic programme and industry as a strategic tool for staying ahead in a competitive market scenario.

CONTENTS PERIODS

Unit I: Understanding industry programmes 9

Identify and evaluate opportunities for newer linkages across institutional, national and cultural boundaries

Integrated management strategies of different institutions / industries

Build a network of collaboration toward economic and social priorities, between the Institute and organisation, groups and individuals

Evaluation of project operations in compliance with the evaluation standards

Unit II: Intellectual Property Rights 6

Understanding the relevance of Intellectual Property Rights

Types of Intellectual Property Rights: Intellectual property, Patents, Copy right, Industrial design, Trademark, service mark, Layout designs of integrated circuits, Geographical indication

Process to protect these rights

Patent and Design Registration laws / procedure

Unit III: Communication Design 21

Methodology to learning illustration and presentation

Graphic Design

Animation, Short Films, Video Programmes, Audio Visuals

Photography

Outreach programmes & project- training facilities to for the service of those outside the regular education and client service activities.

Workshop and training programmes tailored to the specific needs of particular groups

INDUSTRY PROGRAMMING & PROJECT

Unit IV: Project development & execution 12

Interacting with the industry in terms of consultation, management advice, product development, product strategies, training and continuing education

Getting involved with real life projects

Project work - development of project with commercial promise.

REFERENCES

Potter, Norman. (2002). *What is a Designer: Things, Places, Messages*, Princeton Architectural Press.

Lidwell, William; Holden, Kritina; Butler, Jill.(2003). *Universal Principles of Design*, Rockport.

Marzano, Stefano. (1999). *Creating Value by Design: Thoughts and Facts*, Antique Collectors' Club.

Krippendorff, K. (2005). *Semantic turn: new foundation for design*, Taylor and Francis.

Thackara, John; (2005). *In the Bubble: Designing in a Complex World*, The MIT Press.

SPECIALIZATION A – SPACE & PRODUCT DESIGN

THEORY

Paper no. : 1422(a)

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods / semester

OBJECTIVES

To impart knowledge of basic space design and its application to building design.

To understand the procedures involved in design of residential spaces & commercial spaces.

To provide an insight into professional practice in design applications.

CONTENTS

PERIODS

UNIT I: Understanding Space and Sustainable Design

13

Concept of Space: Assessing space use for different types

Human behaviour, sociology and psychology of space, design efficiency in terms of pattern of movement, functional activities, aesthetic appeal

Impact of Human Settlements on human well-being, health and happiness (physical, social and emotional)

Audit for green building design
Impact of building materials on environment,
Energy efficiency in building construction - techniques and materials
Modular System in construction of buildings

UNIT II: Space Planning for Residential Areas and Commercial spaces for Different Client Groups

11

Basic design requirements of designing kitchens, utility rooms, living rooms, bedrooms, toilets, etc. (rural as well as urban)
Designing spaces for Physically challenged / old / infants / children - basic design requirements
Bye-laws governing designing residential areas
Specific requirements of designing commercial and retail offices

ADVANCED SPACE DESIGN AND ECOLOGY

Space planning for Exhibitions and Expo, Seminars and Conferences
Building bye-laws related to designing the above areas and their review

UNIT III: Designing Interior Services 16

Ventilation: types of ventilation systems, air exchange ratio, air purifiers, window designing – materials & finishes
Lighting: Types and Applications
Acoustics: Types of acoustic design and materials, sound transmission, reverberation, and propagation
Insulation: Types of thermal insulation and electrical insulation, materials for electrical wiring, basics of electrical design for lighting and electrical services
Plumbing/Water Supply System/Sanitation: layout plan, rain water harvesting
Air Conditioning: duct design and layout plan
Telecommunication: Types and design requirements
Safety and security services
Building automation plan
Restoration and Repair of Existing Interiors
Importance and economic significance of restoration, alterations and addition
Art and Architecture - Types of Art (mediums & patterns used); art movements (Impressionism, fauvism, etc)
Development of architectural styles and trends in India and around the world (Focus on Indian Places/Forts etc); impact of globalization on art and architecture
New work to blend with old structure, repairs and proposals

UNIT IV: Professional Practice in Space Designing 8

Specifications, ordering, estimating and invoicing; Estimating quantities - budgeting & costing & preparing appraisal report
Public participation in planning, climatic consideration, human comfort
Proposals & tenders
Site management - Sourcing/ outsourcing

Implementation and plan of work and meeting deadlines, Record keeping & filing
Dealing with the trade and use of showrooms.

RECOMMENDED READINGS

Falcone, Joseph D. (1987). *Principles and Practices of Residential Construction*. New Jersey: Prentice-Hall, Inc.

Mitton Maureen. (2004). *Interior Design Visual Presentation: A Guide To Graphics, Models And Presentation Techniques*, (2nd Edition); New Jersey: John Wiley And Sons

Newmark, Norma L. & Thompson Patricia J. (1977). *Self, Space and Shelter- An Introduction to Housing*. San Francisco: Canfield Press

Raja Rao, T.N., Subramanyam, Y. (2000). *Planning of Residential Buildings*. New Delhi: Standard Distributors.

Sareen, K. S. (1984). *Cupboards Planning*. New Delhi: Trade Spokesman.

THEORY

Paper no. : 1423(a)

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods / semester

OBJECTIVES

To develop acumen to identify design problems and find appropriate solutions for these situation or products

To develop analytical ability among students to audit designs for feasibility, viability and sustainability

CONTENTS PERIODS

UNIT I:Product Semantics 9

theories in product semantics

development of a logical design approach

concept of product identity

structural strength of products

Influence of materials and processes on product aesthetics

UNIT II: Design as a Management Tool 10

Design Evaluation, designer attributes, setting up a design office

Finding clients, business correspondence

Management of Design Process

Human factor in managing design / team work

Brief and briefing- letter of contract

Professionalism and Ethics

Patent and Design Registration laws / procedure

Costing design and fee estimation

UNIT III: Product Interface Design 15

Investigations and study of visual, functional and ergonomic requirements

Study of the process of building interactions.

Interdisciplinary approach including User Centered Design Process,

Activity Analysis - structuring of Content,

Participatory Design

Experiential Ideation
Scenario Building - Linear and Animatic Storyboarding
Soft Physical Prototyping Techniques

DESIGN CLINIC AND AUDIT

59

60

UNIT IV: Product Analysis & Audit 14

Product Analysis Diachronic, Synchronic

Understanding and Analyzing contexts, parallel situations, future situations

Design service

Evaluation of design guidelines

Product service system for design audit

REFERENCES

Doren, Harold V. (1954). *Industrial Design – A Practical Guide to Product Design and Development*, New York: McGraw-Hill Book Company.

Jordan, Pat. (1998). *Human Factors in Product Design: Current Practice and Future Trends*. London: Taylor and Francis.

Macleod, Dan. (1995). *The Ergonomics Edge: Improving Safety, Quality and Productivity*. New York: Van Nostrand Reinhold.

Norris, B. and Wilson, J. R. (2001) *Designing Safety into Products*. London: Taylor and Francis.

Wilson, J.R. and Covlett, N. (2001). *Evaluation of Human Work: A Practical Ergonomics Methodology*. London: Taylor and Francis.

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PRACTICAL

Paper No. : 1424(a)

Maximum Marks : 100

Practical : 3 Practical/week (3 Period/Practical)

Practical Load : 36 periods/semester

OBJECTIVES

To provide experiential training for practical job and career readiness.

To enable students to participate in real life projects and develop the right skill set needed in a competitive market scenario.

To develop skills in visualizing and drawing various interior schemes considering the design principles.

To develop the skills of drawing the working details and execution drawings

To understanding the professional aspect to create the scheme

To render presentation on drawing models

To enable students to identify design problems and find appropriate solutions for these situation or products

To develop analytical ability to audit designs for feasibility, viability and sustainability

UNIT I: INDUSTRY PROGRAMMING & PROJECT

PRACTICALS

Survey to explore different industries relevant to the course objectives

2

Preparing a profile of relevant industries with focus on their policies and programs2

Presentation design exercises

2

Interaction in industry programme

2

Planning a project and execution

2

Project presentation and evaluation

2

UNIT II: ADVANCED SPACE DESIGN AND ECOLOGY PERIODS

62

Architectural Space Drawings

3

Orthographic Projections

Oblique Projection

Perceptive Projection

Rendering techniques

Working drawings, interior design schemes-

3

Commercial / Retail Offices, public areas of hotels, stand alone restaurants, gymnasiums, health clubs, sports complex, etc.

Informal & Formal Events- eg. Product launch, events

Kitchen designing, utility areas in the residential areas

Evaluation of existing buildings for energy efficiency and sustainability

3

Planning restoration / repair/ renovation

3

Model making

Electrical layout

Plumbing layout

Air conditioning plan

Project on designing specific areas and project proposal

UNIT III: DESIGN CLINIC AND AUDIT

PERIODS

Identify design problems, situations, areas and find solutions to design problems

2

To design and develop a product based on initial research

3

Analyse existing products for their sustainability

3

To conduct an audit for selected products in the market

4

SPECIALIZATION B – ENVIRONMENT MANAGEMENT & SUSTAINABLE DEVELOPMENT THEORY

Paper no. : 1422(b)

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods/ semester

OBJECTIVES

To understand causes of climate changes, natural as well as anthropogenic

To study the impact of climate change on different system of the universe

To become aware of policies and programs concerning climate change

CONTENTS

PERIODS

UNIT I: Concept and science of climate change

10

History and evidence of climate change

Components of climate change system

Air quality – raising carbon-di-oxide concentration and its impact

Biosphere and geosphere

Greenhouse effect and greenhouse gases – their sources

Global warming, radiation, greenhouse gases: sources & sinks

Global warming potential

Natural causes of climate change

Recent issues in climate change (ozone hole, melting of glaciers, atmospheric brown clouds)

UNIT II: Impacts of climate change- Sectoral vulnerabilities

9

Agriculture, forestry and bio-diversity

Human health, infrastructure, industry.

Water resources, sea level rise

Extreme events

UNIT III: Tools to study climate change

9

Climate construction using instrumental records

CLIMATE CHANGE, ECOSYSTEM AND SOCIETY

64

Paleo-climate analysis using proxy data

Climate simulation through modeling, climate change projections from different models

Uncertainties in climate change projections

International conventions and global initiatives

UNIT IV: Policies, approaches and programs and Carbon Market

20

International efforts and policy frameworks -IPCC, UNFCCC, Kyoto Protocol, their history, objectives, activities, equity issues, Key issues in multilateral negotiations on climate change

Developed and developing country commitments under the UNFCCC

India's national policy framework

Climate Change adaptation and mitigation in key sectors- technologies,

programmes and initiatives

Linking climate change mitigation and adaptation

Adapting to climate change-Traditional wisdom versus climate change adaptation

Adaptation and sustainable development linkages- case studies

The Carbon Market

Kyoto Protocol and its flexibility mechanism (CDM, JI, IET)

CDM project cycle and modalities and procedures

Climate change mitigation programmes in energy and industry sector -:

Case studies (with focus on India)

CO₂ sequestration, forests and other sinks in India, opportunities and concerns

The global carbon market

RECOMMENDED READINGS

Meteorology Today: An Introduction to Weather, Climate, and the Environment – Ahrens, C D, Brooks Cole, 7th Ed. (2002)

Climate Change: Causes, Effects and Solutions - Hardy, John (2003), John Wiley & Sons

Climate change: perspectives five years after Kyoto – Velma Grover (ed.) (2004), Hamilton, Ontario, Canada, ISBN 978-1-57808-326-8

IPCC, Assessment Reports 4 (AR4)

Agarwal, S.K. (2003) *Environmental Scenario for 21st Century*. New Delhi: APH

THEORY

Paper no. : 1423(b)

ENVIRONMENT MANAGEMENT: DIMENSIONS AND APPROACHES

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods/ semester

OBJECTIVES

To understand the concept of Integrated Environment Management

To learn various dimensions and frameworks for Environment Management

To learn about participatory approaches and models towards Environment Management

To learn about various participatory resource management endeavors

CONTENTS

PERIODS

UNIT I Evolving concepts and principles

12

Integrated Environment Management

Environment Management system

UNIT II Dimensions and Approaches

Economic Dimension, Technological Dimension, Socio-cultural Dimension

12

Governance Approach- legal framework, Policy framework, Institutional Framework, Social Framework

UNIT III Participatory Approaches

12

Historical Perspectives- principles, constraints and significance
Models of Participatory Management in South Asia
Participatory Rural Appraisal
Women's Participation in Development
Youth Participation in development

UNIT IV Participatory Resource Management

12

Participatory Forest Resource Management
Participatory Management of Mountain Resources
Participatory Coastal Resource Management
Participatory Irrigation Management and Wetland Conservation

REFERENCES

TERI (2000) *Global Sustainable Development: Directions and Innovations for Change*, TERI, New Delhi
Botkin D., Keller E. (1995). *Environmental Science: Earth as a living Planet*, John Wiley and Sons, Inc.
World Bank (1997). Five years after Rio. *Innovations in Environmental Policy*, Rio+5 Edition, World Bank, Washington.
IADB (2001) *Environmental Management: Towards a Conceptual Framework of Environmental Management*, IADB, Washington.
Burkey, S., (1993). *People First, A guide to self-reliant participatory rural development*, Zed Books, London and New York.

PRACTICAL

Paper No. : 1424(b)

Maximum Marks : 100

Practical : 3 practical /week (3 period/practical)

Practical Load : 36 periods/semester

OBJECTIVES

To provide experiential training for practical job and career readiness.
To enable students to participate in real life projects and develop the right skill set needed in a competitive market scenario.
To understand causes of climate changes, natural as well as anthropogenic
To find out the impact of climate change on different systems of the universe
To become familiar with the policies and programs concerning climate change and their efficacy in implementation
To understand various dimensions and framework for Environment Management.
To learn about participatory approach towards Environment Management

UNIT I: INDUSTRY PROGRAMMING & PROJECT

PRACTICALS

Survey to explore different industries relevant to the course objectives

2

Preparing a profile of relevant industries with focus on their policies and programs

Presentation design exercises

2

Interaction in industry programme2

Planning a project and execution2

Project presentation and evaluation2

UNIT II: CLIMATE CHANGE, ECOSYSTEM AND SOCIETY

PRACTICALS

Portfolio on components of climate change, impact of climate change on different systems

3

Designing awareness programs for the masses towards steps to save the climate from adverse changes

4

Study the activities of various sections in society impacting the eco-system and the climate

2

Create awareness among general public towards correct practices in compliances to policies and programs.

3

UNIT III: ENVIRONMENT MANAGEMENT: DIMENSIONS AND APPROACHES

PRACTICALS

Case studies on participatory approaches in different communities.

2

Using PRA for participating approach with relation to different resources.

2

Legal framework analysis with respect to specific environmental instances, case studies on funding by financial institutions(national and international), Role of FDIs for under-taking development works including the cost of raising funds through them, policies of GOI on such issues, Hedging Funds, Mergers, Demurgers and Acquisitions, Joint Ventures, SPVs, Public Private Participation, Fast Track Clearances by different agencies

2

Social framework analysis with respect to specific environmental instances

2

Case studies on women and youth participation in different regions.

4

68

SPECIALIZATION C – CONSUMER STUDIES.

THEORY

Paper No. : 1422(c)

Maximum Marks : 100

Teaching Periods : 4 periods/ week

Teaching Load : 48 periods/ semester

OBJECTIVES

To create awareness regarding various consumer laws
To familiarize with the process and procedure for redressal under CPA
To strengthen the knowledge of Alternative Redressal System
To familiarize with the role of Industry Regulation for consumer redressal
To learn various aspects relevant in setting up of a consumer organization

CONTENTS

PERIODS

Unit I: Consumer Protection 14

Setting up a consumer organization
Significance, purpose and type
Organizational set-up, basic requirement
Suggestions for effective management
Consumer clubs
Coordination and networking with other organizations
Consumer aids
Quality control and standardization
Consumer aids – labels, booklets, leaflets
Laws related to products and services.

Unit II: Consumer Protection Act (1986)

12

Objectives and basic concepts
Amendments to CPA 2002
Organizational set up under CPA
Consumer Protection Councils

CONSUMER REDRESSAL SERVICES

Procedure for filing and hearing complaints
Some leading cases decided under CPA

Unit III: Alternative Redressal System

12

Personal complaints
Media connections
Third party assistance
Ombudsman
Institutional assistance
Lok Adalats
Public interest litigations
Government agencies
Useful tips for getting redressal

Unit IV: Industry Regulation 10

Role, functions and purpose

Regulatory authorities

RECOMMENDED READINGS

Assael, H. (1995). *Consumer Behaviour and Marketing Action*. Ohio: South Western
Hawkins, D.I.et.al. (1995). *Consumer Behavior: Implications for Marketing Strategy*. Texas: Business
Mowen, John, C. (1993). *Consumer Behavior*. New York: McMillan,
Consumer Protection Act, 2002, Government of India Publication
Sawhney, H.K. (2002). *Behaviourism, Educational Protection, Consumer's Perspective*. New Delhi: Phoenix Publishers

**MEDIA AND THE CONSUMER
THEORY**

Paper No. : 1423(c)

Maximum Marks : 100

Teaching Periods : 4 periods/ week

Teaching Load : 48 periods/ semester

OBJECTIVES

To provide an understanding of the role of media in consumer education and protection

To strengthen consumer knowledge to face the challenges in the market place

To provide an understanding of consumer problems in changed scenario & methods of consumer empowerment

CONTENTS

PERIODS

UNIT I: Consumer Education

12

Consumerism – consumer movement, history, need & significance

Problems faced and remedial actions

Methods of imparting consumer education

Role of media in consumer education

Role of National & International Organization in co-coordinating consumer efforts

UNIT II: Media & the Consumer

12

Media selection, planning, scheduling and strategy

Advertising: types, campaign planning & creativity in advertising, advertising budget

Print media: newspapers & magazines

Electronic media: TV-the new golden goose

Electronic media- radio

Unit III: Developing advertising strategies

12

Planning and strategy: How advertising works as communication; the effects behind advertising effectiveness; perception, cognition; the affective or emotional response, association, persuasion

Consumer behaviour: Cultural and social influences on consumer decisions; the consumer decision process; segmenting and targeting

Strategic research: the uses of research; research methods used in advertising planning; research challenges

Unit IV: Effective advertising messages and evaluation

12

The art and science of creative advertising; creative strategy; facets of creative strategy; planning and managing creative strategy

Copywriting: the language of advertising; copywriting for print media; radio and TV copywriting; writing for the web

Retail advertising: strategies; creating the retail ad; the media of retail advertising

Social marketing: Steps in strategic marketing planning process; establishing target audiences; objectives and goals; developing social marketing strategies

Evaluation of advertising effectiveness

REFERENCES

Mario Pricken (2008) Creative Advertising: Ideas and techniques from the world's best campaigns. W W Norton & Co Inc

William D. Wells, Sandra Moriarty, and John Burnett (2005). Advertising: Principles and Practice (7th Edition).Prentice Hall.

Pete Barry (2008) The Advertising Concept Book. Thames and Hudson

Kotler, P. (2004) *Marketing Management 11th ed.* Pearson Education.

Kotler P, Keller K.L., Koshy A, Jha M. (2006) Marketing Management A South Asian, Perspective, Pearson Education.

PRACTICAL

Paper No. : 1424(c)

Maximum Marks : 100

Practical : 3 practical/week (3 periods /practical)

Practical Load : 36 practical/semester

OBJECTIVES

To provide experiential training for practical job and career readiness.

To enable students to participate in real life projects and develop the right skill set needed in a competitive market scenario.

To understand the process and procedure for redressal under CPA and Alternative Redressal System

To critically evaluate the role of Industry Regulation for consumer redressal

To study consumer problems & methods of empowerment for consumer protection.

To understand consumer with respect to market challenges.

To develop skill in developing consumer education material.

UNIT I: INDUSTRY PROGRAMMING & PROJECT

PRACTICALS

Survey to explore different industries relevant to the course objectives

2

Preparing a profile of relevant industries with focus on their policies and programs

2

Presentation design exercises

2

Interaction in industry programme

2

Planning a project and execution

2

Project presentation and evaluation

2

UNIT II: CONSUMER REDRESSAL SERVICE

PRACTICALS

Visits to

2

Consumer Courts

LokAdalats

Ombudsman

Public Interest Litigation Process

Case-studies on court cases / industrial remedies

3

Case profiles of consumer complaints seeking redressal to various authorities

3

Projects / term paper

3

Preparing reports

1

UNIT III: MEDIA AND THE CONSUMER

PRACTICALS

Case studies on consumer protection **4**

IEC material for consumer education **2**

Developing training modules.**2**

Building and advertising programme. **2**

Media research & comparative evaluation.**2**

SPECIALIZATION D - TRAINING AND DEVELOPMENT THEORY

Paper No. : 1422(d)

Max. Marks : 100

Teaching Periods : 4/week (periods)

Teaching Load : 48 periods/ semester

OBJECTIVES

To familiarize with different aspects of managing people in different organizations from the stage of acquisition to development and retention

To understand the future trends in human resource management and development

CONTENTS

PERIODS

UNIT I: Introduction to human resource management

12

Orientation to human aspect of management

Concept, scope and importance of human resource management

Changing role of HRM- empowerment, TQM, quality circle, BPR, human resources vs. human capital/ assets, International HR scenario.

Researches in the area of human resource development

UNIT II: Recruitment: selection, placement and induction 12

Factors affecting recruitments, sources of recruitment

Basic selection model, psychological tests for selection, requirement of a good test for selection, interviewing, placement and induction.

Assessing human resource requirement

Human resource forecasting

Work load analysis, job analysis, job description and specifications

Job design approaches, job characteristics approach

HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT

UNIT III: Compensation management 12

Performance appraisal: concept and objective, comparing actual performance with standard methods – reward systems, working climate

Traditional and modern methods- behaviorally, anchored rating scale, job changes transfer, promotions and separations

UNIT IV: Human resource development (HRD) Audit 12

Concept, An Overview of HRD activities

Emerging issues in HRD: creating awareness and commitment to HRD,

Industrial relations and HRD, utilization of HRD efforts

Emerging trends and perspectives, future of HRD.

Human Resource Audit

RECOMMENDED READINGS

D' Cenzo, David A. and Stephen. P. Robbins. (2001) *Human Resource Management*, New Delhi: John Wiley and Sons

Dessler, Garry, (1998) *Human Resource Management. 7th ed.* Prentice Hall of India

Diwivedi, R.S. (2000) *Managing Human Resource: Personnel Management in Indian enterprises*. New Delhi: Galgotia

Pareek, Udai and V. Sisodia.(1999) *HRD in the New Millenium*. New Delhi: Tata McGraw Hill

Singh B.P. and T.N. Chhabra.(2000) *Personnel Management and Industrial Relations*. New Delhi: DhanpatRai and Co.

THEORY

Paper No. : 1423(d)

Maximum Marks : 100

Teaching Periods : 4/week

Teaching Load : 48 periods/ Semester

OBJECTIVES

To understand the concept, application and evaluation of Electronic Enabled Training Systems

To understand the concept, practice and management of electronic enabled training office and administration

CONTENTS

PERIODS

ELECTRONIC ENABLED TRAINING: OFFICE AND ADMINISTRATION

UNIT I: Training and Development Systems 12

Training and Development systems for inter-personal skills

Organizational knowledge, general knowledge skills, Specific individual Needs

Psychological instruments as training tools – TAT, inventories, role play, psychodrama, coaching and counseling

Training styles- co-training, RRA, PRA, ELC, field sessions and instruments

UNIT II: Electronic enabled training systems 12

Concept and definition, types, benefits and challenges in using EETS; concerns in implementation of EETS

Extension and learning renewals for EETS. Essentials of EETS equipment; hardware and software interconnectivity and link up issues.

Concerns of maintenance and integration with contents; use of EETS and its up scalability

Evaluation of the correlation between methodology and training objectives; way of obtaining participant feedback.

UNIT III: Electronic enabled Office and Administration 12

The drivers of electronic enabled training office – knowledge explosion, just-in-time learning, globalization, technological advancements.

Functions of training office/administration. Managing performance support – The concept of paperless office, technology solutions available to run paperless office – Electronic Performance Support Systems (EPSS), Learning Management System (LMS), Learning Content Management Systems (LCMS), advantages and disadvantages of each technology solution and the functioning of technologies,

UNIT IV: Paperless tools and technologies 12

Application of paperless technologies in organizations.

Ways of supporting performance using paperless technologies

RECOMMENDED READINGS

Craig, Robert L. (Ed.). (1976) *Training and Development Handbook*, New York: McGraw Hill

Prior, John, (1997) *Handbook of Training and Development*, Bombay: Jaico

Rolf, P., and Pareek Uday. (1979) *Training and Development*. New York: Harper and Row

Trevelove, Steve (1995) *Handbook of Training and Development*, Blackwell: Business

Warren, M.W. (1995) *Training for Results*, Massachusetts: Addison-Wesley

PRACTICAL

Paper No. : 1424(d)

Maximum Marks : 100

Practical : 3 practical /week (3 periods/ practical)

Practical Load : 36 practical/semester

OBJECTIVES

To provide experiential training for practical job and career readiness.

To enable students to participate in real life projects and develop the right skill set needed in a competitive market scenario.

To familiarize with different aspects of managing people in different organizations from the stage of acquisition to development and retention

To understand the future trends in human resource management and development

To equip learners with use of electronic enabled training, office and administration systems

UNIT I: INDUSTRY PROGRAMMING & PROJECT

PRACTICALS

Survey to explore different industries relevant to the course objectives **2**

Preparing a profile of relevant industries with focus on their policies and programs **2**

Presentation design exercises **2**

Interaction in industry programme **2**

Planning a project and execution **2**

Project presentation and evaluation **2**

UNIT II: HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT

PRACTICALS

Case profile of people in different sectors and their job profiles **2**

Study of staffing in varied institutions – government, non-government, corporate and private **3**

Conduct human resource audit **3**

Psychological tests for performance appraisal **4**

UNIT III: ELECTRONIC ENABLED TRAINING OFFICE AND ADMINISTRATION

PRACTICALS

Case profiles of various organizations- GO's, NGO's, corporate sector **4**

Use of electronic enabled training, office and administration **8**

DISSERTATION

Paper No. : 1425

Max. Marks : 150 (for Semester III & IV)

Periods/Week : 4 periods/ week

Teaching Load : 48 Period/Semester

OBJECTIVE

To undertake an independent piece of research work in a relevant area of Resource Management and Design Application.

To continue the research work initiated in Semester III. Submit the Dissertation at the end of IV Semester.

The student will be guided and supervised by a member of the teaching faculty of the concerned department. However, the dissertation in which the research culminates should reflect the student's own work.