

***REGULATIONS AND SYLLABUS  
FOR  
M.B.A. (APPAREL BUSINESS)***

Offered by

***BHARATHIAR UNIVERSITY, COIMBATORE  
FROM 2007-2008***

Under The

***UNIVERSITY INDUSTRY INTERACTION AND  
CONSULTANCY SERVICE CENTER (UIICSC)  
COLLABORATIVE PROGRAMME***

# **BHARATHIAR UNIVERSITY**

## **UNIVERSITY INDUSTRY INTERACTION PROGRAMMES FOR APPROVED INSTITUTIONS**

### **REGULATIONS AND SYLLABUS (Effective From Academic Year 2007 Onwards)**

#### **1. Description of the Course / Objective of the Course**

The Indian apparel industry is facing an unfolding global competition since the dawn of 2005. In this context, the M.B.A. (APPAREL BUSINESS) Degree Programme is designed with the objective of developing competent managerial professionals for meeting the demands of the Indian apparel industry. The M.B.A. (APPAREL BUSINESS) is a 2 year (Semester Pattern) Degree for students who wish to do higher studies in knitwear apparel business.

#### **2. Eligibility for admission to the course**

Candidates for admission to the First Year of the M.B.A. Degree Course shall be required to have passed in any Degree (or as equivalent there to) recognized by Bharathiar University with a minimum of 50% marks.

#### **3. Duration of the Course**

The course shall extend over a period of Two years comprising of four Semesters. Examinations shall be conducted at the end of every semester for the respective subjects. The academic year will be normally spanning the period from June to May. The odd semester normally spanning the period from June to November and the even semester, the-period from December to May. The course work in the subjects of study of the odd semesters will ordinarily be conducted only in odd semesters and that of the even semesters, only in even semesters.

#### **4. Course of Study**

The course of study for the M.B.A. (APPAREL BUSINESS) course shall consist of the subjects as in section 6.

Candidates shall be required to undergo Industrial training (Internship) at the end of I and II semester and submit a report thereon at the end of the III semester. The guidelines for training shall be provided by the institute / department.

Candidates shall be required undertake a suitable project in consultation with the Head of the Department and the faculty guide and submit a report thereon at the end of the final semester. Students shall be required to present one preliminary project report at the beginning of the Fourth semester.

Examination shall be conducted at the end of every Semester. Every theory paper should have atleast 50 contact hours of study including period of study in the industry.

#### **5. Requirement to Appear for the Examinations**

A candidate will be permitted to appear for the University Examination for any year if he/ she secures not less than 80% of attendance in the number of

instructional days / practicals at industry during the semester year, failing which he / she should redo that course of study.

## **6. Scheme of Examinations**

### **FIRST YEAR**

<b>Subject Code</b>	<b>Subject</b>	<b>IA/PA</b>	<b>EA</b>	<b>Total Marks</b>
<b>I Semester</b>				
<b>07 MAB 011</b>	<b>Management Concepts</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 012</b>	<b>Textile Fibres and Yarns</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 013</b>	<b>Business Communication</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 014</b>	<b>Business Statistics</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 015</b>	<b>Accountancy for Business Decisions</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 016</b>	<b>Knitted Fabric Science</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 017</b>	<b>Business Information System</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>II Semester</b>				
<b>07 MAB 021</b>	<b>Human Resource Management</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 022</b>	<b>Marketing Management</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 023</b>	<b>Managerial Economics</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 024</b>	<b>Apparel Merchandising Management</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 025</b>	<b>Apparel Manufacturing Technology</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 026</b>	<b>Wet Process House Management</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 027</b>	<b>Apparel Testing and Quality Control</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>SECOND YEAR</b>				
<b>III Semester</b>				
<b>07 MAB 031</b>	<b>Entrepreneurship Development</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 032</b>	<b>Operations Research</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 033</b>	<b>Financial Management</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 034</b>	<b>Business Environment and Law</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 035</b>	<b>Apparel Production Management</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 036</b>	<b>Apparel Quality Management</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 037</b>	<b>Internship</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>IV Semester</b>				
<b>07 MAB 041</b>	<b>Strategic Management</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 042</b>	<b>International Business Management</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 043</b>	<b>Retail Management</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 044</b>	<b>Supply Chain Management</b>	<b>40</b>	<b>60</b>	<b>100</b>

<b>07 MAB 045</b>	<b>Organizational Behaviour</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>07 MAB 046</b>	<b>Project Work</b>	<b>80</b>	<b>120</b>	<b>200</b>

**NOTE:**

**Internal Assessment Components:**

Tests	:	20 Marks
Assignments	:	10 Marks
Seminars	:	10 Marks
<b>Total</b>	<b>:</b>	<b>40 Marks</b>

## **7. Medium of Instruction and Examinations**

The medium of instruction and examination for the all the papers shall be in English.

## **8. Passing Requirements**

- a. A candidate shall be declared to have passed the examination in a subject if he / she secured not less than 50% in the University examinations and 50% both in internal and external (university) examination.
- b. A candidate who successfully completes the course and passes the examinations prescribed in all the subjects of study shall be declared to have been qualified for the M.B.A. (APPAREL BUSINESS).
- c. If a candidate does not complete the course successfully within a period of 4 years from the date of his / her joining he / she will not be eligible to receive the M.B.A. (APPAREL BUSINESS).

## **9. Classification of Successful Candidates**

- a. All candidates securing not less than 75% of the aggregate marks shall be declared to have passed in **FIRST CLASS** with **DISTINCTION** provided they have passed the examination in every subject without failure in anytime within the course of study.
- b. All the candidates securing not less than 60% of the aggregate marks shall be declared to have passed in **FIRST CLASS** provided they have passed the examination in every subject.
- c. Other successful candidates shall be declared to have passed the examinations in **SECOND CLASS**.

## **10. Conferment of the Degree**

No candidates shall be eligible for conferment of the Degree unless he / she has undergone the prescribed course of study for a period of not less than two years

in an institution approved by the University or has been exempted there from in the manner prescribed and has passed the examinations as have been prescribed therefore.

**11. Syllabus**

The syllabus for various subjects shall be clearly demarcated into five viable units in each paper / subject. Further every unit should have learning objectives and books for reference, spelt out clearly.

**12. Question Papers**

The university examinations shall be conducted for 100 marks and it will be converted to 60 marks as an external examination. The pattern of question papers for all the subjects shall be as follows:

Section A: Objective type of questions with no choice (20 questions – 4 from each unit)	20%
Section B: Short answer questions of either / or type (5 questions – 1 from each unit)	30%
Section C: Essay type questions of either / or type (5 questions – 1 from each unit)	50%

## SYALLABI

### 07 MAB 011 MANAGEMENT CONCEPTS

#### UNIT I

Management: Definition - Nature - Scope and functions - Evolution of management thought – The External Environment, Social Responsibility and Ethics

#### UNIT II

Planning: Nature, importance and planning process - Planning premises - Components of planning as objectives, policies, strategies, procedures, methods, rules, projects and budgets - Decision-making - Meaning - Types -Decision-making process.

#### UNIT III

Organizing: Nature, purpose and kinds of organization - Structure -Principles and theories of organization - Departmentation - Span of control -Line and staff functions - Authority and responsibility - Centralisation and decentralisation - Delegation of authority - Committees - Informal organization.

#### UNIT IV

Staffing and Directing: General principles, importance and techniques - Coordination: Need and techniques. Controlling: Objectives and process of control - Devices of control - Integrated control - Special control techniques.

#### UNIT V

Recent trends and new perspectives in management: Strategic alliances -Core competence - Business process reengineering - Total quality management- Bench marking.

#### REFERENCES

- 1 Stoner, et-al, *Management*, Prentice Hall.
- 2 Koontz and O'Donnell, *Management: A Systems Approach*, Tata McGraw Hill.
- 3 Weihrich and Koontz, *Management: A Global Perspective*, McGraw Hill.
- 4 John Argenti, *Management Techniques: A Practical Guide*.
- 5 Gene Burton and Manab Thakur, *Management Today: Principles and Practice*, Tata McGraw Hill.
- 6 Griffin, *Management*.

## 07 MAB 012 TEXTILE FIBRES AND YARNS

### UNIT I

Textile fibres: Classification – General properties – Identification of textile fibres - Influence of fibre properties on yarn quality - Polymer - Polymerization types - Types of polymer – Requirements for fibre forming polymers – Filament spinning.

### UNIT II

Cotton: Botanical and commercial classification - Brief study on Indian hybrid and imported commercial cotton varieties – Fibre morphology – Polymer system – Chemical composition - Properties - End uses.

Flax: - Fibre morphology – Polymer system – Chemical composition - properties - End uses - Properties common to all Cellulosic fibres.

Wool: Producing countries - Grading - Fibre morphology – polymer system – chemical composition - properties - End uses - Felting - Woolen and Worsted Yarns - End uses - Brief study on specialty hair fibers and uses.

Silk: Fibre morphology – polymer system – chemical composition - properties - End uses. Types and major growing places - Production of Raw silk - Degumming - Weighting - Properties -

### UNIT III

Semi synthetic fibres: Rayon - Regenerated and modified cellulose -Viscose rayon process flow - HWM fibres - Comparison of properties between viscose and HWM rayons –End uses – Acetate fibre - Process flow - Properties - End uses

### UNIT IV

Synthetic fibres: Common steps for the production – Brief study about polyamide, polyester, polyacrylic, and spandex - Individual fibre properties and trade names – End uses. Brief study on aramid, carbon, metallic. and micro fibres with uses.

Methods of filament spinning - Drawing and effects – Textured filament, Types of textured yarns - Methods of texturisation. End uses of textured yarns.

### UNIT V

Yarn: Classification of yarn types- Staple spinning system - Types – Cotton Yarn Production sequence and objectives - Comparison of carded and combed yarn - Winding and it's objects – Waxing and it's significance - Yarn numbering systems - Significance of yarn twist

Blended textiles: Types of blending - Reasons for blending - Double yarn - Properties - Sewing threads: Types, features, uses - Properties required for export quality hosiery yarns, Various Yarn & Package defects.

### REFERENCES:

1. Shenai. V.A. *Textile fibers technology of textile processing*, Vol –1.
2. Wynne, A, *The motivate*.
3. Mishra, S.P. *A text book of fibre science and technology*.
4. Gordon Cook, J, *Hand book of textile fibres –1 & II*.
5. Carr, C.M, *Chemistry of the textiles industry*.
6. Phyllis G.Torton, *Understanding textiles*.
7. Marjory L.Joseph, *Essentials of textiles*.
8. Joseph J.Pizzuto, *Fabric science*.
9. Goswami.J.C., Martindale.J.G, Scardino.K.L., *Textile yarns, Technology, Structure & Applications*
10. Moncrieff,W, *Man-made fibres*.
11. *Identification of textile materials, The textile institute, Manchester*.
12. Eric Oxtoby, *Spun yarn technology*
13. Sadvov.F, Korchagin.M, Matesky.A, *Chemical technology of fibrous material*.

## **07 MAB 013 BUSINESS COMMUNICATION**

### **UNIT I**

Meaning of communication – Importance of effective communication in business – Objectives of communication - Media – Types – Principles, Process, Barriers - Methods to reduce barriers. Role of English Language in business communication - The sentence – Types – Verbs – Main and auxiliary – Agreement of verb and subject – Use of articles and prepositions – “WH” question and ‘yes’ or ‘no’ type questions - Punctuation and use of capital letters – Common errors- words often confused – Antonyms- Synonyms.

### **UNIT II**

Functions of a business letter - Foreign words used in correspondence – The layout planning – Enquiries and replies – Orders and execution – Credit and status enquiries.

### **UNIT III**

Complaints – Collection letters – Circular – Sales letters - Bank and insurance correspondence – Import and export correspondence - Agency correspondence – Correspondence of a company secretary.

### **UNIT IV**

Memos and forms of messages – Office correspondence – Telegrams – E-mail – Fax – Interview letters – Testimonials – Appointments – Confirmation – Resignation – Report writing

### **UNIT V**

Agenda and minutes of meeting – Advertisement – Speech making – Interviews- Information technology of the future - Telex - Teleconferencing - Fax-Internet - Multimedia

### Reference:

1. Rajendra paul, Korlahalli.J.S. *Essentials of business communication*.
2. Krishna Mohan, *Developing communication skills*.
3. Champa Tickoo & Jaya sasikumar, *Writing with a purpose*.
4. F.T.wood, *A Remedial English Grammar for Foreign Students*



## 07 MAB 014 BUSINESS STATISTICS

### UNIT I

Basic characteristics of statistics- Measure of Central Tendency - Mean, Median, and Mode - measure of dispersion - co-efficient of variation and coefficient of dispersion - Moments, Skewness and Kurtosis.

### UNIT II

Correlation and Regression: Correlation and scatter diagram - correlation coefficient - rank correlation - regression - regression equations - relationship between correlation and regression - curve fitting.

### UNIT III:

Probability Applications in Management: Basic concepts - types of Probability - simple properties - independent events - random variables - expectation - properties of expectation - distributions - Binomial, Poisson and Normal distributions.

### UNIT IV:

Test of Hypothesis: Basic concepts - hypothesis testing - Hypothesis testing under different condition – assumptions about parametric and non-parametric tests. Parametric test: t-test and Z-test. Chi-Square as a test of Goodness of Fit - Analysis of variances. Non Parametric Methods: Introduction – Kolmogorov - Smirnov Test, Sign Test, Mann Whitney Test, Kruskal Wallis test,

### UNIT V:

Time Series Analysis: Decomposition of Time Series - Trend analysis - Cyclic and random components - measurement of seasonal components - Time Series Analysis in forecasting.

### REFERENCES:

1. Gupta.S.C, *Fundamentals of applied statistics*.
2. Gupta.S.C & Kapoor.V.K, *Elements of mathematical statistics*.
3. Weisburg.S, *Applied linear regression*.
4. Donald R. Cooper and Pamela S. Schindler, *Business research methods*.
5. Kothari C.R. *Research methodology*.

## 07 MAB 015 ACCOUNTANCY FOR BUSINESS DECISIONS

### UNIT I

Accounting: Definition - Accounting for historical function and managerial function - Scope of accounting - Financial accounting and Management accounting - Managerial uses - Differences. Financial Accounting: Accounting concepts - Conventions - Principles - Accounting standards - International Accounting standards.

### UNIT II

Double entry system of accounting - Accounting books - Preparation of journal and ledger, subsidiary books - Errors and rectification - Preparation of trial balance and final accounts. Statements of affairs methods - Conversion method - Preparation of Trading, Profit & Loss Account and Balance Sheet

### UNIT III

Financial Statement Analysis: Financial statements - Nature of financial statements - Limitations of financial statements - Analysis of interpretation - Types of analysis - External vs. Internal analysis - Horizontal vs. Vertical analysis - Tools of analysis - Trend analysis - Common size statements - Comparative statements. Ratio Analysis: Types - Profitability ratios - Turnover ratios - Liquidity ratios - Proprietary ratios - Market earnings ratios - Factors affecting efficiency of ratios - How to make effective use of ratio analysis - Uses and limitation of ratios - Construction of Profit and Loss Account and Balance Sheet with ratios and relevant figures - Inter-firm, Intra-firm comparisons.

### UNIT IV

Fund Flow Statements: Need and meaning - Preparation of schedule of changes in working capital and the fund flow statement - Managerial uses and limitation of fund flow statement. Cash Flow Statement: Need - Meaning - Preparation of cash flow statement - Managerial uses of cash flow statement - Limitation - Differences between fund flow and cash flow analysis.

### UNIT V

Budgeting and Budgetary Control: Preparation of various types of budgets - Classification of budgets - Budgetary control system - Mechanism - Master budget. Capital Budgeting System: Importance - Methods of capital expenditure appraisal - Payback period method - ARR method - DCF methods - NPV and IRR methods - Their rationale - Capital rationing.

### REFERENCES:

1. Arulanandam & K.S. Raman, *Advanced Accounting*.
2. Gupta & Radhasamy, *Advanced Accounting*.
3. Shukhi & T.S. Grewal, *Advanced Accounting*.
4. Jain & Narang, *Advanced Cost Accounting*.
5. Das Gupta, *Advanced Studies in Cost Accounting*.
6. Maheswari, *Management Accounting & Financial Accounting*.
7. Manmohan & Goyal, *Principles of Management Accounting*.
8. Prasad, *Advanced Cost Accounting*.

## 07 MAB 016 KNITTED FABRIC SCIENCE

### UNIT I:

Basic Knitting Technology: Principles and comparison of weaving and Knitting, Introduction to weft and warp knitting – Classification of weft knitting machines - Terms and definitions of weft knitting - Study of basic weft knit structures and their characteristics - Knitting cycle of single jersey, rib and interlock structures

### UNIT II:

Modern Knitting Machines: Salient features of modern knitting machines - Ornamentation of basic weft knit structures - Different types of cams & needles - Formation of derived stitches - Characteristics of tuck & miss - Adjustments & setting of GSM - Modern double jersey machines and structures - Identification of various single and double jersey structures.

### UNIT III:

Jacquard and Speciality Knitting: Needle selection techniques - Auto stripes - Terry and Fleece – Insertion of elastomeric yarn in knitting - Identification of various jacquard & speciality structures.

### UNIT IV:

Knitting Calculations: Count-gauge relationship - Production & GSM calculations – Influence of stitch length and tightness factor on fabric characteristics. Fabric faults, causes and remedies.

### UNIT V:

Warp knitting: Comparison of warp and weft knitting – Classification of warp knitting machines – Terms and definitions – Study, Knitting cycle & comparison of Tricot and Raschel machines – Study of warp knit structures. Seamless Knitting: Basic principles & concepts – Advantages & Limitations – Applications.

### REFERENCES:

- 1 David J Spencer, *Knitting Technology*.
- 2 Iyer et.al, *Circular Knitting Technology*.
- 3 Ajgoankar, D.B, *Knitting Technology*.
- 4 Raz. S, *Warp Knitting technology*.

## 07 MAB 017 BUSINESS INFORMATION SYSTEM

### UNIT I

Fundamentals of Information systems: Concepts – types of systems – Systems approach- System development – relevance to modern business organization – components of Information system – Information activities – Types of Information system.

### UNIT II

Information systems in business: Transaction processing system – Manufacturing Information system – CAD & CAM – Office automation systems – Information Reporting system – Decision support system – Overview of Artificial Intelligence, Neural networks, Fuzzy logic systems, genetic algorithms, data mining – Expert system – Information systems for strategic advantage.

### UNIT III

Introduction to Internet: Internet services – WWW – FTP- Email – Newsgroup – Tel net. Intranet : purpose – users – planning, development and implementation of Intranets. Electronic Data Interchange: EDI application in business – Value added Networks.

### UNIT IV

Electronic commerce: need – infrastructure requirements – implementation issues – security aspects – collaborative product development. Management of Information systems: Information Resource management – Managing Information services – Planning, Implementing and controlling of Information system.

### UNIT V

Enterprise resource planning: Objectives – need. Best practices in Enterprises resource planning – Vendor analysis – functional modules in ERP – Business process reengineering – implementation – Supply chain management – Customer relationship management – Role of implementation partner.

### REFERENCE:

1. James A. O'Brien, *Management Information Systems*
2. Laudon and Laudon, *Management Information systems*
3. Rahul V. Altekar, *Enterprise Resource Planning, Theory and Practice.*
4. Richard Hammer, *Enterprise Resource Planning.*
5. Ravi Kalakota and Andrew whinoton, *Frontiers of Electronic Commerce.*

## 07 MAB 021 HUMAN RESOURCE MANAGEMENT

### UNIT I

Human Resource Management: Definition - Objectives and functions - Role and structure of personnel function in organisations - Personnel principles and policies.

### UNIT II

Human Resource Planning: Characteristics - Need for planning – HRP Process - Job analysis - Job design - Job description - Job specification. The Selection Process: Placement and induction - Training and development - Promotion - Demotions - Transfers - Separation.

### UNIT III

Wage and Salary Administration - Factors - Principles – Compensation Plan - Individual - Group - Incentives - Bonus - Fringe benefits – Job evaluation systems - Wage and salary administration in relation to personal taxation.

### UNIT IV

Employee maintenance and integration - Welfare and safety - Accident prevention - Administration of discipline - Employee motivation - Need and measures.

### UNIT V

Personnel Records/ Reports - Personnel research and personnel audit - Objectives - Scope and importance.

### REFERENCES:

1. Venkataraman C.S & Srivastava B.K, *Personnel Management and Human Resources*, Tata McGraw Hill, 1991.
2. Arun Monappa, *Industrial Relations*, Tata McGraw Hill, 1987.
3. Dale Yodder & Paul D Standohar, *Personnel Management and Industrial Relations*, Sterling Publishers, 1990.
4. Mamoria, C.B, *Personnel Management*.
5. Dessler, *Personnel Management*.
6. Rudra Basavaraj, M.N., *Dynamics of Personnel Administration*.

## 07 MAB 022 MARKETING MANAGEMENT

### UNIT I

Modern Marketing Concept - Social Marketing Concept - Approaches to the study of Marketing - Marketing Segmentation - Meaning - Bases for Segmentation, Benefits - Systems approach - Features of Industrial, Consumer and Services Marketing.

### UNIT II

Marketing Environment: External factor - Demographic factors - Internal factors - Marketing mix - Four P's in marketing.

Consumer Behaviour: Meaning and importance - Consumer buying process -Determinants and theories of consumer behaviour - Psychological, Sociological determinants - Theories and their relevance to Marketing.

Marketing Research: Meaning - Objectives - Procedure.

### UNIT III

Product Mix Management: Product planning and development - Meaning and Process - Test Marketing - Product Failures - Product Life Cycles - Meaning and Stages - Strategies - Managing PLC.

Product-Market Integration: Strategies - Product positioning - Diversification - Product line simplification - Planned Obsolescence - Branding Policies and Strategies - Packaging.

### UNIT IV

Price Mix Management: Pricing and Pricing Policies - Objectives - Procedures - Methods of price fixing - Administered and Regulated Prices - Pricing and Product Life Cycle - Government Control of Pricing.

Physical Distribution Mix: Distribution channel policy - Choice of channel -Channel management - Conflict and Cooperation in channels - Retail Management - Merchandising- Logistic management.

### UNIT V

Promotional Mix: Personal selling vs impersonal selling - Personal selling -Process - Steps in selling - Management of sales force - Recruitment and selection -Training - Compensation Plans - Evaluation of Performance - Advertising -Importance - Objectives - Media Planning and Selection - Factors influencing selection - Advertisement copy - Layout - Evaluation of advertising - Advertising budget - Sales Promotion - Methods and practices.

### REFERENCES:

1. William Stanton, *Fundamentals of Marketing*, McGraw Hill.
2. Philip Kotler, *Marketing Management*, Prentice Hall.
3. Jerome McCarthy, *Basic Marketing*, Richard D. Irwin.
4. Cundiff, Still & Govani, *Fundamentals of Modern Marketing*, Prentice Hall.
5. Memoria & Joslii, *Fundamental of Marketing*.
6. Varshney R.C. & Battacharya B, *International Marketing Management*, Sultan Chand.

## 07 MAB 023 MANAGERIAL ECONOMICS

### UNIT I: Introduction to Managerial Economics - Concepts and Techniques

Definition, Scope of Managerial Economics. Interdisciplinary approach - Fundamental concepts - Basic Techniques.

**UNIT II: Demand Theory and Analysis-** Demand concepts - Demand Analysis - Demand Elasticities and Demand Estimates - Demand Forecasting. **Input - Output Decisions** - Production concepts and analysis - Cost concepts and analysis - Empirical Estimates of Production and Costs.

### UNIT III: Garment Industrial Costing.

Cost Estimation of Yarn, Knitted Fabric, Dyeing, Printing & Finishing.

Cost Estimation for Cutting, Stitching, Checking, Packing, Forwarding, Shipping, Insurance Etc., - INCO Terms & Its Relationship with Costing.

Estimation of Factory Cost for Vest, Briefs, Shorts, T-Shirts, Pyjamas, Children's Wear, Ladies Wear Etc.

Factors to be considered in Costing for Domestic & International Products.

### UNIT IV: Firm in Theory and Practice

Economic theory of the firm - Behavioral theory of the firm - Managerial theory of the firm - Profit concepts and analysis revisited

### UNIT V: Investment Decision

Capital Budgeting - Public Investment Decision - The economics of risk and uncertainty - Foreign exchange and export marketing.

### REFERENCES:

1. Craig Peterson.H, Cris Lewis. W, *Managerial Economics* (3C), PHI.
2. Maurice,Shornad, *Managerial Economics* (se). Irwin
3. Paul.A.Samuelson, Willian D.Nordhaus, *Economics* (15e), McGraw Hall
4. Maurice Thomas, *Managerial Economics*
5. M.S.Subramaniam, *Managerial Economics*
6. Koutsoyiannis, *Managerial Economics*, ELBS
7. Mote, Paul, Gupta, *Managerial Economics*, Tata McGraw Hill
8. Ackley Macmillan, *Macro Economics*, Collier.
9. Madhavan. M, *Engineering Economics*.

## **07 MAB 024 APPAREL MERCHANDISING MANAGEMENT**

### **UNIT I**

Merchandising Terminologies - Classification of Exporters – Classification of buyers – Channels for sourcing of buyers - Buyer Communication, negotiation and relation techniques.

### **UNIT II**

Organizing for Merchandising – Role of Merchandisers in export apparel industry - Types of Samples and approvals - Production Planning & Control - Order execution – BPO and its implications - Vendor compliance.

### **UNIT III**

Inspection and quality control: Need and scope - Types of inspection – Stages of inspection in garment industry – Garment process flow quality parameters. AQL standards and its significance in Pre final and Final inspection – Shipment hazards - Evaluation of packing and package quality.

### **UNIT IV**

Fashion Merchandising - Nature & Environment of Fashion - Movement and Leaders of Fashion - Fashion Cycle - Business of Fashion - Fashion Focus on Textile Fibers & Fabrics - Foreign Fashion Markets - Fashion Shows -Fashion Retailing & Trends - Retailing Trends - Trade fair - Types - Planning for fair participation

### **UNIT V**

Visual Merchandising - Meaning - Need and Importance of Visual Merchandising - Display types - Visual Merchandising Techniques.

### **REFERENCES:**

1. Daragho' Reilly, Jullian J. Gibas, *Building Buyer Relationships*.
2. Dennis W. Me. Leavey Peter, *Production Planning & Inventory Control*.
3. Mc Millan Publishing Co., *Inside the Fashion Business*.
4. Amubai Patel, *Towards Zero Defects*.
5. Pradeep Metha, *Managing Quality in the Apparel Industry*.
6. Strong Elian, *Fashion Merchandising*.



## 07 MAB 025 APPAREL MANUFACTURING TECHNOLOGY

### **UNIT I: Structure of Clothing Industry:**

Introduction to textiles -Process sequence, sectors of apparel industry – Size & Manufacturing structure - various departments and their role - Apparel market Case studies.

#### **Classification of Garments:**

Garment analysis - Types of garments - Requirement and break down of garments - Torso and bifurcated Garments - Product types and its influence on organization - Fabric selection techniques for garments - Case study on garment classification, flow process and fabric selection.

### **UNIT II: Pattern Making:**

Concept of Basic Pattern and Grading - Developing Basic Patterns - Pattern Materials & Limitations - Pattern Making Tools - Introduction to Computer Aided Pattern Making and Grading - Case Study on Standard Body Measurements For Different Countries for Men, Women and Children's Clothing and Commercial Patterns - Pattern Defects Causes and Remedies.

### **UNIT III: Spreading & Cutting:**

Process sequence - Marker Planning, drawing and reproduction - Marker efficiency - Lay - Spreading and Methods - Cutting and Cutting Machine Types - Bundling - Case Study on Spreading and Cutting Machines.

### **UNIT IV: Sewing:**

Classification of Stitches and Seams - Mechanism of Stitch Formation of Chain and Lock Stitch - Sewing Machine Types and Applications - Brief Study on Work Aids, Special Purpose Machines and Needles - Pressing & Packing -Case Study on Various Sewing Machines, Sewing, Needle and Thread Problems, Causes & Remedies, Sewing Thread Consumption Ratio.

### **UNIT V: Garment Accessories & Embellishments:**

Role of Accessories - Buttons, Zipper, Labels, Lining. Interlining Labels Wadding, Lace, Braid & Elastic - Hook & Loop Fasteners -

### **REFERENCES:**

1. H.Carr and B.Latham, *Technology of Clothing Manufacture*
2. Gerry Cooklin, *Introduction to clothing Manufacture*
3. Jacob Solinger, *Apparel Manufactures Hand Book*
4. T. Bracken Berry, *Knitted clothing Technology*.
5. A.J. Chuter, *Clothing Production Management*.

## 07 MAB 026 WET PROCESS HOUSE MANAGEMENT

### UNIT I

Introduction to wet processing - Quality requirements for raw materials, water, dyes, chemicals etc - Study on the preparatory process for cotton knitted goods - Singeing - Mercerization - Souring - Bleaching possible problems and remedies.

### UNIT II

Introduction to colours - Dyes and pigments - Classification of dyes - Dyes for cellulose, synthetics and blends - Pigment dyeing - Garment Dyeing - Application techniques - Role of auxiliaries in dyeing process - After treatment for dyed materials - mechanism of colour fading - Possible problems and remedies - Experimental Practices on dyeing of cotton, polyester, nylon and their blends.

### UNIT III

Introduction to printing - preparatory process for printing - Preparation of printing screen and paste - Methods of printing - Screen, roller and transfer - Styles of printing - Direct, discharge and resist - Garment printing techniques - After treatment for printed materials - Ageing, steaming and curing etc. - possible problems and remedies - experimental practices on printing of cotton, polyester, nylon and their blends.

### UNIT IV

Introduction to finishing - Mechanical finishing - Calendering, Compacting, Shearing, Raising and Seuding, Chemical finishing - Softening - Water repellent and water proof, flame retardent, wrinkle free and anti microbial finish.

### UNIT V

Process house management - Processing machines and their maintenance management - Hydro extractor, Squeezer and dryer working principle and management - Energy management - Production planning control.

### REFERENCES :

1. Shenai. V. A., *Technology of Bleaching Mercerization*, Vol. I to V
2. Shenai. V.A., *Principle and Practice of Printing*.
3. Shenai. V. A., *Technology of Dyeing*
4. Thartman. E.R., *Technology of Scouring and Bleaching*
5. J.T Marsh, *Textile Finishing*
6. WynneA, *The Motivate*
7. Sadov. F. *Chemical Technology of Fibrous materials*

## **07 MAB 027 APPAREL TESTING AND QUALITY CONTROL**

### **UNIT I**

Objectives of testing - - Moisture relation and testing - Accuracy of measurement - Presentation and analysis of data - Influence of fibre quality on yarn properties – FQI - Principle and basics of fibre quality testing instruments.

### **UNIT II**

Introduction to yarn quality - Application of yarn linear density in knit industries calculation - Evenness Testing based on mass per unit length. Hairiness measurement. Basics of tensile testing instruments. Twist in yarn and its influence on fabric quality. Yarn faults - Causes and remedies.

### **UNIT III**

Introduction to physical testing of fabrics - Structural properties. A brief study on mechanical properties: Fabric strength: Tensile , tear & bursting strength. Abrasion resistance of fabrics - Introduction to stiffness related properties -Pilling and snag resistance.A brief study on comfort related and transmission properties: Air and water permeability -. Aesthetic properties - Drape. Study on end use specific tests: Dimensional stability - Flammability -Absorbency. Color fastness standards for knitted fabrics and garments -Standard testing procedures - Wash care labels - Various international standards on color fastness.

### **UNIT IV**

Introduction to fabric quality and apparel industry - Fabric evaluation methods - Fabric properties and making up process - Low stress mechanical properties and their impact on tailorability - Fabric Buckling and formability -Sewability: Seam strength - Seam slippage - Needle cutting.

### **UNIT V**

Quality control in apparel production - Fabric quality standards for various types of garment manufacturers - Testing of sewing threads, zippers, and other accessories.

### **REFERENCES:**

1. J.E. Booth, *Principles of Textile Testing*.
2. B.K.Kothari, *Testing and quality management*.
3. Flliot R. Grover & D.S. Hamby, *Hand Book of Textile Testing & Quality Control*.
4. P. Angappan & R. Gopalakrishnan, *Textile Testing*.
5. Pradeep V Metha & Satis K. Bhardwaj, *Managing Quality in Apparel Industries*.
6. Bureau of Indian Standards, ISI Standards.
7. *Technical Manual*: American Society for Testing & Materials (ASTM), Vol. 7.1 &7.2.
8. *Technical Manual*: American Association of Textile Chemist & Colorist (AATCC).

## **07 MAB 031 ENTREPRENEURSHIP DEVELOPMENT**

### **UNIT-I**

Entrepreneur- meaning - importance - qualities, nature types, traits, culture, similarities and differences between entrepreneur and intrapreneur.

Entrepreneurship and economic development - its importance- Role of entrepreneurship-entrepreneurial-environment.

### **UNIT-II**

Evolution of entrepreneurship-entrepreneurial promotion: Training and developing motivation: factors - mobility of entrepreneurs- entrepreneurial change- occupational mobility- factors in mobility-Role of consultancy organisations in promoting entrepreneurs-Forms of business - entrepreneurs.

### **UNIT-III**

Project Management: Sources of business idea- project classifications- identifications- formulation and design- feasibility analysis-preparation of project report and presentation. Financial analysis- concept and scope- project cost estimate- operating revenue estimate - Ratio analysis- investment process - BF analysis-profit analysis-Social cost benefit analysis- project appraisal methods - project report preparation.

Project finance: Sources of finance - Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, commercial Bank- Appraisal of bank for loans.

### **UNIT-IV:**

Institutional aids for entrepreneurship development- Role of DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureau-Approaching Institutions for assistance.

### **UNIT-V:**

Setting small scale industries- location of enterprise-steps in setting SSI unit- Problems of entrepreneurs- Sickness in small industries - reasons and remedies - Incentives and subsidies - Evaluating entrepreneurial performance - Rural entrepreneurship - Women entrepreneurship.

### **REFERENCES:**

1. Vasanth Desai : *Dynamics of Entrepreneurial Development and Management* - Himalaya Publishing House.
2. N.P.Srinivasan & G.P. Gupta - *Entrepreneurial Development* Sultan Chand & Sons.
3. P.Saravananavelu - *Entrepreneurship Development* Escapee publications.

## 07 MAB 032 OPERATIONS RESEARCH

### UNIT I

Introduction to OR and its application – Resource allocation models, programming – Formulation of linear programming problems – graphical, simplex and dual simplex methods – Duality and its economic interpretation.

### UNIT II

Transportation Model – Transshipment Model – Assignment Model.

### UNIT III

Network Model – CPM – Critical Path – PERT – Time estimates – Crashing

### UNIT IV

Waiting Line models – Structure of model – M/M/1 for finite population – Business applications.

Inventory models – Deterministic – EOQ –EOQ with Price breaks – Probabilistic Inventory Models – Forecasting Models.

### UNIT V

Simulation – Types of simulation – Monte Carlo Simulation - Decision theory – Pay off tables – Decision criteria – Decision Tree. Game theory –Pure and mixed strategies, dominance principle and applications to business.

### REFERENCE:

1. Hamdy A. Taha, *Operations Research*
2. Kanti Swarup, Gupta and Manmohan, *Operations Research*
3. Hevin and Kirk Patrick, *Quantitative Approach*
4. Hiller & Liebermann, *An introduction to Operations Research*
5. Srivastva & Shenoy, *Operations Research*

## 07 MAB 033 FINANCIAL MANAGEMENT

### UNIT I

Introduction: Scope of Financial function – Objectives / goals of financial management – Profit maximization and wealth maximization – Changing role of finance manager.

### UNIT II

Cost of Capital: Factors determining cost of capital – Approaches to determine cost of capital – Weighted average cost of capital – cost of equity and capital assets pricing model – dividend growth model- Leverages – Financial and operating leverages.

### UNIT III

Capital Structure: Planning and policies – Theories – Net income approach – Net operating income approach – M M approach – EBIT – EPS analysis- Factors determining capital structure – Dividend policies – Dividend behaviour.

### UNIT IV

Capital budgeting: Planning of capital expenditure – Control of capital expenditure – Replacement of existing assets - Project generation – Project evaluation – Project selection – Project execution.

### UNIT V

Working capital Management: Concepts of working capital – Need for working capital – Kinds of working capital – Estimating working capital needs – Financing working capital. Investment Portfolio management – Factors affecting investment decisions - Timing of investment decision – Fundamentals of Technical analysis.

### References:

1. I.M. Pandey, *Financial Management*
2. V.K. Bhalla, *Financial Management and Policy*
3. Prasanna Chandra, *Financial Management*
4. S. N. Mahaswari, *Financial Management*
5. Khan and Jain, *Financial Management*

## 07 MAB 034 BUSINESS ENVIRONMENTS AND LAWS

### UNIT I: Introduction

Historical background of Indian business, professionalism vs. family management, management, management education in India, interface between industry and academic - Gaps, problems, solution, India corporate culture, values, Business ethics.

### UNIT -II: Political environment

Forms of government administration-federal, united systems -appropriateness thereof as of now, Indian political philosophy, towards business enterprises, political stability, integrity implications for stable business policies.

### UNIT-III: Legal environment

Important provisions and administrative aspects of the following acts with latest amendments. Foreign Exchange Management Act.- Indian companies Act, 1956 and recent companies bills - Law of contract - Income tax, wealth tax, gift tax - Labour Laws - Stock Exchange Board of India Act, Securities Contract Regulations Act, 1956 - Consumer Protection Act - Environment Protection Act.

### UNIT-IV : Economic Environment

Economic liberalization: Privatization of public sector units, new industrial policy, opening up of economy to multinationals, economic dependence, trade related intellectual properties (TRIPS), industrial growth and development, Balance of growth between agricultural, industrial, services sectors, economic prosperity and maturity - changing structures.

International Economic Environment: Globalization of India economy importance of international financial management in Indian business Companies, international standard organization, important aspects in International Financial Management, Foreign Financial institutions, regional trade blocks, WTO.

**UNIT V: Technological environment :** Concept of technology, appropriate technology process of innovation, rate of technological development for selected industries (like agriculture, computers, drugs, etc) laws relating to product and process patents, intellectual property rights. Investment in R&D by Indian companies basic and applied research.

**Socio cultural environment :** Impact on business, emerging middle class, rise in consumer spending, mega buck executives advertising as a major force to reflect contemporary social cultural values, social responsibilities and socio-audit.

### REFERENCE:

1. Dunkel, Reod Wilson, *Business Environment of the seventies*.
2. N.D.Kapoor, *Elements of Company Law*
3. Malik, *Labour Laws*
4. CMIE, *The enterprises and factors affecting its operations*, ILO publishers.
5. Francis Cherunilam, *Business Environment & Policy*. Himalayan Publishers.

## 07 MAB 035 APPAREL PRODUCTION MANAGEMENT

### UNIT 1: Introduction

Production - Definitions - Terminology - Organizing for Production -Function of Production Department - Duties and Responsibilities of Production manager / Supervisor - Effective Line Supervision - Factors of Production -Production Function - Basic Production Systems - Evaluating and Choosing the System - Process Flow and Charts for Garment - Scheduling Calculations - Assigning Operators Optimally - Setting Up Complete Balanced Production Lines to Produce Given Amount of Garments

### UNIT II: Production Planning and Control

Capacity Requirement Planning[CRP] - Material Requirement Planning -Steps in Production Planning - Factors to be consider in Production Planning -Function, Qualitative and Quantitative Analysis of Production - Coordinating Departmental Activities - Practical Difficulties in implantation.

### UNIT III: Production and Productivity

Methods of Production Systems - Job, Mass & Batch - Section Systems, Progressive Bundle System & 'Synchro' System - Conveyor Systems - Unit Production System - Advantages of UPS - Quick Response-Measurement of Productivity - "Men, Machine, Material" - Total Factor Productivity - Criteria for Increasing Productivity in Garment Industry -conducting productivity analysis survey in the garment industry.

### UNIT IV: Plant Engineering & Line Balancing

Introduction to Garment Industry Plant Location - Location Economics -Plant Layout - Process Layout -- Product Layout - Combination Layout -Introduction to Balancing Theory - Balance Control - Balancing Exercises For Garment -Industry.

### UNIT V: Work Study

Concept And Need - Method Study and Work Measurement -Techniques - Process Chart Symbol - Process Flow Chart - Flow Diagrams - String Diagrams - Multiple Activity Chart - Principles of Motion Economy - Simo Chart - Time Study Methods - Standard Time Data - Ergonomics  
Special Reference To Garment Industry. With

### REFERENCES:

1. Carr & Latham, *Technology of Clothing Manufacture*
2. Jacob Solinger, *Apparel Manufacturers Handbook*
3. Gerry Cooklin, *Introduction to Clothing Manufacture*
4. A. J. Chuter, *Introduction to Production Management*
5. Tripathi, *Personal Management and Industrial Relations*
6. O.P. Khanna, *Industrial Engineering and Management*
7. Rama Moorthi, *Production and Operations Management*



## 07 MAB 036 APPAREL QUALITY MANAGEMENT

### **UNIT 1: Quality, Testing and Standards & It's Importance in Apparel Industry**

Quality - Definitions - Quality and grade a Comparison - Quality terminologies - Factors influencing quality - Benefits of quality - Sources of International Standards -Benefits.

### **UNIT II: Inspection of Incoming Materials**

Introduction - Types of inspection - Raw material inspection - Benefits -Fabric inspection - 4 point system - 10 point system - Graniteville "78" system - Need for the inspection of sewing threads and apparel accessories - Testing of sewing threads, zippers, fusible interlinings, buttons and fasteners

**UNIT III: In-Process Inspection :** In process inspection - Advantages - on line inspection during spreading, pattern making, cutting, sewing, fusing, printing, embroidery. Pressing / finishing

**Final Inspection :** Introduction to Sampling, Sampling Plans and AQL Charts - Final Inspection - Level of Final Inspection - MIL 105 Standards - Packing & Packaging Quality Tests - Case study on final inspection.

### **UNIT IV: Care Labelling of Apparel & Textiles**

Importance of Care Labeling - British - Dutch - Canadian - American -Japanese - ISO - International care symbols - ASTM guide to care symbols.

### **UNIT V: Quality Control Programmes**

Introduction to TQM - ISO 9001:2000 series standards - Quality Control Tools - Practical Approaches to Managing Quality In Apparel Industry.

### **REFERENCES:**

1. Pradip.V.Mehta, Satish.K.Bhardunj, *Managing Quality in the Apparel Industry*.
2. F.E.Booth, *Principles of Textile Testing*.
3. Kothari V.K. ed., *Progress in Textile Science & Technology Vol.1*.
4. Nomea D'Souza, *Fabric Care*.

### **07 MAB 037 INTERNSHIP**

Students shall be required to undergo Industrial training in Garment industry for the period of one month at the end of I semester and for two months at the end of II semester. An observation report shall be submitted within 2 months of opening of the III semester. A Team consisting of Internal & External Experts will evaluate the Observation Report and conduct the Viva-Voce at the end of the III semester.

## 07 MAB 041 STRATEGIC MANAGEMENT

### UNIT I

Nature and value of the strategic management – Importance, characteristics, benefits and pitfalls in strategic management, Strategic management models, and research studies in India on Strategic models.

Strategic management elements: Purpose, Mission, Objectives, Strategies, Different levels of strategies, Strategic decision makers, Board of directors, Chief promoter, Corporate planning staff, consultant, family business executives – Overall view of Strategic Management process, evolution of mission statement – Claims of stockholders- social responsibilities of business and government.

### UNIT II

Environment analysis and internal analysis of firm: General environment scanning, competitive environment analysis – Assessing internal environment through functional approach and value chain - SWOT audit – SWOT matrix - Implication – Core competencies – Portfolio analysis – Scenario planning.

### UNIT III

Strategy Formulation: Generic strategies – Grand strategies – Strategies of leading Indian companies –Strategic Management at Corporate level, business level and at functional level with special reference to companies operating in India.

### UNIT IV

Concepts and tools of strategy evaluation: Competitive cost dynamics – experience curve – BCG approach – Cash flow implication – IA-BS Matrix – A.B. Little's Life Cycle approach to strategic planning – Assessment of economic contribution of strategy – Cost of equity capital – M/B models with stationary growth – assessing market value of a business - Profitability matrix – Divestiture decisions – Cash flow and selection of proper discount rates.

### UNIT V

Strategy implementation and control: Various approaches to implementation to strategy – Commander approach – organisation change approach, collaborative approach, cultural approach, creative approach – matching organisation structure with strategy – 7S model – strategic control process – De Pont control model and other quantitative and qualitative tools – M. Porter's approach for globalization – future of strategic management

### References:

1. Glueck and Jauch, *Business Policy and Strategic Management*
2. Robinson and Pearce, *Strategic Management*
3. Ramaswamy and Namakumary, *Strategic Corporate Planning*,
4. Franks, *Business Environment and Policy*
5. Jimmy Davar and Wadva, *Business Policy and planning*.

## 07 MAB 042 INTERNATIONAL BUSINESS MANAGEMENT

### UNIT I

Globalisation of the World economy – Changing nature of International business -Global trade and investment environment –An overview of the trade theory – Mercantilism – Absolute advantage – Comparative Advantage – Heckscher-Ohlin theory – The new trade theory – National Competitive advantage – Porters Diamond – The revised case for free trade – Development of World Trading System – WTO and development of world trade – Regional trading blocks.

### UNIT II

National differences in political economy: Introduction – political systems – economic system – legal system – The determinants of economic development.

Difference in culture: Introduction – Social structure – religion – language – education – culture and work place – cultural change – cross cultural literacy – culture and competitive advantage.

### UNIT III

Foreign Direct Investment: Horizontal foreign direct investment – Vertical foreign direct investment – Benefits and advantages to host and home countries.

Foreign exchange market: Introduction- functions of Foreign exchange market.

### UNIT IV

Strategy of International business – Strategy and the firm – profiting from global expansion and pressure for cost reduction and local responsiveness - strategic choice.

Mode of entry and strategic alliances – Entry modes – Selection – Strategic alliances – Making alliances work.

Exporting, importing and counter trade: Promise and pitfalls of exporting – Improving export performance – Export and import financing – Export Promotion – Counter trade.

### UNIT V

Export procedure and Documentation: Export order execution – Product preparation – Quality control and pre-shipment inspection – packing – freight forwarders – cargo insurance – custom clearances – documentation procedure and clearing export bills.

Import procedure: Import licensing – Replenishment license – Advance Import license –Pass book scheme – Import of Capital Goods.

### References:

1. Hill, C. W., *International Business: Competing in Global Market Place*
2. Cateora, P.R., *International Marketing*
3. Shivaram, *International Business*
4. Francis Cherunilam, *International Business*.
5. Onkvisit and Shaw, J.J., *International Marketing*.

## 07 MAB 043 RETAIL MANAGEMENT

### **UNIT I: Strategic Retail Management**

An Introduction to retailing – Building & sustaining Relationships in Retailing –Strategic Planning-Forms of Retailing -Retail Institutions by ownership - Retail Institutions by store-based strategy .

### **UNIT II: Targeting Customers & Gathering Information**

Consumer Demographics and life-styles –Consumer profiles- Consumer needs and Desires – Shopping Attitudes and Behavior –Consumer decision process. Environmental Factors affecting Consumers. The retail information systems- Gathering information through EDI &UPC.

### **UNIT III: Selecting Store Locations & Managing**

Trading - Area analysis - Site Selection - site Evaluation- Organizational Pattern in retailing - Human Resource management in retailing -operations management.

### **UNIT IV: Merchandising Management & Pricing**

Developing Merchandising Plans –Category Management – Implementing merchandise plans - Inventory Management- Merchandise Forecasting and Budgeting - Pricing in Retailing - Developing retail price Strategy.

### **UNIT V: Communication with the consumer**

Establishing and maintaining retail Image - Promotional Strategy – The significance of retail image –Atmosphere-Elements of Retail Promotional mix, Planning a retail promotional strategy.

#### **Integrating & Controlling the Retail Strength**

Importance of Integrating and controlling – Logistic Management – Strategic in retailing – Case studies and surveys on retailing.

### **REFERENCE:**

1. Barry Berman, Joel R. Evans, *Retail Management*
2. Philips Kotler, *Marketing Management*
3. Ramaswamy. Namakumari, S. *Marketing Management*

## 07 MAB 044 SUPPLY CHAIN MANAGEMENT

### **UNIT I: Basics of Supply Chain Management**

Basic Elements of Supply Chain – Just In Time (JIT) – Total Quality Management (TQM) - Enterprise Resource Planning (ERP) - Demand Planning - Capacity Management.

#### **Master Planning of Resources**

Demand Management - Sales and Operations Planning - Master Scheduling - Measuring the Business Plan.

### **UNIT II: Purchasing Essentials**

Introduction to Function of Purchasing in Manufacturing or Service Enterprise - Purchasing Responsibilities, Objectives, Organization, and Personnel requirements - Purchasing Policy And Systems - The Role of the Computer In Regulating Purchasing, Planning, Transactions, And Information Retrieval - Acquisition Of Purchased Materials - Development of Sources of Supply - and Quality Assurance, and Determination, Cost and Price Analysis, Make or Buy Decisions, The Role of Standardization, and Value Analysis.

### **UNIT III: Strategic Resource Management**

Competitive Market Issues; Choices Affecting Facilities; Supply Chain; Information Technology; And Organizational Design; Configuring And Integrating Internal Processes; Evaluating And Managing Projects.

### **UNIT IV: Advanced Purchasing**

The Process of Purchase Negotiations, Ethical Considerations in Purchasing, Legal Environment and Contract Cancellations. Criteria and Rating System to Evaluate and Manage Supplier Performance, Managing Contracts and Resolve Order Differences with Suppliers. The Role of Technology and Paperless Purchasing.

### **UNIT V: Business Negotiations**

Various Negotiation Tactics and Techniques - Buyer-Seller Communication - Negotiation of Contracts and Agreements with Vendors. The Strengths and Weaknesses of Strategies Used by Both Buyers and Suppliers - Appropriate Approach for Reaching the Desired Outcome (Case Study).

### **References :**

1. Stock & Ellram: *Fundamentals of Logistic Management*.
2. William Capacino, *Supply Chain Management, Basis and Beyond*.
3. B.S. Sahay, *Supply Chain Management for Global Competitiveness*.

## 07 MAB 045 ORGANISATIONAL BEHAVIOUR

### UNIT I

Introduction to Organisational Behaviour - Meaning - Elements - Need - Approaches - Models - Global scenario.

### UNIT II

Individual Behaviour: Personality - Learning - Attitudes - Perception - Motivation - Ability - Their relevance to organisational behaviour.

### UNIT III

Group Behaviour: Group dynamics - Group norms - Group cohesiveness - Their relevance to organisational behaviour.

### UNIT IV

Leadership - Styles - Qualities - Transactional analysis – Assertiveness - Counseling .

Stress: Meaning - Types - Sources - Consequences - Management of stress.

Power and Politics - Definition - Types of powers - Sources - Characteristics - Effective use of power.

### UNIT V

Organisational dynamics - Organisational design - Organisational effectiveness - Meaning, approaches - Organisational culture - Meaning, significance - Organisational climate - Implications on organisational behaviour.

Organisational change - Meaning - Nature - Causes of change - Resistance to change - Management of change - Organisational development - Meaning - OD interventions.

### REFERENCES:

1. Fred Luthans, *Organisational Behaviours*, McGraw Hill Book Co., 1995.
2. Stephen P. Robbins, *Organisational Behaviour*, Prentice Hall, 1997.
3. Keith Davis, *Human Behaviour at Work*, McGraw Hill Book Co., 1991.
4. Gregory Moorehead and R.S. Griffin, *Organisational Behaviour - Managing People and Organisations*, Jaico. 1994.
5. Judith R. Gordon, *A Diagnostic Approach to Organisational Behaviour*, Allyn & Bacon, 1993

### **07 MAB 046 PROJECT WORK**

Students have to undertake project in the areas of Garment Manufacturing industry. At the end of the third semester, students have to submit the project proposal for approval. A Team consisting of Internal & External Examiners will evaluate the Project Report submitted at the end of the fourth semester. The Viva-Voce will be conducted.