

CIRCULAR:-

No.UG/ 157 of 2007.
Mumbai 400 032,
17th April, 2007.

The Director,
Garware Institute of Career
Education and Development,
Vidvanagari Parisar,
Kalina,
Santacruz(East),
MUMBAI 400 098.

Sir,

I am to inform you that the recommendation made by the Advisory Committee of the Garware Institute of Career Education and Development at its meeting held on 2nd February, 2007 has been accepted by the Academic Council at its meeting held on 9th February, 2007 vide item No.7.3 & subsequently approved by the Management Council at its meeting held on 14th February, 2007 vide item No.27 and that in accordance therewith the following Certificates/Diploma Courses are instituted by the University and that the same are conducted at the Garware Institute of Career Education and Development from the academic year 2007-2008 as per Appendix:-

1. Part-time Certificate Course in Insurance Marketing.
2. Part-time Certificate Course in Net Programming.
3. Part-time Certificate Course in Hospital Management.
4. Full-time Post-Graduate Diploma in Retail Management.

Further that in exercise of the powers conferred upon the Management Council under Section 54(1) and Section 55(1) of the Maharashtra Universities Act 1994. it has made the Ordinances 5676, 5677, 5678, 5679, 5680, 5681, 5682 and 5683 and Regulations 5618, 5619, 5620, 5621, 5622, 5623, 5624, 5625, 5626, 5627, 5628, 5629, 5630, 5631, 5632, 5633, 5634, 5635, 5636 and 5637 including scheme of syllabus relating to (1) Part-time Certificate Course in Insurance Marketing, (2) Part-time Certificate Course in Net Programming (3) Part-time Certificate Course in Hospital Management and (4) Full-time Post-Graduate Diploma in Retail Management have passed as per Appendix* and that the same have been brought into force with effect from the academic year 2007-2008.

Yours faithfully,

for I/c REGISTRAR.

P.T.O.

A.C/7.3/09.02.2007

M.C.27/14.02.2007

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P.R., P.R.O., (2 copies), D.R.,
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UNIVERSITY OF MUMBAI
ORDINANCE, REGULATIONS AND SYLLABUS FOR THE

CERTIFICATE COURSE
IN
INSURANCE MARKETING

(w.e.f. April 2007)

Standard of Passing :

1. Students will be assessed through periodic assessment at 60% and end-course examination at 40%
2. The minimum percentage required for passing will be 35% in each paper.
- 3.

Grading system :

81-100	O grade
71-80	A+ grade
61-70	A grade
56-60	B+ grade
50-55	B grade
35-49	C grade
<35	FAIL

4. A student failing in two subjects can clear these subjects in supplementary examination.

EXAMINATION PATTERN (TOTAL MARKS :- 600)

Paper	Subject	Marks Assigned	Hours	Credits
1	Marketing Management	50	30	2
2	Insurance Laws and Regulations	50	30	2
3	Marketing of Insurance	50	30	2
4	Life Insurance	50	30	2
5	General & Non-life Insurance	50	30	2
6	Project	50	30	2
		300		12

UNIVERSITY OF MUMBAI

CERTIFICATE COURSE INSURANCE MARKETING

Preamble :

The private Insurance companies have shown spectacular growth and diversification in the insurance product portfolio and outreach. It is expected that foreign insurance and pension fund investment companies may enter India.

There is a large need of qualified marketing personnel in the Insurance Sector to can handle the growing insurance business.

Objective :

To acquaint the students with various methods, practices and techniques of Insurance sector and equip the students with the knowledge of insurance business environment for Marketing insurance Products .

Career Scope :

The employment opportunities are: in marketing departments of insurance companies, broker companies and banks. Personal business of insurance-marketing is in existence for long and has excellent opportunities. The course will help them to put their business on systematic framework.

Q 5676 Title of the Course : Certificate Course In Insurance Marketing

R 5618 Duration : Three months' Part Time

R 5619 Total Capacity of Students : 60

Q 5677 Eligibility : Graduate in any faculty
: Admission on the basis of
Marks in Graduation

R 5620 Teacher's Qualification : Expertise in the subject.

R 5621 Fee Structure : Rs. 8000/-

Reference Books

- Insurance Forms and Documents: Published By Insurance Institute Of India.
- Commercial Geography: Published By Insurance Institute Of India
- Marketing & PR: Published By Insurance Institute Of India

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LIFE INSURANCE

Products, Innovations & Options
 Annuities and Pension Products / Group Insurance
 Social Security Schemes and other special need
 Products / Proposal forms and other related documents.
 Policy document.
 Premium payment / Lapse and Revival / Nomination
 Reference Books : Published By Insurance Institute Of India

- Principles Of Insurance ,
- Practice Of Life Assurance
- Practice Of General Insurance
- Policy servicing methods & procedures

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GENERAL & NON-LIFE INSURANCE

Motor insurance
 Fire insurance, Disaster coverage.
 Marine insurance

Health Insurance Medi-claim
 Agricultural insurance.

Reference Books :-

Published By Insurance Institute Of India.

- Application of Assurance
- Mathematical Basis of Life Assurance
- Liability and Engineering Insurance
- Personal Accident, Sickness & Misc.

SUBJECT WISE SYLLABUS

1	MARKETING MANAGEMENT : Marketing Concept , Market Segmentation, Marketing Mix , Advertising, Pricing, Consumer behaviour Marketing Research Reference Books : ➤ "Marketing Management" by Philip Kotler ➤ "Marketing Management : a Finance Emphasis by Chatterjee B. K ➤ "Principles Of Marketing Management" by Bog Ozzi, Richard P. ➤ Marketing Management & Indian Economy" by Neela Meghan
2	INSURANCE LAWS AND REGULATIONS : Insurances Act, IRDA Act and Regulations Consumer Protection Act Scheme of Ombudsman ➤ Reference Books . Published By Insurance Institute Of India ➤ Laws & Economics Of Insurance , Insurance Laws and Regulations ,
3	MARKETING OF INSURANCE Distribution Channels Customer expectations & Behaviour Advertising & Promotion Different approaches : -Relationship , marketing -Database Marketing -Interactive Marketing -Micro Marketing -Mass Marketing -Target Marketing -Marketing High Networth Individual -Marketing Group Insurance to corporates

- Agriculture Insurance
- Motor Insurance
- Motor Insurance & Claim
- Miscellaneous Insurance
- General Fire Hazards
- Fire Insurance Underwriting
- Fire & Consequential Loss Insurance
- Cargo Loss Prevention
- Marine Clauses
- Marine Insurance Claims

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PROJECT

Collection / Collation of data / information on current topics, subjects, affairs in insurance sector

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UNIVERSITY OF MUMBAI
ORDINANCE, REGULATIONS AND SYLLABUS FOR THE
CERTIFICATE COURSE
IN
.NET PROGRAMMING
(w.e.f. April 2007)

5627
Standard of Passing :

1) Students will be assessed through periodic assessment at 60% and end-course examination at 40%

2) The minimum percentage required for passing will be 35% in each paper.

3) A student failing in two subjects can clear these subjects in supplementary examination.

Grading system :

%	Grade
81-100	O grade
71-80	A+ grade
61-70	A grade
56-60	B+ grade
50-55	B grade
35-49	C grade
<35	FAIL

EXAMINATION PATTERN

Paper	Subject	Marks Assigned	Teaching Hours	Credits
1	C# Programming or, VB.NET	50	45 Hours	3
2	XML	50	30 Hours	2
3	ASP.NET	50	30 Hours	2
4	HTML and scripting	50	30 Hours	2
5	Basic SQL Programming	50	30 Hours	2
	Total Hours	250	165 Hours	11

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UNIVERSITY OF MUMBAI

CERTIFICATE COURSE .NET PROGRAMMING

Preamble :

There is a need of qualified programmers in .NET platform in IT Software industry.

Objective :

To acquaint the experienced candidates with various methods, practices and techniques of web applications and web services on the .NET Platform.

Career Scope :

Programming in XML + ASP.NET + (C# PROGRAMMING / Visual Basic.NET)

R 5678 **Title of the Course** : Certificate Course in .Net Programming

R 5623 **Duration** : Three months' Part Time

R 5624 **Total Capacity of Students** : 40

R 5679 **Eligibility** : Graduate in any faculty,
Working knowledge in Windows environment
Knowledge of Object Oriented Programming Language
: Admission on the basis of Marks in Graduation

R 5625 **Teacher's Qualification** : Expertise in the subject

R 5626 **Fee Structure** : Rs.8000/-

	Deploying an application. Implementation of OOPs concepts in VB.NET
2	XML - Identify the need for XML as a standard data interchange format - Identify the role of World Wide Web Consortium (W3C) in defining XML related specifications. - Identify the differences between XML, SGML, and HTML - Declare elements and attributes in a Document Type Definition (DTD) - Create an XML Schema by using XML Schema Definition (XSD) language - Identify the need for XML namespaces - Identify the need for style sheets - Create cascading style sheets (CSS) for formatting the data stored in an XML document. - Create an XSLT style sheet for formatting the data stored in an XML document - Use X Path Pattern matching in a style sheet. - Identify the need for XML Document Object Model (DOM) - Use XML DOM objects to access different parts of an XML document programmatically. - Generate an XML document from data stored on Microsoft SQL Server - Execute Xpath pattern queries against data stored in a SQL Server database. - Insert XML data in a SQL Server database table. - Identify different types of links in XML - Accessing an XML Document using Server side scripts using ASP - Mapping data from relational database to XML documents - Mapping data from an XML document to relational database - Role of XML in SOAP - Using the SOAP toolkit.
3	ASP.NET ASP.NET is a next generation of ASP(Active Server Pages) introduced by Microsoft. ASP.NET is based on the Microsoft .NET framework and uses the .NET features and tools to develop Web applications and Web Services. Identifying the structure of ASP.NET Web Page

SUBJECT WISE SYLLABUS

1	C# Programming - Identify the features of C# - Declare variables and arrays in a C# program - Convert data by type casting - Declare and define methods - Identify the various types of parameters in a method - Create classes and objects in a C# program - Declare namespaces in a C# program - Assign properties to elements - Access data members by using indexes - Create, compile and execute a C# program - Create user-defined data types by using structs and enums - Implement an interface in a class - Create Winforms by using System.WinForms class - Write code to handle events and exceptions - Identify the types of attributes that can be specified for an object - Handle files in C# - Access a database.
1	VISUAL BASIC.NET Hours: 40 Teaching - Using the Visual Basic .NET IDE to develop Visual Basic .NET Applications - Creating Windows Forms - Using Object Oriented programming features in Visual Basic .NET - Creating procedures - Using Common Dialog classes - Retrieving and manipulating the data stored in a database by using ADO.NET - Generating reports - Creating MDI applications - Creating multithreaded applications - Creating classes and modules - Event Handling - Handling exceptions - Debugging applications - Creating and using components - Creating user controls - Creating and using Web Services

	Creating a Web application by using ASP.NET Binding data to ASP.NET Server controls Accessing data from a database by using ADO.NET Using stored procedures in ASP.NET Reading from and writing to an XML document Using XML DOM objects to access data from XML documents in ASP.NET Binding data from an XML document to Web form controls Converting relational data into an XML document Configuring an ASP.NET application Debugging an ASP.NET Web application Deploying an ASP.NET Web application Managing the application state Identifying the different security measures that can be applied on an ASP.NET Web application.
4	HTML and Scripting Introduction to HTML HTML Document Organization Document Structure Section Structure HEAD and BODY Structure FRAMESET Structure Elements – HEAD, BODY, STYLE, SCRIPT Text Formatting URLs – Absolute, Relative Protocols-HTTP, NNTP, FTP Hyperlinks and Anchors Cascading Style Sheets Scripting Introduction to scripts Designing documents for user agents The SCRIPT element Specifying the scripting language The default scripting language Local declaration of scripting language Reference to HTML elements from scripts Intrinsic Events Dynamic modification of documents
5	Basic SQL Programming RDBMS Concepts Database and Objects Indexes Data Integrity

	Queries Joins Performing sub-queries Views Batches Stored Procedures Triggers Cursors
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LIST OF BOOKS

.NET and XML

Bornstein

SPD

Learning VB.NET through Applications
 VB.NET Core classes in a Nutshell
 Magic of C# with .NET Framework
 The Power of C#
 XML in a Nutshell 3/ed
 Implementing XML Managing
 and Formatting Data
 Magic of ASP.NET with C#
 ASP.NET in a Nutshell
 Hands On HTML
 HTML Complete

Clayton Crooks
 Kurniawan
 Shibi Panikkar
 Rajiv Parida
 Harold
 Johnny Brochard

Firewall Media
 SPD
 Firewall Media
 SPD
 Firewall Media

Shibi Panikkar
 Duthie
 Robertson
 Sybex

Firewall Media
 SPD
 BPB
 BPB

Understanding SQL
 Learn MS SQL 7

Gruber
 Ramalho

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UNIVERSITY OF MUMBAI
ORDINANCE, REGULATIONS AND SYLLABUS FOR THE
CERTIFICATE COURSE
IN
HOSPITAL MANAGEMENT

(w.e.f. April 2007)

UNIVERSITY OF MUMBAI

CERTIFICATE COURSE HOSPITAL MANAGEMENT

(For Introduction From April 2007)

Preamble :

The healthcare industry, in particular the hospital industry is undergoing change through, growth, corporatization of services, international patient focus. The insurance sector's emergence in this sector has further necessitated different angles, involvements and approach.

There is a large need of qualified personnel in the Healthcare Sector.

Objective :

To acquaint the students with various methods, practices and techniques of Insurance sector and equip the students with the knowledge of insurance business environment for Marketing insurance Products .

Career Scope :

Possible employment opportunities are: corporate hospitals. private hospitals, nursing home, laboratories and diagnostics centers.

<u>O 5680</u>	<u>Title of the Course</u>	: Certificate Course In Hospital Management
<u>R 5628</u>	<u>Duration</u>	: Three months' Part Time
<u>R 5629</u>	<u>Total Capacity of Students</u>	: 60
<u>O 5681</u>	<u>Eligibility</u>	: Graduate in any faculty : Admission on the basis of Marks in Graduation
<u>R 5630</u>	<u>Teacher's Qualification</u>	: Expertise in the subject.
<u>R 5631</u>	<u>Fee structure</u>	: Rs.8000/-

5682

Standard of Passing :

1. Students will be assessed through periodic assessment at 60% and end-course examination at 40%
2. The minimum percentage required for passing will be 35% in each paper.
- 3.

Grading system :

81-100	O grade
71-80	A+ grade
61-70	A grade
56-60	B+ grade
50-55	B grade
35-49	C grade
<35	FAIL

A student failing in two subjects can clear these subjects supplementary examination

EXAMINATION PATTERN (TOTAL MARKS :- 600)

Paper	Subject	Marks Assigned	Hours	Cred
1	Materials Management	50	30	2
2	Financial Management	50	30	2
3	Organization Structure & Services in a Hospital	50	30	2
4	Overview of Medicine and Technology	50	30	2
5	a) Legal Aspects b) Human Resource Management in Hospitals	50	30	2
6	Project	50	30	2
		300		12

SUBJECT WISE SYLLABUS

1	MATERIALS MANAGEMENT Stores Codification, layout, Types of stores: Medicines, Equipment, Tools, spares, Linen Inventory Valuation, Pricing, Scrap and waste management Purchase Vendor Management Vendor evaluation, Rate contracts, Credit policy Inventory control: ABC, VED (Vital, Essential, Desirable), SDE(Scarce, Difficult, Easily available), HML(High, medium, low cost), FSN(Fast, slow, Non-moving), Reorder levels. Supply Chain Management System Control through MIS. Use of web for supplier communication. Reference Introduction to Materials Management: JR Tony Arnold Stephan Chapman
2	FINANCIAL MANAGEMENT Introduction to Accounting Practices Balance Sheet and Profit & Loss Account Business Plan, Making Capital Investments Proposals, Capital Structure, ROI Making Budgets Working Capital Requirements Maintenance of Accounts Cost Accounting Budgets and Control through Management Information System : MIS Reports Performance monitoring through Budgets and MIS IT Systems in Hospitals. Review of HIS Software Reference: Financial Management: MY Khan , PK Jain Guest Lectures: HIS Software
3	ORGANIZATION OF HOSPITAL Front office: Admission, Discharge, Transfer, Reservations. Billing Departments: Support departments, Cleaning, housekeeping services, Departmentation and process flow of clinical services IPD, OPD, Lab, Radiology, OTs, ICU, Emergency, nursing etc

	References Principles of Hospital Administration: BM Sakharkar Indian Health and Education Scenario: Dr GRM Patil Clinical Services: Dr GRM Patil; Supportive Services: Dr GRM Patil
4	OVERVIEW OF MEDICINE Health scenario: Important diseases, Epidemiology and Treatment scenario, Immunization. Classifications of medicines, tools, implants. surgical Procedures Clinical and Radiological Investigations and Diagnosis. References: Oxford Handbook of Tropical Medicine: Michael Eddleston & Stephen Pierini Health Management: Preeti Oberoi Hospital Administration and Management: Sudhir Dawra
5	a)LEGAL ASPECTS Labour laws applicable to hospitals: Industrial Disputes Act, Labour court procedures, Maternity benefits act, PPF act, Trust Act Domestic Enquiry procedure, Medico Legal Aspects b)HUMAN RESOURCE MANAGEMENT Labour agreements Recruitment, training of manpower, attendance, leave, salary, duty scheduling, facilities like canteen, uniforms, treatment/eligibility, crèche, record maintenance, promotions etc. Contracts of manpower, consultants, hired services References Human Resource Management: HL Kaila
6.	PROJECT / SUBMISSIONS Collection / Collation of study / data / information in hospital / lab sector

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UNIVERSITY OF MUMBAI
ORDINANCE, REGULATIONS AND SYLLABUS FOR THE
PG DIPLOMA COURSE
IN
RETAIL MANAGEMENT
ONE YEAR FULL TIME
(w.e.f. academic year 2007- 2008)

UNIVERSITY OF MUMBAI

PG DIPLOMA COURSE IN RETAIL MANAGEMENT

ONE YEAR FULL TIME PROGRAMME

Preamble :

The organised retailing sector has shown spectacular growth, and has large opportunities. There is a large need of qualified retail management personnel to build and operate the business. The sector also has plans of co-development of India's supply chains to cater to world market.

Objective :

To equip the students with various methods, practices and techniques of management in the retail sector; and attain necessary skills.

Career Scope :

The employment opportunities are: in retail chains, outlets, malls in various functions: Store Management, Supply Chain, Merchandising, Design, Projects, Marketing, Promotion, Brand Management, Technology, Human Resource Management etc. Personal business of retailing is in existence for long and has excellent opportunities.

Q 5682 Title of the Course : PG Diploma Course In Retail Management

R 5633 Duration : One year full time.

R 5634 Total Capacity of Students : 60

Q 5683 Eligibility : Graduate in any faculty.
: Admission on the basis of written test and interview

R 5635 Teacher's Qualification : Expertise in the subject.

R 5636 Fee Structure : Semester I Rs.15000/-
Semester II Rs.15000/-

Standard of Passing :-

1. The minimum percentage required for passing will be 50% in each paper.
2. Evaluation: 60% periodic evaluation, 40% semester end examination

Grading system :

81-100	O grade
71-80	A+ grade
61-70	A grade
56-60	B+ grade
50-55	B grade
<50	FAIL

3. A student failing in two subjects in semester I end examination, gets AIKT and attend semester II; but has to clear these subjects in supplementary examination held, to be eligible to appear in the semester II end exam. Student failing in more than two subjects has to appear in supplementary examination in all subjects, but cannot go to the next semester. He can join semester II, only on passing Sem I.

EXAMINATION PATTERN (TOTAL MARKS :- 1600)

Paper	Subject	Marks Assigned	Hours	Credits
SEMESTER I				
1	Marketing Management	100	45	3
2	Financial Management	100	45	3
3	Supply Chain Management	100	45	3
4	Information Technology	100	45	3
5	Product Knowledge	100	45	3
6	Retail Management	100	45	3
7	Consumer Behavior & Service Management	100	45	3
8	Marketing Research	100	45	3
		800		24
SEMESTER II				
9	A) Merchandising, B) Advertising & Retail Promotion	100	45	3
10	Organization Behavior & Human Resource Management	100	45	3
11	Quantitative Techniques	100	45	3
12	General Management in Retailing	100	45	3
13	Quality Management	100	45	3
14	Project	300	90	6
		800		21
		1600		45

SUBJECT-WISE SYLLABUS

Paper	Subject
	SEMESTER I
1	MARKETING MANAGEMENT Concepts of present day marketing, Developing strategies and plans. Analyzing markets, Segmentation in Business and consumer markets. Creating Brand Equity, Competition and Strategy, Product Strategy, Pricing Strategies Distribution, Channel Management Decisions Marketing Communication: Advertising, Promotion, Publicity, Personal Selling, Direct Marketing, Event Marketing Product Planning: Marketing plan Introducing New Markets: Tapping Global markets Franchising, Collaborations, Joint Ventures Social Responsibility of Marketing Sales Management. Marketing Budgets: investments, recurring, MIS Marketing: Philip Kotler
2	FINANCIAL MANAGEMENT Introduction to Accounting Practices, Maintenance of Accounts, computerization Capital Investments, Structure, Return on investment Balance Sheet and Profit & Loss Account, Ratio Analysis Process and Batch Costings Working Capital Requirements, Credit in Business Project Finance, Business Plan, Sensitivity Analysis Budgeting and Planning, MIS (Management Information System) Books: Khan M. Y. & Jain, P. K. : Financial Management : Text, Problems & Cases. New Delhi, Tata McGraw Hill Pub. Co. Prasanna, Chandra : Financial Management Tata Mc GrawHill Pub. Co. Ltd, New Delhi
3	SUPPLY CHAIN MANAGEMENT Process in Supply Chain: Customer order, Aggregation, Demand planning, replenishment, manufacturing, Delivery, Procurement cycle. Demand Supply Chains. Forecast base demand Sourcing Decisions and management, Vendor Development, Negotiations, Strategic Relationships and Supply chains, Partnerships, Optimal Level of Product Availability, Cycle inventory

	Management, Analysis: ABC, Credit Analysis Managing Uncertainty: Safety Stocks. Transportation, Storage and Warehousing, Geographical logistics Management. Supply Chain Coordination Cost Price Management Food & Agriculture Supply Chains: Bulk purchases, contracting, Agriculture Extension, Contract Farming. Buying versus own manufacturing. International Sourcing Decisions Food and Drug Administration Approvals and regulations on products Legal Aspects, Taxation. Import and Export Management: Customs Tariff Act, Regulations Procedures, Documentation Supply Chain Management: Sunil Chopra, Peter Meindl: Prentice Hall
4	INFORMATION TECHNOLOGY WORD, EXCEL, MS: Project management, AI. II Systems in Industry: ERPs, Networking, Telecom networks, Operating systems / Database management selection criterion, vendors and deployment Smart card Technology, Time Attendance Systems, Review of Retailing Software Seminars / guest Lectures: two.
5	PRODUCT KNOWLEDGE Special features of different Product Groups Develop interest generating, persuasive presentations. Personal Selling. Retail Selling: Peter Flemming
6	RETAIL MANAGEMENT Types of Retailers, Retailing Strategy. Retail Environment International Scenario Indian retail status, plans and strategies of different companies in organized segment. Expected developments in unorganized retail. Impact of Retail on economy and society Store Management, Retail Locations, Merchandising, Price Adjustments, Using Price to stimulate retail sales, Planning Retail Communications Process Branding Strategies: Manufacturer Brand, Private Label, Brand or a store? Retail Franchising: Strategy of entry & expansion International Trading issues, cost benefits. Retail Management: Gibson Vedamani Retailing Management: Swapna Pradhan

7	CONSUMER BEHAVIOUR & SERVICE MANAGEMENT Customer Buying Behavior, Buying Process, Social Factors influencing buying decisions, Customer Service Strategies, Top of Mind Recall, Share of Mind, Customer Evaluation of Service Quality, Customer Research, Customer Relationship Management, Setting Service Standards, Implementation, Training, Communication Gaps, Delivery Gaps, Multi level Relationship marketing, Preferred Customers, Loyalty Programs, e-Commerce
8	MARKETING RESEARCH Basic Sampling Concepts, sampling methods, Determining Sample Size, data preparation and analysis, Hypothesis Testing, ANOVA, Measures of Association, Report Writing, Market Research Process, Secondary Research, Research Design, Implementation, Qualitative and Observation Studies, Surveys and Interviews, Experimental Designs, Test Marketing, Measurement, Scales, Questionnaires and Instruments, Internet and Marketing Research Developments, Advertising Research, References: Marketing Research: DR Cooper & PS Schindler: McGraw Hill, Marketing Research: Aaker, Kumar & Day
9	A) MERCHANDISING B) ADVERTISING & RETAIL PROMOTION A) MERCHANDISING Retail Formats, Store Layout, Types, Selection, Traffic Flow, Visual Merchandising, Design: Interior Design, Exterior Design, Division, Department, Category, Brand, Style, Mall Location, Design & customer flow B) ADVERTISING & RETAIL PROMOTION Advertising, Publicity, Media and Plans: Press, Radio, TV, Internet, Bill Boards, Mailing, Catalogues, Yellow Pages,

10	web site, e-Commerce Brand Development, Multiple Branding Top of Mind Recall, Share of Mind, Retail Communications, Retail Channels for customer interaction: Store, Catalog, Sales Promotion, Electronic Retailing Issues, Multi-channel Retailing, Personal Selling, Shopping Experience Retail Customer Segmentation, Building Sustainable Competitive Advantage. Role of Advertising Agency, Developing Communications Plan, Creative Process Advertising & Promotion: GE Belch & MA Belch A)ORGANIZATIONAL BEHAVIOR B)HUMAN RESOURCE MANAGEMENT A)ORGANIZATIONAL BEHAVIOR Process of Management, Group Behaviour and Dynamics, Motivational Theories, Leadership Styles, Present day Motivational Strategies B)HUMAN RESOURCE MANAGEMENT Job Analysis, Job Description, Selection and Recruitment of employees, Training, Motivational Programs, Team Building, Social Group Programs, Evaluation and Feedback System, Reward and Compensation System, Controlling Costs, Leave attendance, Duty scheduling Labor Laws, Shop and Establishment Act, Labor Agreements.
11	Quantitative Techniques Investment & Break even Analysis, Decision Theory (Bayesian), Forecasting Queuing Theory, Replacement Theory, PERT & CPM, Simulation, Linear Programming, Transportation Model References: Quantitative Techniques in Management: Vora An introduction to Management Science: Anderson, Sweeny Williams: Thomson South Western Quantitative analysis for Management: Bary Render, Ralf Stair, Michael Hanna
12	OPERATIONS MANAGEMENT IN RETAILING Basics of Management : Planning, organizing, Controlling, Leading, staffing, Line & Staff Plans, Budgets, Projects,

	Profit Loss Statement, Competition Activity Budgeting Wages, Expenses Tracking Customer's purchases Margin report, Mark-up report Operating ratios, Strategic Communication through Store design, advertising Adding Value, Product Category and Customer demand tracking, Customer Information and Feedback measurement Assess and activate interest, seasonality Demand Supply Arrival Monitoring Facility Location, Development, Facility Management, Safety, Security, Mall Management HR Recruitment plan, Training plan and progress Facility Development, Facility Management, Safety, Security, Mall Management Retail Business: Jim Dion, Ted Topping
13	QUALITY MANAGEMENT Development of Quality Management: Deming, Juran, Ishikawa, Crosby, Taguchi Continuous Process Improvement, Supplier Partnership, Quality Re-engineering, Customer Satisfaction, Service Quality, Retention of customers, Benchmarking, ISO 9000, JIT, Management Tools Total Quality Management, Six Sigma, Quality Planning, Quality Control, Management of Process Quality, Productivity, Total Quality Management, Training as a tool. Total Quality Management: JE Ross Total Quality Management: DH Besterfield, CB Michna: Prentice Hall
14	Project Industry oriented Project with field work / training

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 29/01/2007

