



IUFS

**International University of
Fundamental Studies
St.Petersburg, Russia**

**FACULTY OF ECONOMICS &
MANAGEMENT**

Department of Business Administration



Prospectus
2005/06



INTERNATIONAL UNIVERSITY OF FUNDAMENTAL STUDIES

Department of Business Administration

MBA - Master of Business Administration

DBA - Doctor of Business Administration

Welcome...

to the International University of Fundamental Studies' IUFS prospectus for the 2005/2006 academic years. It details the professional qualifications and support services for the Master Degree of Business Administration and Ph.D. Business Administration offers by the IUFS.

It contains all the information you need to know about studying with the IUFS, whether you are a completely new student or are continuing your studies. We hope it will help you select the qualification most appropriate to your needs and guide you through your ongoing studies with the IUFS

Good luck with your future studies.

IUFS

International University of Fundamental Studies

Faculty of British Education

Department of Business Administration

P O Box 59, St.Petersburg-191040, Russia

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2005/2006

Master of Business Administration - MBA

OBJECTIVE: MASTER OF BUSINESS ADMINISTRATION

The Master of Business Administration program is aimed at general competence in management. Often managers must change their roles as they reach higher positions of responsibility. The ability to reason and learn in new situations aids in the creation of general management capabilities. The professional manager's ability to contribute constructively to change in business and to make and successfully execute wise decisions is, to a great extent, derived from a sensitivity to immediate problems. Management competence requires a willingness to face the challenge of living in an environment of uncertainty where innovation occurs at an ever-increasing rate and personal and group relationships are complex.

DEGREE REQUIREMENTS

Admission to the Master of Business Administration program is based upon the completion of the general admission requirements of the Graduate School. For admission to the Business Administration program a satisfactory score on the Graduate Management Admission Test is required. There is no foreign language requirement for the MBA program. Many people in business seek to enhance their career opportunities by broadening their knowledge and understanding of the overall management field. Since it is impossible for them to leave their responsibilities and return to academic work on a full-time basis, the College of Business Administration offers a complete program in the evening as a service to the community. Evening classes are taught by full-time faculty members and the same academic standards required of full-time students are maintained. It is expected that the student will progress through the program at a pace that is commensurate with the time available.

The program has been designed to accommodate students of widely divergent backgrounds. It is not necessary to have completed prior academic work in business

NON-THESIS DEGREE PLAN:

Background Category II Students with varying amounts of academic work in business may have the requirement waived for those equivalent Foundation Program courses

administration. Foundation courses have been designed to prepare the student for advanced coursework. These graduate courses are an integral part of the MBA program.

Grade and Graduation Requirements The MBA program follows the grade requirements for probation as specified under the general regulations of the Graduate School. In addition, to graduate, students must have at least a 3.0 grade point average in all coursework and area of concentration. Students will be dismissed from the MBA program if they accumulate grade deficiency points greater than allowed. Any grade of C is worth one deficiency point, any grade of D is worth two deficiency points and any grade of F is worth three deficiency points. Deficiency points may not be removed from a student's record by additional coursework. The maximum allowable deficiency points will be computed by the advisor when the degree plan is prepared or adjusted using the following guidelines: Program Length Allowable Deficiency Points (UT Arlington coursework only) 12 courses 2 13-17 courses 3 18 courses or more 4

THESIS DEGREE PLAN

Requirements for the thesis degree plan are the same as the requirements listed below for the non-thesis degree plan with the following change. A six-hour thesis can be added to the MBA program. The six hours would be beyond the 36 advanced hours required for the MBA degree. All candidates for the degree shall defend the thesis at a final oral examination.

NON-THESIS DEGREE PLAN:

Background Category I Students who have had no prior academic work in business will enter the program of work listed for Semester I and continue sequentially through both the Foundation Program and the Advanced MBA Program. Students with a statistics and/or mathematics deficiency will be required to complete BUSA 01 and/or MATH 1315 and/or 1316.

completed with acceptable grades within the last 10 years.

- **Foundation Program**

These courses should be taken upon entering the MBA program and prior to taking courses in the advanced MBA program. They may not be used as electives in the **advanced program**.

Accounting Analysis I (ACCT 01),
Accounting Analysis II (ACCT 02)
Economic Analysis I (ECON 09), Economic
Analysis II (ECON 11)

Quantitative Analysis for Business
Administration (BUSA 03), Marketing
(MARK 11)

Introduction to Computers and Information
Systems (INSY 10), Finance (FINA 11)

Behavioral Science in Management (MANA
11), Management (MANA 12)

With approval of the Graduate Advisor, a
student may enroll in advanced courses when
schedule conflicts prevent completion of all
the foundation courses. A student may not
apply to the MBA degree more than nine
semester hours of advanced work completed
prior to the completion of all foundation
courses.

- **Advanced MBA Program**

The Advanced MBA Program normally
consists of 36 hours of coursework to be
selected by the student and approved by the
Graduate Advisor. However, the accounting
concentration may require the student to
complete up to 45 hours of advanced
coursework, depending on background. In
those cases where it is necessary for the
student to take nine or all of the Foundation
Program courses at the graduate level, the
student will be allowed to waive one or two
non-concentration electives respectively.

- **Required MBA Courses**

The following advanced MBA courses are
required of all students: BUSA 25; 33; either
30 or 37; and a research course approved by
the Graduate Advisor. BUSA 25 is required of
all students except those students with six
hours of statistics who must take an approved
advanced quantitative course.

- **Concentration Areas**

Preferably conducting an area study (Latin
American, Asian, European, etc.) of some
type. Students should also recognize the
importance of those graduate courses in
political science, history, and foreign
languages, which would embellish graduate
study in international business administration.

ACCT 30 INTERNATIONAL
ACCOUNTING AND FINANCIAL
REPORTING

BUSA 31 LAW OF INTERNATIONAL
BUSINESS

ECON 21 INTERNATIONAL ECONOMICS

ECON 27 INTERNATIONAL FINANCE

FINA 31 MULTINATIONAL FINANCIAL
MANAGEMENT

A concentration of 12 semester hours may be
taken in one of the following curriculum areas:
economics, finance, information systems (see
Department of Information Systems and
Management Sciences courses), management,
management science (see Department of
Information Systems and Management
Sciences), marketing, and real estate (see
Department of Finance and Real Estate
courses). A student who wishes to take a
program of courses in a wider range may
choose not to take a concentration. A
concentration in accounting requires a
minimum of 15 semester hours of advanced
graduate accounting courses. The student
selecting a concentration in accounting must
have previously studied or include in his or her
program courses covering the following areas
of accounting: financial accounting and
accounting theory, management information
and computer systems, financial and
operational auditing, and taxation. Students
who elect a concentration in information
systems are advised to take six semester hours
in accounting and may select up to six hours of
graduate electives in computer science or
management science, subject to the approval of
the MBA Graduate Advisor.

- **International Option**

The following advanced courses permit
students to pursue a comprehensive program of
study in international business administration
within the MBA program. The complete
course description and prerequisites may be
found under the appropriate functional listing.
Students planning a career in the international
field and taking extensive coursework in
international business administration may
consider international-related research topics
for approved research courses,

FINA 32 SEMINAR IN INTERNATIONAL
FINANCIAL MARKETS

MANA 31 MANAGEMENT OF

INTERNATIONAL OPERATIONS

MARK 31 INTERNATIONAL MARKETING

Elective Areas Outside Concentration or Other
Professional Fields

An MBA student may take elective courses in
any of the curriculum areas of the MBA
Program. He or she may take no more than six
semester hours in advanced courses in an area
other than the concentration field (see
professional management electives for
exceptions). Any course beyond the foundation
courses may be completed for advanced
elective credit.

- **Professional Management Electives**

Students holding bachelor's or master's degrees in professional fields such as architecture, education, engineering, nursing, social work, and urban studies have the option of taking up to 12 hours of electives in their professional area as part of their MBA degree requirements. With these electives, professionals can develop advanced management skill in a functional area by declaring a 9-12 hour concentration, or pursue a more general management approach by declaring "no concentration". If an accounting concentration is desired, the advanced

program may require up to 45 semester hours to provide required accounting skills. A full 36-hour advanced program is required for all other concentrations.

• **Technology and Innovation Management Electives**

Several course sets have been designed for students wishing to achieve a greater understanding of technology and how it is developed. The courses in these sets include coverage of the economic role of innovation and the management of the firm's technological base to shape and accomplish the organization's operational, strategic, and competitive objectives. Separate course sets attempt to focus on the following specific areas of interest: energy technology, environmental technology, financial

OBJECTIVE: Ph.D./DBA IN BUSINESS ADMINISTRATION

The doctoral program is designed to develop scholars with the ability to teach and conduct independent research in various areas of business administration.

The program prepares students for careers as creative teachers and researchers by providing thorough preparation in the theory and practice of business administration. The curriculum emphasizes the rigorous analytical skills needed to make meaningful contributions in fields of business. Graduates will assume significant roles in the world's educational and research institutions through the dissemination of knowledge in the classroom and the publication of research in journals and books and add significantly to the body of knowledge in their chosen fields.

Coursework is offered in the following areas: accounting, banking and finance, business economics, business policy/strategic management, business statistics, personnel/human resource management, insurance and risk management, international business management, investments and

innovations, health technology management, information systems management, manufacturing management, marketing and technology, and production and operations management. These course sets are included in the course set listings available in the Graduate Studies office.

• **MBA Cooperative Education Program**

A non-credit MBA Cooperative Education Program exists for the convenience of employers and students. In the Parallel Program, students study full-time and work part-time. The work load is similar to that undertaken by other working full-time students. In the Alternating Coop Program, students study full-time one semester and work full-time the next semester. After successfully completing a coop agreement with a particular employer and upon receipt of notification by the employer of a satisfactory Student/Employer evaluation, a Coop Certificate will be awarded by the College of Business Administration to the student. Benefits of the Coop Program over ordinary employment are derived by the employer supplementing and complementing classroom education by providing valuable experience and training in the chosen area of expertise. Additional information on program requirements is available in the Graduate Studies Office.

securities, labor/industrial relations, management information systems, management sciences, marketing management and research, organizational behavior, organizational theory, production/operations management, real estate, small business management and ownership, and taxation. Coursework in these areas of study supports the following major fields: Accounting, Economics, Finance, Information Systems, Management, Management Sciences, and Marketing.

ADMISSION

Admission is competitive and the attainment of a specific set of minimum qualifications does not assure admission. Instead, admission is granted to the candidate deemed to be most qualified to achieve success. In general, all applicants must:

Meet the admission criteria established by the Graduate School.

Have completed at least 30 hours of master's level graduate work in an appropriate field with a grade point average of 3.4 or higher.

Have achieved a satisfactory score on the Graduate Management Admissions Test (GMAT) and satisfactory scores on both the

verbal and quantitative portions of the examination.

In addition, students for whom English is a second language must submit satisfactory scores on the Test of Spoken English (TSE-A) and the Test of English as a Foreign Language (TOEFL) or International English Language Testing System (IELTS).

DEGREE REQUIREMENTS

All students must complete work in three fields: a major (dissertation) field, a minor field, and a research field. A minor field may be external to the College of Business Administration. Examples are industrial engineering, mathematics, computer science, sociology, and psychology. The student must petition for approval of an external minor field. The following minimum semester hours must be included in the student's Program of Study.

Minimum Semester Hours

Business Foundation	*
Major Field	18**
Minor Field	12**
Research Field	15**
Doctoral Research Colloquium	4
Dissertation	18

* From 0-30 hours depending upon the student's background at the time of admission to the doctoral program.

** Previous equivalent advanced coursework may be accepted.

RESIDENCE REQUIREMENTS

Each student enrolled in the doctoral program must enroll for and successfully complete a minimum of 15 hours in one 12-month period prior to completion of the comprehensive examinations. Each student must enroll for at least 12 hours every year. All students enrolled in the

program must successfully complete all coursework and comprehensive examinations within a maximum of 60 months from initial enrollment in the program. A minimum of 24 graduate hours in residence, excluding dissertation, are required for all candidates.

DIAGNOSTIC EVALUATION

A diagnostic evaluation is required in the student's first year of coursework. The diagnostic evaluation must be completed before registration for the third semester of coursework. The Supervisory Committee Chair will conduct the diagnostic evaluation in consultation with other committee members. Upon completion of the evaluation, the Supervisory Committee will recommend either continuation or discontinuation in the program. If the student is continued in the program, the Supervisory Committee will prescribe curricula to prepare the student for comprehensive examinations.

COMPREHENSIVE EXAMINATIONS

Students must demonstrate competence in their major, minor, and research fields by the successful completion of written examinations. Written comprehensive examinations in each field will be given in February and October of each year. A student is eligible for a written comprehensive examination when that student has completed (1) the Business Foundation with a GPA of at least 3.25 and (2) prescribed coursework in the field.

If a student fails a written comprehensive examination and continues in that field, the examination must be retaken within a period of not more than 13 months. If a student fails a second comprehensive examination in a major or research field, that student will not be permitted to continue in the program. If a student twice fails a written comprehensive examination in a minor field, that student will not be permitted to continue in that field.

A student must complete all written examinations within 25 months or retake any examinations which fall outside the 25- month period.

When a student successfully completes all the written examinations, that student is scheduled for a comprehensive oral examination which is administered by the student's Supervisory Committee. A student who fails the comprehensive oral examination will be given a second oral examination within 12 months of the date of the first examination. If a student fails the second comprehensive oral examination, that student will not be permitted to continue in the program.

Upon successful completion of written and oral comprehensive examinations, the student is admitted to candidacy.

DISSERTATION

The Dissertation Committee consists of a minimum of five members: two from the student's major field, one each from the minor and research fields, and one other member. The chair of the Dissertation Committee must be from the major field.

Following completion of the comprehensive examinations, student will be required to enroll for at least nine hours of dissertation each regular semester and at least six hours each summer until completion of the dissertation. Students must register for a minimum total of 18 semester hours of dissertation and must be enrolled for a minimum of nine hours of dissertation in the semester in which they defend the dissertation.

The dissertation must be completed within four years of the oral comprehensive examination.

For more information please contact:

INTERNATIONAL UNIVERSITY OF FUNDAMENTAL STUDIES

Registrar

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274-4455

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IUFS - EDUCATIONAL PROGRAMS

COURSE COVERAGE DETAILS

Each topic is to be covered in a detailed manner. Course coverage of subject MB 01 Principles and Practice of Management is given as an example, in a detailed manner and also in brief. Due to paucity of space the course coverage details of other topics are provided in brief only. The Institution reserves the right to modify /change / update the course contents without prior notice. Use the course code provided along with the course name to locate its course description.

EXECUTIVE MBA PROGRAM

LEVEL I

• **MB 01 PRINCIPLES & PRACTICE OF MANAGEMENT**

- | | |
|--|--|
| <p>01. Management Concepts And Theory:
What is Management ? - Is Management a science or an art ? Importance of Management - Challenges and Tasks of Management - Contributions of Taylor and Henri Fayol.</p> <p>02. Approaches to explain the Concept and Practice of Management:
Introduction - Various Approaches to Management - Functions of a Manager.</p> <p>03. External Environment of Business:
Introduction - External Environment Economics, Technological, Social , Political and Legal, Ethical, Multinational Corporations.</p> <p>04. The Planning Process:
Introduction - Nature of Planning - Types of Plans - Importance of Planning - Steps in Planning.</p> <p>05. Making Planning Effective:
Introduction - Why people fail in planning ? - Limits of Planning - Establishing an environment for effective planning - Creativity.</p> <p>06. Organizing :
Introduction - Organizational Roles - Formal and Informal Organization - Organizational Division: The Department - Organizational Levels and The Span of Management - Factors Determining an Effective Span - Organizing as a Process.</p> <p>07. Departmentation, Basic Process in Organizing :
Introduction - Departmentation by Simple Numbers -
Departmentation by time - Departmentation by Enterprise Function - Departmentation by Territory -
Departmentation by Product - Customer Departmentation - Market Oriented</p> | <p>Departmentation
Process or Equipment Departmentation - Service Departments - Matrix Organization.</p> <p>08. Line and Staff Relationships:
Line & Staff Concepts - Understanding of Line & Staff, A Case Example - Functional Authority - Benefits in using Staff Departments - Limitations in using Staff Departments.</p> <p>09. Staffing:
Recruitment - Selection - Source of New Employees - Kinds of Tests - Purpose of Employment Interview - Education & Training - An Introduction - Methods of Training.</p> <p>10. Leadership - Concepts and Styles:
Leadership - Definition & Concepts - McGregor's Theory - 'X' and 'Y' - Ingredients of Leadership Leadership Styles - The Managerial Grid - Leadership and Managing.</p> <p>11. Motivation :
Introduction - Concept of Motivation and Motivators - The Theory of 'Hierarchy of Needs ' - Herzberg's Theory on Motivation - The Porter & Lawler Model on Motivation - Special Motivational Techniques.</p> <p>12. Communication:
Communication, Purpose & Importance- The Communication Process - Need for Different Types of Communication in a Business Enterprise - Barriers and Breakdowns in Communication - Towards Effective Communication.</p> <p>13. Controlling methods:
The Control Process - Control as a Feedback System - Common types of standards used in Control Process - Control Technique - The Budget - Control Technique - The Return on Investment.</p> <p>14. Decision making:
Introduction & Definition - Aids to Decision Making - Theories of Decision Making - Decision Making -</p> |
|--|--|

Under Certainty - Decision Making - Under Uncertainty.

15. Key Issues in Modern Management:
MBO - Quality Circles - a Review - Total Management - Review & Concepts.

• **MB 01 PRINCIPLES & PRACTICE OF MANAGEMENT**

Management Concepts and Theory - Approaches to explain the Concept and Practice of Management - External Environment of Business - The Planning Process - Making Planning Effective - Organizing-Departmentation, Basic Process in Organizing -Line and Staff Relationships - Staffing - Leadership-Concepts and Styles - Motivation - Communication - Controlling Methods - Decision making - Key Issues in Modern Management.

• **MB 02 RESEARCH AND QUANTITATIVE METHODS**

Quantitative Techniques - Business Statistics - Measures of Central Tendency - Measures of Dispersion - Theory of Probability - Sampling and Estimation - Forecasting and Regression & Correlation Analysis - Forecasting and Trend Analysis - Research - an Overview - Research Methodology - Hypothesis - Research Project - Data Collection - Data Analysis - Research Report.

• **MB 03 MANAGERIAL ACCOUNTING**

Managerial Accounting - Principles of Accounting I - Principles of Accounting II - Financial Statements I - Financial Statements II - Analysis and Interpretation of Financial Statements I - Analysis and Interpretation of Financial Statements II - Cost Accounting - Standard Costing - Cost Volume Profit Analysis - Marginal Costing - Budgets and Budgetary Control - Capital Budgeting - Planning Process - Management Control and Reporting Systems

• **MB 04 COMPUTER METHODS IN BUSINESS**

Concepts of Computers - Organization of Computers - Memory and Storage Devices and Media - Data and Information - Communication Systems - Computer Software - Programming Concepts - Introduction to Systems Analysis and Design - Management Information Systems -Electronic Data Processing - Decision Support Systems- Introduction to AI and Expert Systems - Introduction to Business Application Software - The Social and Economic Aspects of Computers.

LEVEL II

• **MB 05 MANAGEMENT FINANCE**

Finance Functions - Sources of Finance - Sources of Finance -II (Cost of Capital) - Capital Structure - Corporate Planning - Capital Budgeting - Working

Capital Management -I (Introduction) - Working Capital Management - II (Cash Management) - Working Capital Management -III (Management of Receivables) - Working Capital Management -IV (Inventory Management) - Management of Profits - Evaluating Projects - Portfolio Management - Public Finance.

• **MB 06 MARKETING MANAGEMENT**

Introduction to Marketing - Understanding Marketing Management - Understanding Marketing Environment - Understanding the Market-I - Understanding the Market-II - Strategic Marketing Planning - Development of Marketing Strategy - Product Decisions - Pricing Decisions - Distribution Decisions - Physical Distribution Decisions - Promotional Decisions - Elements of Promotional Strategy - Analysing Marketing Performance - Contemporary Marketing Issues.

• **MB 07 HUMAN RESOURCES MANAGEMENT**

Introduction - Human Resources Planning & Selection Policy - Employee Growth & Development Training - Performance Appraisal - Compensation Management - Morale & Motivation - Discipline & Disciplinary Procedure - Grievance & Grievance Procedure - Groups and Group Dynamics - Organization Development - Organizational Conflict - Team Building - Communications - Leadership.

• **MB 08 PRODUCTION MANAGEMENT**

Product Production and Production Management - Planning in Industrial Organisations - Project Management -Planning - Project Management -Cost Estimation - Product Planning and Control-I - Production Planning and Control-II - Elements of Material Management - Shop-Floor Management - Maintenance Management - Quality Management - Management Services - Cost Planning and Control - Budgets and Budgetary Control - Computers in Manufacturing-Factory Automation.

LEVEL III

• **MB 09 BUSINESS STRATEGY POLICY**

Introduction - Strategic Management - Environment Analysis - Resource Profile - Organisational Direction - Strategy Formulation - Marketing Strategy - Financial Strategy - Production Strategy - Personnel Strategy - Technology Issues - International Operations - Government's Role in Business - Strategy Implementation - Strategic Control.

MARKETING MANAGEMENT SPECIALIZATION

• **AB 01 CONSUMER BEHAVIOUR & MARKETING RESEARCH**

CONSUMER BEHAVIOUR

Essentials of Consumer Behaviour - Introduction to Psychology - Behavioral Inheritance - Consumer

Behaviour (Some Thoughts) - The Buyer Various Aspects - Models of Buying Behaviour .

MARKETING RESEARCH

Marketing Research - Collection of Data - Marketing Research a Tool of Management -Product Research - Advertising Research.

• **AB 02 MANAGEMENT OF SALES & ADVERTISING**

SALES MANAGEMENT

Marketing and the Selling Effort - Sales Forecasting - Sales Organisation - Recruitment of salesmen - Training of Salesman - Remuneration of Salesmen - Fundamentals of Successful Selling - Supervision & Control of Salesmen - Duties of Sales Manager Control of Salesmen.

ADVERTISING MANAGEMENT

Nature & Scope of Advertising - Advertising - Social & Economic Aspects of Advertising - Classifications & Types of Advertising - Product & Advertising - Consumer Behaviour & Advertising - Advertising-Sales & Share Market - Business of Advertising - Advertising Media - Media Selection - Building an Advertising Programme - Design & Advertising - Planning of Advertisement - Planning Media Strategy - Budget Decision - Research Advertising Planning.

• **AB 03 INDUSTRIAL & INTERNATIONAL MARKETING**

INDUSTRIAL MARKETING

Introduction - Industrial goods - Demand-I - Demand-II - Marketing Strategy - Channels of Distribution - Product Planning - Practical Aspects.

INTERNATIONAL MARKETING

International Marketing - Marketing for the Global Enterprise - International Marketing - Scanning the International Environment - Basis of International Environment - Consumers - Planning for Overseas Market - Product Strategies - Pricing Policy - Distribution System for world Markets - The Total Marketing Program.

PERSONNEL MANAGEMENT SPECIALIZATION

• **CD 01 LABOUR LAWS**

Development of Industrial Labour Laws in India - Industrial Legislation - Industrial Dispute Act 1947 - Trade Unions Act 1926 - Minimum Wages Act 1948 - Payment of Wage Act 1936 - Worker's Compensation Act 1923 - Payment of Bonus Act 1965 - Payment of Gratuity Act 1972 - Worker's Compensation Act 1923 - Payment of Bonus Act 1965 - Payment of Gratuity Act 1972.

• **CD 02 LABOUR WELFARE AND PERSONNEL SERVICE**

Labour Welfare Activities - Theories and Principles of Labour Welfare - Intra - Moral Labour Welfare Activities - Stationary Welfare Activities - (Intra -Moral) - Extra - Mural Welfare Facilities - Industrial Relations - Workers Education - Health and Safety of Industrial Workers - Absenteeism and Labour Turnover - Welfare Officers - Indebtedness and Co-Operatives - Agencies for Welfare Work - Evolution of Social Security Measures - Labour Welfare and Social Security-Some Concerns and Issues - India and ILO.

• **CD 03 INDUSTRIAL RELATIONS**

Introduction to Industrial Relations - Labour Problems - Indian Industrial Relations - An Over View - Industrial Relations - Attitudes and Approaches - Industrial Conflict - Employers Federations - Trade Unions - Prevention and Settlement of Industrial Disputes - Prevention and Settlement of Industrial Disputes - Settlement of Industrial Disputes - Collective Bargaining - Workers Participation in Management - State and Industrial Disputes - Industrial Disputes Act 1947 - India and ILO.

FINANCE SPECIALIZATION

• **EF 01 FINANCIAL STRATEGIES & POLICIES**

Introduction - Corporate Financial Planning - Tools of Financial Analysis-(Ratio Analysis , Operating and Financial Leverages) - Capital Structure - Financial Forecasting - Management of Working Capital-(Management of Accounts Receivables, Management of Inventory, Management of Cash) - Capital Budgeting - Valuation of Shares - Financial Problems of Corporate Amalgamations - Inter-corporate Loans and Investments - Portfolio Management - Management of Profits-(Issues of Bonus Shares) - Auditing - Tax Planning and Business taxation strategies - Miscellaneous Topics.

• **EF 02 ADVANCED MANAGEMENT ACCOUNTING**

Introduction - Principles of Management Accounting - Financial Statements Interpretation - Ratio Analysis - Cash Flow Statements - Funds Flow Statement - Costing Methods - Marginal Costing - Marginal Costing and Differential Analysis - Standard Costing and Variance Analysis - Responsibility Accounting - Management Information and Support Systems - Prerequisite for MIS - Information Needs - Special Reports for Specific Problems.

• **EF 03 EXPORT AND INSTITUTIONAL FINANCE**

Export Finance I - Export Finance II - Export Finance III - Export Costs and Export Pricing - Raising Long Term Funds from Financial Institutions - Techniques of Financial Forecasting - Capital Expenditure - Control of Capital Expenditure - Concepts of Cost of Capital and its Relevance in Investment and Financing Decisions - Sources of Company Finance - Financial Institutions and their role in Industrial Finance - Negotiating term loans with banks and Financial Institutions - Documentation - International Financial Institutions - Rehabilitation of sick Industries.

PRODUCTION MANAGEMENT SPECIALIZATION

• **GH 01 PRODUCTION PLANNING AND CONTROL**

Nature of Planning - Master Planning Budget - Production Design - Quantity Planning - Capital Planning - Control Functions in Production Planning - Nature Scope Prerequisites for control - Manufacturing Orders - Routing - Lead Time - Loading & Scheduling - Despatching - Loss Control - Manual And Schematic & Analytical Techniques for Scheduling and Control - Control Boards - Data File and Retrieval Systems & Automatic Data Processing - Reproduction and Communication Systems.

- **GH 02 MAINTENANCE MANAGEMENT**

Scope of Maintenance Management - Maintenance Organization and Functions - Assignment of Maintenance Work - Establishing A Maintenance Program - Record Keeping - Maintenance Work Measurement and Improvement - Preventive Maintenance - Maintenance Equipment and Supplies - Maintenance Method - Good House Keeping.

- **GH 03 INVENTORY /MATERIALS MANAGEMENT**

Introduction - Corporate Policy and Materials Management -Materials Research - Materials Planning and Budgeting - Codification and Standardization - Creative Purchasing-Materials Requisition Form - Price Forecasting - Purchasing Under Uncertainty - Purchasing of Capital Equipment - Public Buying - Control of Purchasing Activities - Stores Management - Value Analysis - Material Handling - Techniques in Materials Management.

COMPUTER SPECIALIZATION

- **IJ 01 SYSTEM ANALYSIS AND DESIGN**

Systems and Systems Dynamics - Systems Analysis and Organizations - System Development Life Cycle (SDLC) - Systems Analysis - Systems Investigation and Information Gathering - Tools for Structured Analysis - Feasibility Study - Cost of System - Writing and Presenting System Proposal - System Design-(Designing Effective Outputs, Designing Effective Inputs, Designing User Interface and Productivity Design, Designing the File and Data bases) - Quality Assurance through Software Engineering - System Implementation and Maintenance - Project Management - Resources Acquisition - System Security

- **IJ 02 DATA BASE MANAGEMENT SYSTEM**

Data Sources and Data base Environment - Data Administration and Data Dictionary - Data Base Design - Data Storage and Access Methods - Addressing Techniques - Data Base Languages - Relational Data Base - Hierarchical Data Base - Network Data Base - Inverted File Data Model - Information Retrieval Systems - Distributed Data Base Systems - Detail Study on 4GL Data Base Management Systems - Features and Comparative Study of PC Based DBMS.

- **IJ 03 MANAGEMENT INFORMATION SYSTEMS**

Organisational behaviour - Overview of Management Information Systems - The Evaluation Anatomy and Objectives of MIS - Planning Functions and the MIS - Principles and Techniques of Information Analysis - Work Simplification, Charting, Forms Analysis, Design and Control - Cost Effectiveness and Cost Benefit

Analysis - MIS Tools and Control Techniques - Installation and implementation of MIS - Managing MIS Personnel - Management of Production and Computer Operations - Office Automation - Detail Study on Business Application Software.

ADVERTISING MANAGEMENT SPECIALIZATION

- **KL 01 MEDIA PLANNING AND SCHEDULING**

Introduction to Media Planning and Scheduling - Basic Characteristics of Advertising Media - Atmosphere Coverage - Cost - Types of Advertising and the Media - Characteristics of Press Advertising - Characteristics of TV Advertising - Outdoor and Transport Media Advertising - Cinema - Radio - Direct Mail - Exhibitions - Selection of Media and Media Planners Basic Queries - Review and Summary .

- **KL 02 ADVERTISING AGENCY ADMINISTRATION**

Introduction to Advertising - Types of Advertising - Advertising Strategy Planning - Advertising Agency - Account Services - Marketing Services - Media Planning - Creative Department - T.V. Radio and Audio Visuals - Product and Brand Management - Financial Planning - Interaction Between Client and Agency - Input to the Agency - Advertising Agency in India - International Trends in Advertising .

- **KL 03 PUBLICITY AND PUBLIC RELATIONS**

What is Publicity? - Managing for Publicity and Public Relations - Research Methods in Publicity and Public Relations - Communication -the backbone of Publicity and Public Relations - Publicity and Public Relations-writing fundamentals - Publicity and Public Relations and Marketing - Publicity and Public Relations and Advertising - Techniques in Public Relations - Media in Publicity and Public Relationship - Employees Issues and Public and Public Relations - Government and Society and the P & PR Functions - Consumers and P & PR - P & PR and the Investing Community - P & PR and the International Community - P & PR Ethical and Legal Issues - Summary and Revision.

OFFICE ADMINISTRATION SPECIALIZATION

- **MN 01 OFFICE ORGANISATION AND SERVICES**

Nature and Functions - Office Management - Office Organisation - Departmentation - Authority and Responsibility - Office Administration - Physical Conditions - Office Layout - Office Environment - Office Services - Office Terminology.

- **MN 02 OFFICE SYSTEMS, PROCEDURES AND COMMUNICATION**

Tools of Organization - Office Systems - Office Procedures - Specific Systems - Office Machines and Equipment's - Form Design, Management and Control - Office Stationery and Supplies - Communication - Effective Communication - Business Communication - Internal and External Communication - Office Correspondence - Interviews Meetings - Public Relation.

- **MN 03 RECORDS AND PERSONNEL MANAGEMENT**

Record Management - Filing - Records Management - Introduction to Personnel Management - Personnel Manager - Employment Function - Components of a Job - Recruitment and Selection - Job Evaluation - Training, Placement, Promotion Transfer - Salary-Incentives-Employee Turnover and Welfare-Unions - Motivation -Legal Aspects .

EXPORT / IMPORT MANAGEMENT SPECIALIZATION

- **OP 01 INTERNATIONAL MARKET AND EXIM POLICY**

Introduction - Principles of International Marketing - Product Planning - Marketing Strategy - Promotional Measures - Organisational Structure and Personnel Planning - Institutions and Offices - EXIM Policy - Procedures.

- **OP 02 EXPORT FINANCE AND EXCHANGE CONTROL DOCUMENTATION**

Export Costing - Incentives - Import Licenses and Incoterms - Costing - Terms of Payment - Illustration - Export Finance - Financial Sources - Exchange Rate Mechanism - Exchange Controls.

- **OP 03 IMPORT MANAGEMENT & CASE STUDIES**

Procedures - Processing an Export Order - Customs Clearance - Shipping - Chartering - Transportation Documents - Cargo Insurance - Introduction to Import Management - Imports -Provision in Custom Act - Central Excise - Case Studies.

HOTEL MANAGEMENT SPECIALIZATION

- **QR 01 ACCOMODATIONS (HOUSE KEEPING AND FRONT OFFICE)**

Housekeeping Functions - Tools of Trade - Cleaning Materials and Methods - Materials and their Characteristics - Interior Decoration - Room Interiors (Furniture, Furnishing and Fixture) - Housekeeping Control - Liaison with Maintenance - Front Office Preamble - Front Office Policies - Hotel Credit - Guest Check-In and Check out - Lobby - Telephones - To Procedures for Emergencies.

- **QR 02 FOOD AND BEVERAGE MANAGEMENT**

Brief Introduction to Indian, Chinese and Continental Cookery - Menu Planning -Food Purchase - Evaluating Recipes - Introduction - Material Management - Procurement and upkeep of Catering Equipment - Production Planning -Introduction to Catering Functions - Marketing of Food and Beverage - Financial Aspects - Food and Beverage Management in Hotel and Quality Restaurants - Revenue Control - Restaurant Layout and Design - Kitchen Stewarding.

- **QR 03 HOTEL SERVICE MARKETING AND PUBLIC RELATIONS**

Fundamentals of Marketing - Planning Marketing Strategy - Introduction to Marketing Mix - Introduction to Promotional Activities - Advertising - Selling and Sales Management - Merchandising - Sales Promotional, Direct Sales, Sponsorship Management - Public Relations - Graphics - Marketing a Menu - Trends of Marketing.

COMMUNICATION SPECIALIZATION

- **ST 01 COMMUNICATION SKILLS**

Introduction to Effective Communication - Effective Writing - Presentation - Types of Writing - Special Programmes - Media Research - Film - Functional Writing and Approaches to Writing - Data Collection Techniques - Management of Mass Media.

- **ST 02 THEORIES OF COMMUNICATION**

Theories - Nature and Functions of Communications - Theoretical Approaches - Group Dynamics - Attention, Perception and Learning - Propaganda - Public Opinion - Theories of Social Change and Development - International and Intercultural Communication.

- **ST 03 ADVANCED REPORTING AND EDITING**

Report Writing - News Features - Objectivity in Reporting - Interpretation - Ethical Aspects of Reporting - Editing - Mechanics and Functions - Problems and Trends - Letters and Editors - Middle Page - Principles of Translation - Photo Journalism -Editorial Page - Electronic Media - Visual and Sound Effects - Aesthetics of Radio T.V. and Video - Impact of Electronic Media on Masses.

TRAVEL AND TOURISM SPECIALIZATION

- **UV 01 MARKETING OF TOURISM AND TOURS**

Introduction to Travel Industry - Composition of Travel Services - Tourism and planning and Development - Tourism Marketing - Public Relation - Tourism and Hotel Evolution - Passengers - Tours - Factors Involved - Tourist Organizations in India - Business Strategy in Travel Industry.

- **UV 02 DOMESTIC AND INTERNATIONAL TRAVEL**

DOMESTIC TRAVEL

Basic Information - Reservation Procedure - Fares and Ticketing - Baggage Rules - Cancellation Rules and Refund Regulations.

INTERNATIONAL TRAVEL

Basic Information - Passports - Purpose of Travel - Fares - Routing - Ticketing - Baggage - Other Formalities - Airport Regulations - Charters.

- **UV 03 ADMINISTRATION OF TRAVEL AGENCY**

General Information - Qualifications -Who is an IATA approved PSA (Passenger Sales Agency) - Procedure Involved in Apply for IATA - Factors Involved for PSA approved by IATA Investigation Board - Travel Trade Qualifications - Staff Qualifications - Financial Qualifications - Disqualification - Premises - Steps in Setting up of Travel Agency - Modern Office Management.

PUBLIC RELATIONS SPECIALIZATION

- **WX 01 EVOLUTION AND MANAGEMENT STRATEGY OF PUBLIC RELATION**

Overview of and approaches to a definition of Public Relation.

Interpreting Management to the Public and Public to Management.

Growth of the Dumb Public Relation. Public Relations Today.

Management and Planning for Public Relations.

Budgeting for Public Relations.

Organising the Public Relations Department and Agency

Influencing and Motivating Attitude Changes to Public Opinion.

Either in Society and Business, Journalism and Public Relations.

The Corporate Image and Codes of Conduct and Social Responsibility.

Research in Public Relations. Types and Methods.

Case Studies.

- **WX 02 COMMUNICATION IN PUBLIC RELATIONS**

Fundamentals of Public Relations writing.- The Secret of the Inverted Pyramid -

The Media , By Lines and Photographic supports. -

The Speech writing process - Effective presentation -

Public Relations Marketing Activities - Emergence of

Image Advertising - Handling the Media - Objectivity in

the Media - Employee Communications Strategies -

Desk top Publishing - Case Studies.

- **WX 03 PUBLIC RELATION IN GOVERNMENT AND COMMUNITY**

Dealing with Government Political Action Communities -

Community Component and Expectation - Non profit

Public Relations - Growth of Consumer Movement -

Inventor Relation and Information - Corporate

Communication Tools - Organising International Public

Relation - Issues Management - Managing in a Crisis -

Laws Relating to first Amendment - Public Relations

and The Legal Profession - Counseling top

Management - Case Studies.

HOSPITAL MANAGEMENT SPECIALIZATION

- **YZ 01 HOSPITAL ORGANISATION & MANAGEMENT**

Concepts and Principles of Management as applied to Health Service Organisations, Operation Management Aspects connected with outpatient ward, Casualty, Operation Theatres, Diagnostic Laboratories, Pathology Laboratories, Pharmacy, Diet and Nutrition, Blood bank, Laundry, Medical Records, Security , Scheduling & Deployment of Doctors, Nurses and other Staff, Accounts among others.

- **YZ 02 HEALTH AND HOSPITAL ADMINISTRATION**

The Health System in India; Components of Health Systems, Study of Managerial Roles, Styles, Activities and Decision Making, Relationship with Organisational Effectiveness, Planning Activities, Leadership & Control; Manpower Development; Organisational Behaviour and Theory.

- **YZ 03 PUBLIC HEALTH ADMINISTRATION**

The Health System in India; Components of Health Systems, Management , Functions, Concept, Administration, Policy; Issues of Health System, Relationship between Health and Society.

FASHION TECHNOLOGY SPECIALIZATION

- **BC 01 BASICS , COLOUR FAMILY**

Introduction to Fashion- Illustration , Role of Fashion Illustration - Anatomy and Drawing, Basic Figure Drawing , Choosing Illustration Materials - The Colour Spectrum, Dyeing and Printing.

- **BC 02 FASHION DESIGN, MATERIALS & MEASUREMENTS**

FASHION DESIGNS

Fashion Illustration, Importance and Role, Choosing Illustration Materials - High Fashion Garments - Design Idens - Drafting to Standard measurements - Drafting to custom Designs - Garment Analysis.

MATERIALS & MEASUREMENTS

Textiles, Textile fabrics - Textile fibres, Properties -

Colours of materials, Travels - availability , Purchasing

- Selection and compatibility of fabrics - Technique in

Master Pattern - Materials Management and Quality

control.

- **BC 03 FASHION THEORY & PRACTICALS**

History of Costumes - Designing Principles -

Application Proportion - Lines in Designing - Basics in

Fashion Designing - Fashion Accessories - Basic tools

and Equipment.

INTERIOR DESIGN SPECIALIZATION

- **DA 01 PLANNING SPACES**

What are the needs. - Family Composition -

Entertaining Style - Financial Limitations - Personal

Limitations - Budget - Planning Rooms - Purpose and Functions of Rooms - Individual Tastes - Scale and Proportion - Balance - Rhythm Focus - Drawing and Illustration - Making Floor Plan Elevation.

- **DA 02 MATERIALS AND FURNITURES**

Floor Coverings - Types of Flooring Materials Function - Selecting Appropriate Flooring. Furniture Types, materials, Furniture Design, etc.,

- **DA 03 LANDSCAPING, ESTIMATION & EXECUTION**

INTRODUCTION TO LANDSCAPING

General Concepts, series, History - Landscape relations with built environment.

ESTIMATION & EXECUTION

Area Calculation - Calculation of Quantities for Rooms, Furniture, etc - Bill of Quantities - Planning Design Exercises - Perspective Drawing - Sketching - Painting - Modeling etc.

ROOMS & ACCESSORIES

Revision of Floor Plan, Creating final layout, Furniture, Furniture for different Room - final Furniture Layout - Furniture Styles - Windows, Types, Selecting appropriate position, size, and for windows - finishing, Types of finishing - Accessories.

OPERATIONS MANGT. SPECIALIZATION

- **FG 01 OPERATIONS RESEARCH**

Introduction, Programming Techniques- Linear Programming and Applications, Inventory and Waiting Line Models, Game Theory and Stimulation's.

- **FG 02 PROJECT MANAGEMENT**

Project Formulation and Appraisal, Project Planning and Scheduling, Implementation and Control, Project Completion and Evaluation

- **FG 03 TECHNOLOGY MANAGEMENT**

Technology Issues and Implications, Technology Development and Requisitions, Technology Absorption and Diffusion, Technology Environment, Technology Support Systems.

MEDIA MANAGEMENT SPECIALIZATION

- **HE 01 BROADCAST PRODUCTION**

Using Equipment-Test Shooting, Creative Techniques, Top Topics- Creative approach, Effective Presentation-Adding Titles and Creating Interesting Audio and visual Effects, Getting Sophisticated- Experimentation with New and Exciting Areas of Video, Making Documentaries-Interviewing, Commentary writing, Extending Creative Abilities, Presenting your Business, Drama on Tape, Personal; Views - analyzing your own performance, Technical References-Significance of a Specification.

- **HE 02 ADVERTISING MANAGEMENT**

Introduction to Advertising - Types of Advertising - Advertising Strategy Planning - Advertising Agency - Account Services - Marketing Services - Media Planning - Creative Department - T.V. Radio and Audio Visuals - Product and Brand Management - Financial Planning - Interaction Between Client and Agency - Input to the Agency - Advertising Agency in India - International Trends in Advertising .

- **HE 03 PUBLISHING**

Book Making- The Parts of a Book, Manuscript Preparation and Copyediting, Proofs, Rights and Permissions, Quotations, Illustrations, Captions and Legends, Tables, Mathematics in Type, Abbreviations, Notes and Bibliographies, Author-Date Citations and Reference Lists, Production and Printing: Design and Typography, Composition, Printing, Binding and Papermaking.

DIPLOMA PROGRAMS

Finance and Allied:

- **PD 201 Accounting and Finance Management (for Non-Specialists).**

Introduction to Accounting and Finance, Measuring and Reporting Financial Position, Accounting for Limited Companies, Analysis and Interpretation of Financial Statements, Capital Investment Decisions, The Management of Working Capital and Financing the Business.

- **PD 202 Accounting and Finance Management (For Managers)**

Introduction to Accounting Framework, Understanding Financial Statements-Construction and Analysis of Profit and Loss Account, Balance Sheet, Flow Statements, Cost Management-Cost-Volume-Profit Analysis, Financial and Investment Analysis and Financial Decisions.

- **PD 203 Bond Market**

Introduction, Riding the Yield Curve, The Fixed -Income Market -Place, The Fed, The U.S. Government Securities Market: Treasuries, The U.S. Government Securities Market: Agency and Mortgaged-Backed Securities, Inside a Primary Dealer, Municipal Debt, Corporate Bonds, The Secondary Market.

- **PD 204 Corporate Finance and Investment**

A Framework for Financial Decisions - An Overview of Financial Management, The Financial Environment, Valuation of Assets, Shares and Companies, Investment Decisions and Strategies - Investment Appraisal Method, Investment Practices and Processes, Strategic Investment, Investment Risk and Return - Analyzing Investment Risk, Relationships between Investments, Portfolio Theory, Identifying and Valuing Options, Short- Term Financing

- **PD 205 Derivatives Market: Options, Futures, Forwards and Swaps**

Introduction, Stock Index Futures, Short-term Interest Rate Futures , The Basics, Short-term Interest Rate Futures - Advanced Strategies. Long-term Interest Rate (Government Bond) Futures - Currency Forwards and Futures, Options - The Basics, Hedging with Options, Trading with Options, Arbitrage with Options, Black-Scholes Option Pricing Models, Binomial Option Pricing Models, Swaps.

- **PD 206 Finance Management**

This deals with Finance Functions, Sources of Finance, Corporate Planning, Working Capital Management- Cash Management, Management of Receivables/Profits, Public Finance, etc.,

- **PD 207 Financial Accounting**

An Overview of Financial Accounting, Accounting Postulates, Accounting Records and Systems, Accounting Equations and Transaction Analysis, Accounting Mechanics I - Journals, Accounting Mechanics II -Ledger Posting and Trial Balance, Preparation of Financial Statements- Balance Sheets, Profit and Loss Account, Elements of Financial Statements, Liabilities and Equity, Depreciation Accounting and Policy, Company Financial Accounts, Company Financial Reporting, Accounting for Changing Prices, Accounting Standards, Computerized Accounting.

- **PD 208 Financial Decision Making Cost Accounting**

Overview of Financial Management, Financial Securities and Markets, A Review of Financial Accounting, Financial Statements, Financial Analysis, Profit Planning, Working Capital Management, Working Capital and Cash Management, Management of Receivables and Inventory, Economics of Working Capital, Investing Excess Cash, Capital Budgeting, Risk and Required Return, Valuation of the Firm, Mergers and Acquisitions, Financing Decisions, Sources of Short and Intermediate-Term Financing, Long Term Financing Decisions, Lease-Buy Decisions, Dividend Policies and Decisions.

- **PD 209 Financial Engineering**

An Introduction to Financial Engineering, Factors Contributing to the Growth of Financial Engineering, The Knowledge Base of the Financial Engineer, Valuation Relationships and Applications, Portfolio Considerations, Understanding Interest Rates and Exchange Rates, Fixed Income Securities, Asset Management, Miscellaneous Equity Based Strategies, Legal Protections for Innovative Financial Products and Services.

- **PD 210 Financial Management**

Finance Functions, Sources of Finance, Working Capital Management-Approaches and Techniques, Working Capital Planning Model, Capital Investment and Financing Decisions, Capital Structure Decisions, Management Control Systems, Management Control Structure and Process, Special Applications.

- **PD 211 Financial Services Management**

Provides an overview of various financial services like leasing, hire purchase, factoring, bill discounting, real estate finance, credit cards, venture capital etc. The regulatory aspects and managerial issues are also dealt with.

- **PD 212 Function and working of Stock Exchanges**

Introduction to the Stock Market, What the Stock Market has to offer, Reading the Financial Press, Determining the Share Value- Determining your Investment Return, Getting the Stocks to the Market Place, Inside the Brokerage Firm, The Secondary Market , Executing orders on the exchange floor, Over the Counter- Trading Investment Companies, Closed-End and Open -End Funds, Stock Options, Multi purpose Instruments, The Back Offices, Following the long paper trail, Stock Market Theories, Analyzing Stocks, How Dividends and Capital Gains are taxed, How the Stock Market works under pressure.

- **PD 213 Industrial / Corporate Restructuring Management**

Theory of the Firm and Corporate Activity, Building Value-The Strategic Perspective - Corporate Finance Framework, Valuation-The Financial Methodology - Principles of Valuation, Increasing the Value of the Organization, Mergers and Divestitures - Theories of Mergers and Tender Offers, Sell-Off's and Divestitures, Timing of Merger Planning, Methods of Payment and Leverage, Restructuring - Joint Ventures, ESOP's and MLP's, International Mergers and Restructuring, Corporate Control - Share Repurchase and Exchanges, Corporate Control Mechanisms, Regulatory Environment and Public Policy - Regulation of Securities, Trading and Takeovers, Antitrust and Public Policies, Managerial Strategies.

- **PD 214 International Capital Budgeting**

The Basic Capital Budgeting Model, Investment Projects as Options, Explanations of the Internationalization Process, International Capital Budgeting, Exchange Rates, Theories of Exchange Rate Movements, Foreign Exchange Markets, Exchange Controls, Taxation Aspects of Investment Appraisal, Political Risk, Project Finance.

Variable Annuities, Dealing with your Fund Family, A Mutual Fund Action Plan.

- **PD 215 International Financial Management**

International Financial Environment-International Financial Systems and Institutions, Forex Risk Management-Forex Markets and Instruments, Managing Accounting & Transaction Exposure, International Working Capital Management, International Financial Regulation and Strategies.

- **PD 216 Company Funds and Profits Management**

Understanding Financial Position of the Firm, Balance Sheet and Profit and Loss Statement, Assessing Financial Health of the Firm, Analyzing the Liquidity of the Firm, Funds Flow Statement, Determining Product Costs, Cost Classification and Allocation, Analyzing Firm's Cost, Volume and Profits, Variable Costing and Break-even Analysis, Planning and Controlling Costs, Standard Costing and Flexible Budgetary Approaches, Using Costs For Decision-making, Planning for Profits, Measuring the value of Money, Present Value Concept, Evaluating Capital Investments, Determining Sources of Finance, Managing Company Finance, Financial Planning and Policy.

- **PD 217 Merchant Banking**

Deals with merchant banking providing an overview of the financial markets, financial instruments, regulatory framework, professional ethics, code of marketing and future perspective for the merchant banking industry.

- **PD 218 Money, Banking and International Trade**

Monetary Transmission Mechanism and the Channels of Monetary Influence, Theories of Demand for Money, Neutrality of Money, Supply of Money, Role of Central and Commercial Banks, Instruments of Monetary Control, Theories International Trade and Balance of Payments, devaluation, Tariffs, Bilateral and Multi lateral Agreements, International Monetary Institutions.

- **PD 219 Multinational Financial Management**

The International Monetary System, The Internationalization Process, The Balance of Payments, Foreign Exchange Markets, Theories and Empiricism on Exchange Rate Movements, Definition of Foreign Exchange Risk, Financial Accounting and Foreign Exchange, Principles of Exchange Management, Internal and External Techniques of Exposure Management, Financial Engineering, International Capital Budgeting, Exchange Controls and Corporate Tax in International Investment, International Financing-International Debt Instruments, Financing the Multinational and its Overseas Subsidiaries, Minimizing Credit Risk.

- **PD 220 Mutual Funds**

Wealth with Stock Funds, Equity Fund Categories, Analyzing a Fund and its Management, Sorting out Costs, Efficient Markets and Index Funds, Internationally Oriented Portfolios, How Fixed-Income Securities Work, Taxable Bond Funds, tax-exempt Bond Funds, How to Analyze a Bond Fund, Dealing with Market Fluctuations, The Pros and Cons of

- **PD 221 Securities Transactions Processing Management**

The Multifaceted Securities Industry, The Birth of a Security, The over-the-counter (OTC) Market, The Exchanges, Operations-Purchase and Sales, Stock Record, The Daily Cash Record, Electronic Data Processing (EDP), The Role of Banks, Types of Securities, Corporate Bonds and Notes, Municipal Bonds and Notes, Asset-Backed Securities, Mutual Funds, OTC and Exchange Facilities, Purchase and Sales, The Bank-Brokerage Firm Relationship - The Commercial Bank as a Source of Financing, The Commercial Bank as Issuer of Commercial Loans and Paper, The Commercial Bank and Cashiering Services, The Commercial Bank as Dividend Disbursing Agent (DDA), The Commercial Bank as Customer of the Brokerage Firm, Foreign Markets.

- **PD 222 Profit Planning Management**

The Management Process, The Fundamentals of Profit Planning and Control, Application of Comprehensive Profit Planning and Control, Planning and Controlling Revenues, Sales and Service, Planning and Controlling Production, Work-in-Process and Finished Goods Inventories, Planning and Controlling Purchases and Materials Usage, Planning and Controlling Direct Labor Costs, Planning and Controlling Expenses, Planning and Controlling Capital Expenditures and Cash Flows, Completion and Application of the profit Plan, Cost-Volume-Profit and Contribution Analysis, Performance Evaluation and Management Control, Coordinating Accounting Systems with Profit Planning and Control.

- **PD 223 Securities Investment Management**

Introduction, Buying and Selling Securities, Security Markets, Investment Value and Market Price, The Valuation of Riskless Securities, The Valuation of Risky Securities, The Portfolio Selection Problem, Portfolio Analysis, The Capital Asset Pricing Model, Factors Models, Arbitrage Pricing Theory, Taxes and Inflation, Fixed-Income Securities, Bond Analysis, Bond Portfolio Management, Common Stocks, The Valuation of Common Stocks, Investment Companies, Financial Analysis, Investment Management, Portfolio Performance Evaluation.

- **PD 224 Security Analysis and Portfolio Management**

An Overview of Nature and Scope of Investment Decisions, Valuation of Securities, Functioning, Company and Financial Analysis, Organisation and Regulation of Securities Market in India, Analysis for Equity Investment, Forecasting Earnings, Returns and Systematic Risks, Portfolio Analysis, Portfolio Selection and Portfolio Revision, Institutional and Managed Portfolios and Measurements, and Formula Plans.

- **PD 225 Venture Capital Management**

Role of Venture Capital, Development of Venture Capital, International Experiences, Venture Capital in India, Context and Development, Venture Capital Investment Process and Evaluation, Venture Capital Firm's Policies and Practices in India, Venture Capital Activity Development Process, Experiences of Venture Funds, Policy Imperative for Venture Capital Development in India.

Tendency and Dispersion in Frequency Distribution, Probability Distributions, Sampling and Sampling Distributions, Estimation, Testing Hypotheses, Quality and Quality Control, chi-square and Analysis of Variance, Simple Regression and co relation, Multiple regression and Modeling, Non Parametric methods, Time Series and forecasting, Decision Theory.

Accounts and Allied:

- **PD 301 Advanced Accounting**

Introduction to the Accounting Process, Principles of Management Accounting, Linear - Programming Models for Planning, Cost Estimation and Regression Analysis, Sales Profitability and Productivity Variances, Financial Statement Interpretation, Transfer Pricing, Return on Investment, Responsibility Accounting, Management Information and Support Systems, and Information Needs.

- **PD 302 Cost and Management Accounting**

An Overview of Management Accounting, Accounting for the Elements of Costs - Classification and the Coding of Costs, Estimating Cost Behaviour , The Derivation of Fixed and Variable Cost, Absorption Costing and Variable Costing, Accounting for Managerial Decisions -Costing for Decision Making , Cost- Volume Profit Analysis, Accounting for Planning and Control -Budgeting and Budgetary Control, Flexible Budgeting and Standard Costing, Capital Budgeting, Evaluation of Divisional Performance - Divisional Performance, Segmental Analysis, Transfer Pricing, Management Accounting : Developments, Dynamics and Dichotomy - Past, Present and Future Management Accounting.

- **PD 303 International Accounting**

International Dimension of Accounting, Internationalization of the Accounting Profession, International Audit Environment, Foreign Currency Translation, Accounting for Changed Prices, International Dimensions of Financial Reporting, Harmonization of Accounting Practices, Transfer Pricing, Performance Evaluation, Foreign Exchange Risk Management, International Taxation, Analysis of Foreign Financial Statements, Integrating Ethics into the Accounting Curriculum, Joint Ventures, Accounting for Environmental Protection Measures.

- **PD 304 Mathematics for Business**

Elementary Algebra, Solving Equations, Simultaneous Equations and Inequalities, Series, Logarithms and Exponential, Matrices, Differentiation, More about Differentiation, Integration, The Application of Mathematics.

- **PD 305 Statistics for Management and Business**

Introduction, Grouping and Displaying Data to Convey Meaning, Tables and Graphs, Measures of Central

Marketing and Allied:

- **PD 401 Advertising and Sales Promotion**

Advertising and Promotion Management, Profit, Sales , Market Share Objectives, Setting the Budget, Target Audience Selection and Action Objects, Profiling the decision maker, Communication Objectives, Brand attitude strategic, Processing Brand Awareness, Promotion's action and Communication Objectives, Consumer Trail Promotions, Consumer usage Promotion, Media Selection, Media scheduling by effective frequency, Advertising strategy research, Ad. Testing, Campaign, Evaluation Research.

- **PD 402 Buying Research**

Introduction, Information and Decision Making, Organizing for Research, Commodity Groupings, Research Design, Market Research Structure-Definition of the Information Needs, Identification of the Sources, Methods, Costs, etc., Reviewing of the Information needs, Desk Research, Field Research, Recording of Information, Calculation and Analysis, Application and some Special Cases- Source Selection, Forecasting Price and Availability, Buying of Capital Equipment, Buying of Seasonal Commodities, Buying Under Uncertainty.

- **PD 403 Channels Marketing Management**

An Overview of Marketing Channels, Channel Structure- Critical Elements and Strategic Issues, Channel Intermediaries, Wholesaling, Logistics of Distribution, Three Channel Design and Planning-Channel Planning, Designing Channel Systems, Organizational Patterns in Marketing Channels, Channel Management- Managing Marketing Channels, Marketing Channel Policies and Potential Legal Constraints, Information Systems and Channel Management, Assessing Marketing Channel Performance, International Dimensions- International Marketing Channels.

- **PD 404 Consumer Behaviour and Marketing Research**

Study of Consumer Behaviour, Economics of Consumption, Learning to Consume, Perception, Motivation and Personality, Attitudes and Attitudes Change, Group Influence, Class and Culture, Introduction and Application of Marketing Research, Planning the Research Project - Research Objectives and Plans, Research Designs, Specifying Data and Acquisition Methods, Performing the Data Collection - Basic Concepts of Measurement and Scaling, Questionnaire Design, Field-Procedures, Processing and Analyzing Data - Data Preparation and Processing, Data Analysis and Interpretation, Presentation and Follow Through - Presentation of Research Finding and Follow Through, Managing

Marketing Research, Ethical Issues in Marketing Research.

- **PD 405 Customer Management**

Problems and Opportunities, The Treasure Map, Selecting your Tools, Sharpening your Tools, Using the Tools, Analyzing the Data, The Strategic Quality Planning Meeting, Celebrating Champions, Tools for gathering Data, Tools for Designing, Analyzing and Synthesizing Data, Tools for Using the Data, The Philosophy of Customer Satisfaction, Benefits of Customer Satisfaction Gaining Access to Customers, Identifying Key Measurement Issues, Designing the Questionnaire, Collecting Satisfaction Data, A New Way to look at CSM Data Analysis, Basic Tools of CSM Analysis, Globalizing Satisfaction Measurement.

- **PD 406 Franchising Management**

Emergence of Franchising, Concepts of Franchising, Franchising Operations, Nature of Franchising, Franchise Programming including Legal Aspects: Major Franchisers, Food and Restaurants, Real Estate and Hospitality, Services, Retailing.

- **PD 407 Global Marketing Management**

Introduction to Global Marketing, The Global Marketing Environment- World Economic Environment , Financial Framework and Decisions, Targeting Global Markets- Global Marketing Information System and Research, Targeting and Positioning, Formulating Global Marketing Strategy- Sourcing Decisions and Global Production Strategy, Analysis and Competitive Strategy, Cooperation Strategy and Global Strategic Partnerships, The Global Marketing Mix- Product, Pricing , Channel and Communications Decisions, Exporting and Importing
Managing and leading the Global marketing Effort- Global Direct Marketing, Leading, Organizing and Controlling The Global Effort.

- **PD 408 Industrial Marketing Management**

Dimensions of Industrial Marketing, Organisational Buying and Buyer Behaviour, Strategy Formulation in the Industrial Market, Formulating Product planning, Formulating Channel Strategy, Formulating Marketing Communication Planning, Formulating Pricing Policies, International Industrial Marketing.

- **PD 409 International Marketing**

Deals with the historical Perspective and Definition of International Marketing, Marketing for the Global Enterprise, Scanning the International Environment, Basis of International Environment, Planning for Overseas Market, Product Strategies, Pricing Policy, Distribution System for World Markets and The Total Marketing Program.

- **PD 410 Market Research & Research Methodology**

Deals with Definition of Marketing Research, Introduction to Research Methodology, Collection of Data and Measurement, Data Representation and Analysis, Marketing Research a Tool of Management, Product Research and Advertising Research, Report Writing and Presentation.

- **PD 411 Marketing Management**

Understanding the Market & Marketing Management and Environment, Strategic Marketing Planning, Development of Marketing Strategy, Product, Pricing, Distribution and Promotional Decisions, Analyzing Marketing Performance and Contemporary Marketing Issues.

- **PD 412 Marketing Non-profit Organizations**

Particular Aspects of Marketing for Non-Profit Organizations, Characterization of Non-Profit Organization, Organizing, Analysis, Planning, Adaptive Marketing Techniques for Non-Profit Organizations, Attracting Resources for Non-Profit Organizations.

- **PD 413 Network / Multilevel Marketing**

Basic concepts of Network Marketing, Approaches and Scope, Promotion of Goods in Network Marketing, Recruitment, Motivation and Selling, Distributor, Prospecting, Prospect's Needs, Sales Calls, Product Literature, Range of Products, Query handling, Comradeship and Team spirit, Planning and Management of Network Marketing Projects.

- **PD 414 Pharmaceutical Marketing**

The Dynamics of Pharmaceutical Marketing , The Evolution of the Indian Customer, The Options in the Indian Environments, The Vision Through Segmentation, The Leverage using positioning, The Focus through Strategic Advantage, The Shift in Communication and Promotion, The Edge through Implementation, The Ease through policies, The Returns through Evaluation and Strategic Control.

- **PD 415 Product Management (in India)**

The Macro Perspective- Indian Market, Emerging Panorama, Assessing the New Competition and Strategic Response, Production Management, Market Segmentation, Positioning and Differentiation Strategies, New Products Planning, Distribution Channels, Advertising Planning, Pricing Concepts and Strategies, Sales Management, Marketing Research, Product Marketing Analysis- New Challenges for Marketer's in India.

- **PD 416 Research for Marketing Decisions**

The Tactics of Marketing Research - Planning the Research Project- The Value and Cost of Decision-Making Information, Techniques of Obtaining Data- Information from Respondents, Measurement and Scaling in Marketing Research, Sampling Procedures in Marketing Research, Analyzing Associative Data- The Analysis Process, Multiple and Partial Regression, Analysis of Variance and Covariance, Advanced Techniques in Analyzing Associative Data- Predictor Association , Factor Analysis and Clustering Methods, Multidimensional Scaling and Conjoint Analysis, Forecasting Procedures in Marketing Research, Brand Positioning and Market Segmentation, Evaluating New Marketing Strategies.

- **PD 417 Rural Marketing**

Rural Market Environment, Rural Demand and Rural Market Index, Problems in Rural Marketing, Marketing of Agricultural Inputs, Marketing of Consumables and Durable, Marketing of Agricultural Produce and Rural / Cottage Industry Products, Rural Marketing Strategies.

- **PD 418 Sales & Distribution Management**

All the relevant aspects of Sales Forecasting, Sales Organisation, Fundamentals of Successful Selling, Supervision & Control of Salesmen, Duties of Sales Manager & Control of Salesmen, Distribution System and Logistics Planning and Control.

- **PD 419 Sales Process Engineering**

A Conceptual Frame Work of Sales Process Engineering (SPE), Principle of Customer Identity, SPE: Aimed at Customer Satisfaction and Delight, Top Ten Sales Process Problems, Deming's 14 points, Over coming Obstacles, Brainstorming, Costs of Quality, Effectiveness Measures, Run Charts and Histograms, Cause and Effect Diagram, Scatter Plots, Two Types of Process cause, Control Charts and Experimental Design, Implementation Methods , Steps for developing a Measurement System, Recommendations for Management, Personal Efforts at Any Level.

- **PD 420 Services Marketing**

The Nature of Services Marketing, Services Marketing and Relationship Marketing, Developing an Effective Service Mission, Services Market Segmentation, Positioning and Differentiation of Services, The Services Marketing Mix, Marketing Plans for Services, The Customer -Focused Service Organization.

- **PD 412 Team Management**

Need for Measurement, Qualitative and Quantitative Measurement Techniques, Critical Elements of a Dynamic Team , Driving towards your Team's Goals and Priorities, Striving for Team Effectiveness, Arriving at and Maintaining Peak Performance, Reviving your Team's Performance, Brainstorming/ Filtering, Nominal Group Technique, Delphi Technique, Consensus Card Method , Paired- Choice Matrix, Criteria Rating Technique.

Media and Allied:

- **PD 501 Advertising Management**

Introduction and Types of Advertising, Goals and Objectives and Market Setting, Advertising Strategy Planning, Message Strategy - Brand Equity, Image and Personality, Message Tactics-Creative Approaches, The Art of Copy writing, Production and Implementation, Advertising Agency in India, Media Planning, Creative Department, Marketing Services, Financial Planning, Interaction Between Client and Agency, International Trends in Advertising.

- **PD 502 Broadcast Journalism**

General Principles of Writing, Fundamental Norms of Writing, Structure of Material, Dramatization of Ideas Preparing a Press Copy, Introduction for Writing for Radio and Television, Feature Writing, Fiction Writing, Miscellaneous Writing for Radio and Television - Documentary, Educational Programme, Current Trends, Aesthetics of Radio, T.V. and Video - Kinds of Programmes.

- **PD 503 Communication Management**

Provides an in-depth view to Effective Communication, Writing, Presentation, etc., Types of Writing, Media Research, Data Collection Techniques and Management of Mass Media.

- **PD 504 Media Planning Management**

This includes Introduction to Media Planning & Scheduling, Basic Characteristics of Advertising Media, Atmosphere, Coverage, Types of Advertising and the Media, Outdoor and Transport Media Advertising, Selection of Media & Media, Planners Basic Queries, etc.,

- **PD 505 Television Production**

Using Equipment-Test Shooting, Creative Techniques, Top Topics- Creative approach, Effective Presentation-Adding Titles and Creating Interesting Audio and visual Effects, Getting Sophisticated- Experimentation with New and Exciting Areas of Video, Making Documentaries-Interviewing, Commentary writing, Extending Creative Abilities, Presenting your Business, Drama on Tape, Personal; Views - analyzing your own performance, Technical References-Significance of a Specification.

- **PD 506 News Production**

The Influence and Power of News, Pitfalls and Pratfalls, Interviewing, Protecting and Promoting News Sources, Conventional and Non-Conventional News Sources, Reporters and Sources, or Ghouls and Victims. Production: In the Beginning, Working Conditions, Gatekeepers, Everyday Problems and Who solves them, Ideas and Assignments, Sources and Resources, Covering Government, Allied Arts, Wired for News, Interviewing and note taking, Ethics, Journalistic Writing, Writing with style: The Forms, How to do it, Editing, The First Edition and the follow-up, Upward and Onward.

- **PD 507 Print Journalism**

This course identifies the definition and Branches of Journalism, Special Aptitudes of a Reporter, Art of writing Newspaper(Story, Report, Sports, Speech, Interview, etc.,) Modern techniques of Editing, Duties and Functions of a Sub Editor, Creative Editing, etc., Definition and Importance of Advertising. Introduction to Radio/TV and Film Journalism and Public Relations.

- **PD 508 Publishing**

Book Making- The Parts of a Book, Manuscript Preparation and Copyediting, Proofs, Rights and Permissions, Style: Punctuation, Spelling and Distinctive Treatment of Words, Names and Terms, Numbers, Foreign Languages in Type, Quotations,

Illustrations, Captions and Legends, Tables, Mathematics in Type, Abbreviations, Notes and Bibliographies, Author-Date Citations and Reference Lists, Production and Printing: Design and Typography, Composition, Printing, Binding and Papermaking.

Production and Allied:

- **PD 601 Continuous Process Improvement Management**

Process improvement- A Continuous Cycle, Applying Systematic CPI Methodology, Implementing and Evaluating process improvements, Brainstorming, Affinity and Matrix Diagrams, Force Field Diagrams, Cause and Effect Diagrams, Criteria Rating Forms, Check Sheets, Tree Diagrams, Pareto Charts, Sequence Flow Charts, Process Flow Charts, Scatter Diagrams, Run Charts, Control Charts, Histograms.

- **PD 602 Design Development through Taguchi Methods**

Definitions, What are Taguchi Methods? Designs of Experiments, The Foundation of Taguchi Methods: The Additive Cause- Effect Model, Optimization using Signal- to -Noise Ratios, Use of Orthogonal Arrays , Process Optimization- Optical Filter Manufacture, Selecting Orthogonal Arrays and Linear Graphs, Product Optimization- Passive Network Filter Design, Direct Method to Achieve Robust Design, Loss Functions and Manufacturing Tolerances, Total Quality Management and Taguchi Methods.

- **PD 603 ISO 9000**

Quality Management Practice Worldwide, Quality Customers and ISO 9000, Writing the Company's Quality Policy, Interpretation of Key ISO 9000 Clauses, Aspects of Manufacturing and ISO 9000, ISO 9000 Standards and Production, Procurement System Standards in ISO 9000, Inspection Test Standards and Calibration, An Overview of Accepting Sampling and Documenting the Quality System, Implementing the ISO 9000, ISO 9000 Registration, Total Quality Management: Concepts and Accessories, A Prototype Quality Manual.

- **PD 604 Maintenance Management**

You will become familiar with the scope of Maintenance Management, Organization and Functions, Assignment of Maintenance Work, Measurement and Improvement, Preventive Maintenance, Maintenance Methods/Equipment/Supplies, etc.

- **PD 605 Maintenance and Spare Parts Management:**

Maintenance Management : Maintenance Management Perspective: Problems and Challenges, Maintenance Objectives and Functions, Maintenance Organizations and Systems, Design of Maintenance Systems, Total Planned Maintenance System and Documentation, Safety Management, Computers in Maintenance and Maintenance Budget, Energy Saving through Planned Maintenance, Evaluation of Maintenance Management.

Spare Parts Management: Indian Spares Management Scenario, Survey on Spares Practices, Cost Reduction Approach of Spares, View of Spares, Reliability and Quality of Spares, Spare Parts Procurement, Spare Parts Marketing and Pricing, Inventory Control of Spare Parts, Maintenance Spare Parts, Information System for Spare Parts, Organization and Evaluation of Spares Functions.

- **PD 606 Materials & Machines Management**

An Overview of Operations Management, Facilities Planning, Work and Design, Operations Planning and Control, Value Engineering and Quality Assurance and also deals with Corporate Policy and Materials Management, Materials Research, Materials Planning and Budgeting, Stores Management, Material Handling, Techniques in Materials Management, etc.,

- **PD 607 Operations Management**

Managing operations, Designing / Organising / Controlling the Conversion system, Operations Research, Programming Technique-Linear Programming and Applications, Programming Techniques-Further Application, Inventory and Waiting Line Models, Game Theory and Simulations, Dynamics of Operations management.

- **PD 608 PERT/CPM with GERT/PDM/CPM and other Networks**

PERT and CPM come of age, Planning and Scheduling Networks, Finding the Critical Path, The PERT Model, The CPM Model, PERT/Cost: A Network Cost Accounting System, Network Scheduling with Limited Resources, Modifications and Extensions of Network Models, Problems and Prospects in Applications of PERT/CPM.

- **PD 609 Product Assurance Management**

Structure of Product Assurance and its Management, Definition of Product Assurance, Past and Present Perspectives on Product Assurance, Product Assurance Planning within the Product Development Process, Product Assurance tools and processes and their application, Test Plan Development, Sample Planning And Analysis, Process Control Plan Development, Reliability Growth Management, Quality Engineering Evaluation Production and Continuous Improvement Phase Tools, Product Assurance Training, Cost of Quality Management: Cost of Quality Analysis, Product Assurance and the Cost of Quality Management, Product Assurance Managerial Practices and Behaviour, Future Direction of Product Assurance, Growth in Design and Manufacturing, Product Assurance Management in the Service Industry.

- **PD 610 Production and Operations Management**

Operations Management, Operations Strategies for Competitive Advantage, Planning (Designing) The Conversion System- Designing Products Services and Processes, Locating Production and Service Facilities, Organizing the Conversion System- Job Design, Production and Operations Standards and Work Measurement , Project Management, Scheduling Production and Service Systems- Scheduling Systems

and Aggregate Planning for Productions and Services, Controlling the Conversion System- Inventory Control Fundamentals, Inventory Control Applications, Material Requirements Planning, Managing For World Class Competition- Japanese Contributions to World Class Manufacturing, Managing for Quality, Quality Analysis and Control, Dynamics of Operations Management, The Conversion Process in Change.

- **PD 611 Production Management**

This deals with Production planning and control, quality control of manufactured product and operational analysis. Working conditions, plant layout, material handling and motion study and their effects on the efficiency of production.

- **PD 612 Purchase Management**

Importance & Organisation of Purchasing, Purchasing Principles, Procedures and Systems, Store Management, Book Keeping and Store Accounting, Marketing Organisation and Office Administration.

- **PD 613 Purchasing and Inventory Control**

Purchasing : Some Basic Concepts of Materials Management, The Purchasing Function and Cycle, Quality Assurance in Purchasing, Determining the Right Quantity for Purchase, Choosing the Right Supplier, Determining Price, Legal Aspects of Purchasing, Purchasing from Overseas: Imports and Exports, Controlling Transportation Costs, Value Analysis or Value Engineering, Public Accountability and Audit, Purchasing Policies and Procedures, Purchase Department: Forms and Records, Purchasing Performance by Top Managers, Modern Trends in Purchase Management.

Inventory Control: Importance and scope of Inventory Control, Deciding what to stock and how much to order, Selective Inventory Control: Classification Standardization and variety reduction, Management of spare part, Finished Goods Inventories, Inventory Checking and Accounting, Use of computer in inventory control, Modern trends in inventory management, Evaluation of inventory performance, Reporting to management of materials management.

- **PD 614 Statistical Process Control**

What is Statistical Process Control, What is the Utility, Statistical Notions, Analysis of Failure, Modes and Design of Experiment, Elements of Statistical Process Control, How to Implement Statistical Process Control, Process of Continuous Improvement, Capability of Machines, Measurement of Capability of Systems and Processes of Measurement, How to use and Interpret a Control Chart, The Various Types of Control Charts.

- **PD 615 Statistical Process Control, Deming & Taguchi methods for Managing Total Quality**

Management Tools for Quality- The Deming Approach to Management, Crosby and the Quality Treatment, Technical Tools for Quality: Techniques for General use: Basic Techniques for Statistical Analysis, Design and Analysis of Experiments, Supporting the Quality Improvement Process, Technical Tools For Quality: Techniques for on-line Quality Control: Statistical

Process Control, Complements and Alternatives to SPC, Technical Tools for Quality: Techniques for off-line Quality Control- Taguchi Approach to Experimental Design and off-line Quality Control, Taguchi Recommended Analysis techniques, Performance Measure, Taguchi Non-Standard Techniques, Alternative Techniques for off-line Quality Control.

- **PD 616 Total Quality Management**

Definition of Quality Management, The Deming Approach to Management, Fundamentals of Statistics and Probability in Quality Control, Crosby and Quality Treatment, Evolution of Total Quality Control, Focus on the Customer, Core concepts of Total Quality Management, Design Quality, Statistical Quality Control, Supporting the Quality Improvement Process, Sampling Inspection, Reliability, Non-Conformance and Quality Circles, Tools and Techniques of Total Quality Management.

Computers and Allied:

- **PD 701 Computers in office Management**

Concept and Organisation of Computers, Data and Information, Communication Systems, Computer Software, Programming Concepts, Introduction to Systems Analysis and Design, MIS, Introduction to Business Application Software and The Social and Economic Aspects of Computers.

- **PD 702 Database Management**

Databases and their Contexts -Database Systems and the Evolution of Database Technology, Database Systems in the Organization, Database Design - Principles of Conceptual Database Design, Relational Database Implementation- Client/Server Database System, Physical Database Systems, Managing the Database Environment - Database Administration and Control, Distributed Database Systems, DBMS Selection and Implementation, Advanced Topics - Object Oriented Database Systems and Knowledge-Base, Legacy Database Systems- The Network Data Model.

- **PD 703 Information Management**

Managing with Information, Information Systems - Establishing the framework, Planning for the Effective Views of Information Systems, Telecommunications and Distributed Systems, The Organizational Evolutions of IS, Managing IS Development, Management Science and Decision Support Systems, The Impact of IS on Management, Managing with Information, New Information Technologies, Information Systems and Society, Business Management and the Information Systems, In the twenty-first Century.

- **PD 704 Management Information Systems**

Provides an Overview of Management Information Systems, The Evaluation Anatomy and Objectives of MIS, Planning Functions and the MIS, Computer and Information Systems, Communication Technology, Data Base Technology, Decision Support System, MIS Tools

and Control Techniques, Installation and Implementation of MIS, Managing MIS Personnel, etc.,

- **PD 705 MIS and Decision support systems**

MIS Introduction and concept, Concept of Information, System and Management, Data Base Management system, Decision making, Planning , Designing, Developing, Implementing and Evaluating IS, Organization Structure and MIS placement, Management Support Systems, DSS, EIS, ES, Applications of Artificial Intelligence in Business.

Business Administration and Allied:

- **PD 801 Business Economics**

An Overview of the Essence of Business Economics, The Analysis of Consumer Demand, The Analysis of Production Costs, The Competitive Environment, Managerial Objective and the Firm, Understanding Pricing Strategies, Investment Appraisal, Understanding the Labour Market, Government and Business, Business and Economic Forecasting, Business Economics- Sources of Business Economics, Economic Data For Managers.

- **PD 802 Business Ethics**

The Nature and purposes of Ethical Reflection, Business Ethics, Mediating between Moral Demands and Interest, Moral Responsibility in General, Moral Responsibility in the Business Sphere, What is in it for all parties concerned? Is this policy Decent, Right and Just? Does this policy foster Desirable Skill?.

- **PD 803 Business Management during Inflation and Recession.**

Inflation and Business Management, Inflation Accounting, Financial Management and Inflation, Costing and Target Pricing, Budgeting for Higher Returns, Management of Capital Expenditure, Leasing, Managing Inventories, Managing Credit and Receivables, Marketing and Inflation Selling, Managing Cash and Remittances, Managing Credit from Suppliers and Borrowings, Recession, Some cases of successful corporate restructuring, Recent Experiences of South East Asian Countries.

- **PD 804 Business Process Re-Engineering**

What is Business Process Re-Engineering? -The Imperative to Re-Engineer Processes, Underlying Principles- Product and Service Delivery Processes, New Organizational Blue Prints, Exploiting Information Technology, Redesigning processes, Realizing the benefits,

- **PD 805 Business Strategy Management**

Introduction, Strategic Management, Organisational Direction, Strategy Formulation, Marketing Strategy, Financial Strategy, Production Strategy and Personnel Strategy, International Operations, Strategy Implementation and Strategic Control.

- **PD 806 Career Management**

Beginning a Career Check List That Leads to Career Options, Opportunities and Choices, Understanding Self Marketing and its Importance for Career Freedom and Advancement, Choosing a Work Environment that fits your personality and Style of Work, Uncovering your Skills and Choosing those you prefer to use, Creating your personal Marketing Mix using the 'Five P's, Promoting yourself within your own Organization, Characteristics of Successful People, Self Assessment for Career Planning, Maximizing your potential, Goal Setting- Action Plan Monitoring, Preparing for Interviews, Group Discussion, Getting the job of your Dreams, Tips for a Fast start on a new job, Entrepreneurship as a career, Looking Ahead.

- **PD 807 Change Management**

Introduction, Tune in to the External Environment, Diagnose Organization Capability, Change Starts with you, Understanding the Change Process, Building a Culture for Change, Anticipating and Managing Resistance, Visionary Leadership, Destabilizing the Status Quo, Communicate like Crazy, Time, Timing and Transition, Making it happen.

- **PD 808 Competitive Strategy and Strategic Management**

The Customer Matrix, The Producer Matrix, The Competitive Environment, The Future, Strategic Choice, Joint Development and Acquisition, Implementation through Development.

- **PD 809 Consulting, Consultancy Practice and Management**

Introduction to Consulting, Types of Consulting Firms, Process Skills, Consulting & Organization Environment Framework, Substantive Skills, The Management Survey, Survey Report, Problem Definition, Solution Development, Implementation, Documentation Control & Marketing Skills, Special Topics in Consulting, Consultant Development, Training & Development of New Consultants, Consulting for Family Business & Small Enterprise.

- **PD 810 Corporate Strategy Management**

An Introduction to Corporate Strategy , Strategic Management in Practice, Strategic Analysis: Analyzing the Environment, Resources, Competencies and Strategic Capability, Strategic Choice- Bases of Strategic Choice, Strategic Options, Directions and Methods of Developments, Strategy Evaluation and Selection, Strategy Implementation- Organization Structure and Design, Resources Allocation and Control, Managing Strategic Change.

- **PD 811 Energy management**

System's view of energy in society involving societal goals, Energy Resources, The Sub-Systems for the generation, T&D, And Utilization of Energy Carriers, energy Economics and Analysis, Energy Strategies, policies, Policy Instruments, Policy agents and Policy Implementation. The "development-oriented end -use Approach" to energy Analysis, strategy Design and Policy Formulation Involving the Disaggregation and Scrutiny of Demand Beyond Sectors into end-uses and

Basic Needs. Energy Management at the National, State, Firm, City and Village Levels.

- **PD 812 Engineering Project Management**

Introduction, The System Approach, Work Definition, Project Organization, Work Scheduling, Cost Estimation and Budgeting, Project Control, Project Manager's Role and Authority.

- **PD 813 Entrepreneurship & Small Business Management**

Management of new and small Enterprises- Entrepreneur and Entrepreneurship, Establishing, Organising and Operating the Small Scale Enterprise, Performance, Appraisal and Growth Strategies.

- **PD 814 Environment Management**

Human Environment, Fundamental principles, Environmental Chemistry, Mathematics of growth, Environmental problems, Human Activities & Environment, Effects of Changed Environment on Man, Hazardous waste and risk analysis, waste treatment technologies and Conservation of Environment, examples of newly introduced quantitative concepts.

- **PD 815 Global Competition Management**

Introduction to Global Competition Management, The Global Paradigm Shifts, Meaning and Logicism and Globalization, The Macro- Dynamics of Global Competition, Liberalization and Globalization- Experience across Continents, Formulating Competitive Strategy, Technology- Drivers of Global Competition, Designing Learning Organizations for Global Competitiveness, Co operating for Competing - The Power of Partnerships, A conceptual framework for Global Competitiveness.

- **PD 816 Industrial Security & Safety-Fire Management**

Security Functions, Security of Offices, Building, and Plants, Aids to Security, Fire and Accident Prevention, Industrial Safety and Relations and Human Relations

- **PD 817 International Business Management**

Role and Process of International Business- International Investment Process and Finance, Strategic Management- Strategic Considerations & Planning in MNE's, Control and Evaluation- Multinational Corporate Culture, Management Processes and Practices- Human Resource Management in MNE's, Negotiations in International Business, Multilateral Arrangements- International Business and LDC's, Role of International Organisations, Multilateral (Negotiated) Agreements.

- **PD 818 Management in Engineering**

Engineers as Managers, Nature and Functions of Organizations, The Management of Engineering - Finance, Product Development, Operations Management, Quality Management, Project Planning and Management, The Management of Engineers - Personnel Management, Communication Skills,

Engineering Management in Practice - The Vocation of Engineering Management.

- **PD 819 Managerial Economics**

Introduction to Managerial Economics, Demand Analysis- Demand Theory and Analysis, Regression Techniques and Demand Estimation, Business and Economic Forecasting, Production and Costs- Production Theory, Cost Theory, Linear Programming, Market Structure- Monopolistic Competition, Oligopoly and Barrier to Entry, Game Theory and Strategic Behaviour, Pricing Decisions- Pricing of Goods and Services, Pricing and Employment of Inputs , Long Term Planning Decisions- Risk and Decision Making, Technological Change in a Global Economy, Locating the Firm in a Global Economy, Business Decisions and Government- Taxes and Decisions Making, Antitrust and Regulation.

- **PD 820 Negotiation**

Introduction, Key Principles and Mistakes, Managing the Negotiation Process, Negotiating within Groups, Negotiating Between Groups, Negotiating among Cultures.

- **PD 821 Office Management**

Deals with the important topics of Office Management, Office Organisation, Authority and Responsibility, Office Administration, Office Layout, Environment, Services, Terminology.

- **PD 822 Organisation Development Management**

An Introduction to Organization and Development - The Field of Organization Development, Definitions of Organization Development, Theory and Management of OD - Foundations of Organization Development, Managing the OD Process, Action Research and OD, OD Interventions -An Overview , Team Interventions, Peace Making Interventions, Comprehensive Interventions, Structural Interventions, Training Experiences, Issues in Consultant -Client Relationship, Research on Organization Development, The Future of OD.

- **PD 823 Organisational / Industrial Psychology**

The Individual and the Organization -The Field of Organizational Psychology, Human Problems in Organizations, Motivation and Assumptions about Human Nature -Managerial Assumptions about Human Nature, A Developmental and Situational View of Motivation, The Complexity of Human Nature, Leadership and Participation - Theories of Leadership and Participation, Groups in Organizations-The Structure and Function of Groups, Inter Group Problems in Organizations, Organizational Structure and Dynamics - The Organization as a Complex Open System, The Organization as a Dynamic Developing System, Increasing Organizational Effectiveness.

- **PD 824 Personnel / Human Resources Management**

All the important aspects of Human Resources Management, Important Environmental Influences,

Equal Employment Opportunity and the Law, Personnel Planning and Recruiting from The Recruit's Perspective, Planning & Selection Policy, Discipline & Disciplinary Procedure, Human Resource Development-Strategies and Design, Team Building, Leadership, Labor Relations and Employee Security, Research in Human Resource Management, Human Resource Management in the Future, etc.,

- **PD 825 Problem Management**

Defining the Problem, Analyzing Potential Causes of the Problems, Identifying Solutions, Creating and Implementing action plans, Evaluating Progress and Avoiding Common Pitfalls.

- **PD 826 Project Planning and Management**

The basics and importance of Project Formulation and Appraisal, setting project goals, determining project objectives, Establishing check points, Activities, Relationships, and Time Estimates, Project Planning and Scheduling, Implementation and Control, Project Completion and Evaluation

- **PD 827 Public Administration and Public Affairs**

Paradigms of Public Administration, Public Organizations: Theories, Concepts and People-Threads of Organization Theory, Concepts of Organizations of Theory, Public Management - The Systems Project and Management Science, Public Program Evaluation and Productivity, The Public Budget : Concepts and Process, Managing Human Resources in the Public Sector, Approaches to public Policy and its Implementation, Privatization : Government Contracting and the Public Authority , Inter Governmental Administration.

- **PD 828 Public Relation**

Covers topics such as Overview of and Approaches to a definition of Public Relation, Public Relation Today, Management, Planning and Budgeting for PR, Research in PR-Types and Methods and Organising the PR Department and Agency.

- **PD 829 Quantitative Analysis for Business**

Review of Basic Concepts of Probability theory, Review of Random Variables and probability Distribution, Art and Science of Forecasting, Decision Analysis, Solving Decision Analysis Problems, Individual Preferences and Multiple Objectives under uncertainty, Information Systems Analysis, Inventory Management, Linear programming, The Simplex Algorithm, The dual problem and sensitivity Analysis, The Transportation problem and Applications, Mathematical Programming: Global Programming and Multi Objectives, Project Management by Network, Your Stake in Quantitative Methods.

- **PD 830 Strategic Management**

What is Strategic Management ?- Analyzing the Environment, Competitive Strategy, The Organizational Implications of different Strategies, Analyzing the Organization, Managing Strategic Change, Corporate Strategy and Global Strategy,.

- **PD 831 Team Engineering Management**

Managerial Dynamics, Managerial Strategies, Managerial process, Management of Productivity, Team Integrate Quality Management, Management of Information and Knowledge, Development of People, An Overview of Team Technology, Principles of Team Engineering, Team Management Information System, Team Dynamics, Team Management.

- **PD 832 Technology Management**

Technology Issues and Implications, Technology Development and Requisitions, Technology Absorption and Diffusion, Technology Environment, Technology Support Systems.

- **PD 833 Time Management**

Introduction, Goal-Setting Towards Effective Time Management, Personal Time Wasters, Managerial Time Wasters, Organizational Time Wasters.

- **PD 834 Training and Development**

Introduction to the High-Impact Training Model (T M), Identifying the Targeted Needs and Mapping the Best Training Approach, Producing Effective Training Materials, Applying Successful Training Techniques in a variety of Setting, The Critical Role for Needs- Based Training, Planning a Training Project from the concept Phase, Making Training Decisions based on Needs Analysis, Analyzing the Training Audience, Designing Appropriate Training Strategies, Characteristics of Powerful Training Tools, Methods for Developing Program Components, Managing Training Materials Development Projects, Results of Post Training Performance, Measuring the Impact on the entire Organization, Developing Follow Through in each Phase of the High Impact Training Model (T M), Managers Role in Training Follow through, Tools, Exercises and Techniques to stretch Training Dollars and Guarantee the Effectiveness of your Training Programs.

- **PD 835 Value Management**

The Many Faces of Value, A Strategy and Vision of Value, Creating a Shared Vision of Value, Value in, The Measure of Value, Evaluating the I N's, Value for all Seasons, Values- System and Quality of Work life, Managerial Effectiveness and Value, Efficacy of Work shops on Value Based Management, Values /Ethics in Management: Relevance at application , In-look as a Counter Point to Out-look- Reflections on Values-System Work shops, Human Values in Organization- An Attitudinal Exploration, Conflict and Congruence between Vedantic Wisdom and Modern Management, Total Quality Management and Human Values System, Values Driven Management, The Challenge and Response, The Shifting Meaning of Managerial Effectiveness, The Value Based Leadership Development, Putting our Deepest Values to Work.

- **PD 836 Creativity Management**

Creativity in Management, Coping with Blocks to Creative Problem Solving, Theories of Creativity,

Identifying the Problem, Morphological Analysis and Related Techniques, Brainstorming and its Variance, Lateral Thinking, Synectics and related Approaches, Miscellaneous Idea- Generating Methods, Evaluating Ideas, Implementing Ideas, Computer Assisted Creativity.

Law:

- **PD 901 Indian Business Laws**

Evolution of Business Laws in India, Contract Act, Sale of Goods Act, Negotiable Instruments Act, Company Law, MRTP Act, Securities and Exchange Board of India Act, 1992.

- **PD 902 Indian Labour Laws**

Provides an in-depth view of Industrial Labour Laws in India, Industrial Legislation, Industrial Disputes Act 1947, Trade Union Act 1926, Minimum Wages Act 1948, Payment of Wage Act, Bonus Act, Gratuity Act, etc.,

Trade Management:

- **1001 Construction Management**

Introduction & Basics of Construction Industry, Project Management, Use of Appropriate Technology in Construction Industry, Management of Construction Plant and Equipment, Material Management, Financial Management, Research and Development in Construction, Safety Construction and a Corporate Plan for Construction Organisation.

- **PD 1002 Garment Export Strategies**

Indian Garment Exports in the Post-MFA Scenario, Integrating Points of View, International Sourcing and Marketing of Apparel, Quality Issues in Garment Exports, Performance of Indian Garment Exports, Competitive Position of Indian Garment Exports, Competing Countries, Garment Exporters' Perceptions, Importers' and Stores' Perceptions of Indian Exporters, Transition Strategies, Strategies for Competitive Advantage.

- **PD 1003 Hospital Management**

This course provides a thorough overview of Hospital Administration, Human Resource Management in Hospitals, Evolution of Personnel Management and its Role in Hospitals, Human Relations in Hospitals, how to schedule appointments, protecting and retrieving business and patient records, marketing of hospital services, Legal Tips for Hospitals Administrators, developing effective routine, facilities management and equipment maintenance.

- **PD 1004 Hotel -Restaurant Management**

Provides an in-depth view of House keeping, Accommodation, House Keeping Procedures, Desk

Control, Equipment, Par Stock, etc., Front Office Management, Reception, Front-Office Staff Profile, Food and Beverage Management, Hotel Service Marketing and Public Relations.

- **PD 1005 Library and Information Management:**

Management Sciences- Foundations of Management Science, Planning: Components of Management, Library And Information Science-Barriers to Scientific Management, The Theories and Philosophy of Library and Information Science, A Management Framework, Information Characteristics and Library Management, Bibliometrics, Management Methods and Techniques - Management by Objectives (MbO), Costing Techniques, Budgeting and Cost-Benefit Analysis. Performance Evaluation , System Study, Operations Research Management Cybernetics and Work Study, Graphical Network Techniques (PERT and CPM), Library and Information Networks, Creativity, Delphi and Other Techniques.

- **PD 1006 Shipping Management**

Transportation, Role of Inventory Control, Types of Ships & Cargo, Information about Ship Schedules, Reg. of Shipping Port, Shipping Procedure for exports/imports, claims, Types of risks covered, Insurance policies available, How to obtain Insurance cover claim procedure.

- **PD 1007 Travel & Tourism Management**

This deals with Introduction to Travel Industry, Tourism Planning and Development, Tourism Marketing, Public Relation, Passenger Needs, Factors Involved, Tourist Organisation in India, Business Strategy in Travel Industry, etc.,

Import & Export:

- **PD 1101 Export Marketing Management**

Procurement of an Export Order: Market Selection and Market Research, Pricing, Business Letters and Sales Trips, Overseas Promotions, Market Channel Selection, Business Negotiation, Export Order Execution: Product Preparation, Packaging, Physical Distribution, Finance, Legal Issues: Incoterms and Documentation, Legal Aspects of Trade.

- **PD 1102 Foreign Trade (Import/Export) Management**

Deals with the Principles of International Marketing, Marketing Strategy, Promotional Measures, Organisational Structure and Personnel Planning and Export and Import Policy, Export Procedures and Documentation- Shipment of Export Cargo and Export Incentives and Assistance.

Psychology and Allied:

- **DP 01 Psychology**

It's Nature, Scope and Methods, Biological Bases of Behaviour, A look Beneath the Surface, Sensation and Perception, Making Contact with the world Around Us.

Consciousness: Awareness of Ourselves and the External World, Learning: How We're Changed by Experience. Memory: Of Things, Remembered and Forgotten. Cognition: Thinking, Deciding, Communication. Human Development: The Childhood Years, Adolescence, Adulthood and Aging. Motivation and Emotion, Individual Difference: Intelligence, Gender, Consistency in the Behaviour of Individuals, Health, Stress and Coping. Psychology Disorders: Their Nature and Causes. Therapy: Diminishing the pain of Psychological disorders. Social thought and Social behavior, Psychology goes to work Industrial/Organizational Psychology and Human Factors.

- **DP 02 Social Psychology**

The Field of Social Psychology: How we think about and Interact with others. Social Perception: Understanding others. Social Cognition: Thinking about other and the Social World. Attitudes: Evaluating the Social World. Aspects of Social Identity: Establishing One's Self and Gender. Prejudice and Discrimination: Understanding their nature, Countering their effects. Interpersonal Attraction: Initial Contact, Liking, Becoming Acquainted. The Joys and Sorrows of Close Relationships: Family, Friends, Lovers and Spouses. Social Influence: How we change others behavior- and How they change ours. Pro social Behaviour: Helping other people. Individuals: The consequences of belonging. Social Applications. Social Psychology and Society: Legal and Organizational Applications. Social Psychology in Action: Applications to Health and Environment.

- **DP 03 Child Development**

Theory and Research in Child Development: History, Theory and Applied Directions, Research Strategies. Foundations of Development: Biological Foundations, Prenatal Development and Birth. Infancy: Early Learning, Motor Skills, and Perceptual Capacities, Physical Growth. Cognitive and Language Development: An Information Processing perspective. Intelligence: A Psychometric perspective, Language Development. Personality and Social Development: Emotional Development, Self and Social Understanding, Moral Development, Development of Sex- Related Differences and Gender Roles. Contexts for Development: The Family Peers, Media and Schooling. Glossary References.

- **DP 04 Child Educational Psychology**

Introduction, Growth and Development, Learning, Intelligence, Personality, Measurement and Evaluation, Elementary Statistics, Guidance, Organization of Guidance Service, Guidance of Exceptional Children.

- **DP 05 Physiological Psychology**

Introduction, The Neuron and Group of Neurons, The Organization of the Nervous System, The Hemispheres of the Neo cortex, Hormones and Behaviour, Brain Chemistry, Drugs, and Mental Illness, Visual Perception, Auditory and Somato sensory Perception, Body Stability and Movement, Arousal, Sleep and Circadian Rhythms, Chemical Senses and the Mechanism for Eating and Drinking, Emotionality,

Mechanism for Learning and Reward, Mechanism for Remembering.

- **DP 06 Advanced Educational Psychology**

Psychology - Meaning, Nature and Scope, Educational Psychology- Meaning, Nature and Scope, Methods of Educational Psychology, Systems of Psychoanalysis- Freud's System of Psychology, Adler's Systems of Individual Psychology, Analytical Psychology- Jung's System of Psychology, Piaget's Development Psychology and its bearing on Education, Psychology of Growth and Development, Psychology of Motivation. Attention, Nature and Theories of Learning. Memory Psychology of Thinking, Reasoning and Problem Solving, Aptitudes, Personality, Educating Exceptional Children, Psychology of Adjustment.

- **DP 07 Experimental Psychology**

An Overview of Experimentation, The Problem, The Hypothesis, The Experimental Variables and How to Control Them, The Research Plan, Experimental Design: The Case of Two Independent Groups, The Case of more than Two Independent Groups, The Factorial Design, Co- relational Research, The Case of Two Matched Groups, Repeated treatments for Groups, Single Subject (N=1) Research, Quasi Experimental Designs: Seeking Solutions to Society's Problems, Generalization, Explanation and Prediction in Psychology.

- **DP 08 Abnormal Psychology**

The Historical Background of Abnormal Psychology, Theoretical Perspectives on Maladaptive Behaviour, Classification and Assessment. Stress, Coping and Maladaptive behaviour, Psychological Factors and Physical Symptoms, Anxiety Disorders, Sexual Variation and Disorders, Personality Disorders, Mood Disorders, Schizophrenic Disorder, Psychological Research, Treatment and Outcome. Cognitive Impairment Disorders, Substance Related Disorders, Disorders of Childhood and Adolescence, Developmental Disorders, Therapies and their outcomes, Societies response to Maladaptive behaviour.

- **DP 09 Organizational Psychology**

The Individual and the Organization: The Field of Organizational Psychology, Human Problems in Organizations, Motivation and Assumptions about Human Nature: Managerial Assumptions about Human Nature, A Developmental and Situational View of Motivation, The Complexity of Human Nature, Leadership and Participation: Why is it difficult to analyze Leadership and Participation, Groups in Organization: The Structure and Functions of Groups, Inter Group Problems in Organizations, Organizational Structure and Dynamics: The Organization as a complex, Open system, The Organization as a dynamic developing system, Increasing Organizational Effectiveness.

- **DP 10 Educational Psychology:**

Nature and Methods of Educational Psychology, Guidance : A New Dimension of Creative Teaching, Personality and Adjustment- A Teacher's Theory of Personality: Development, Dynamics, Ideal. Personality and Children's Adjustment Problems, Special Learning and Adjustment Problems of Handicapped children, Growth and Development during Childhood and Adolescence- General Nature of Development, Physical Growth and Motor Development, Mental Growth and Development, Emotional Development, Social Development, Development of Attitudes, Interests and Values, Personal Development During Childhood and Adolescence, Learning - Basic Learning Theory for Teachers, Nature and Conditions of Learning, Transfer and Functional Learning, Learning Motor Skills and Knowledge, Creative Thinking, Reasoning and Problem Education, Discovering the Child's Potentialities: Intelligence and Aptitudes, Evaluation of Learning, Individual Differences in Mental Abilities: Their Educational Implications.

- **DP 11 Social Research Methods:**

Introduction to Social Research-The Logic of Social Research: Protecting Human Subjects and Research Integrity, Finding , Using and Writing Research Reports: Library Usage and Report Style. Theory and Measurement (Construct Validity) Theory: Tentative Explanations, Measurement Theory, Toward Validity and Reliability, Types of Measures, Finding and Using Them. Sampling: Surveys and Inferences (Statistical Inferences Validity) - Survey Data Collection: Issues and Methods in Sample Surveys. Inferential Statistics: Drawing Valid Conclusions from Samples. Experimental and Non experimental Designs (Internal and External Validity). Designing Research for Internal Validity. Correlational Methods, Controlling Rival Explanations Statistically, Qualitative Research, Participative Observation. Drawing Conclusion : Interpreting Research, Overview of Research Design and Review Methods, Applied Social Research.

- **DP 12 Scientific Social Surveys and Research:**

General Overview and Scope of Social Research General Overview of a Research Project on Process, General Phases and Principles of Scientific Procedure, The Use of Historical Data in Social Research, The Interview as a Tool in Field Research, The Use of Case Data in Social Research, Basic Statistical Concepts and Techniques, Scaling Techniques in Sociological Research, Graphic Presentation, Research Techniques in Human Ecology, Some Guiding Consideration in the Analysis of Research Data, Culture Group, A Social Institution, An Urban and Rural Community: A study of a Social Institution, A Study of Community Life in Urban and Rural Natural Areas: A Study of Community Life in Urban and Rural Natural Areas

- **DP 13 Food and Nutrition:**

You and Your Food - Food Groups, Nutrients and their Functions, Food Choice and Preparation, Process of Food Selection and Preparation. Your Food and Its Utilization- How to meet the Nutritional Needs of the Body? Assimilation of Food and Its Effects on Growth and Activity, Nutrition of the Mother and Child, Nutrition from School Age to Old Age, Nutritional Status, Food Habits and Food Misconceptions. Economics of Food - Food Budgeting, Agricultural Production and Distribution, Governments Policies and Programmes, Protection , Safety and Consumer Education.

- **DP 14 Child Dianetics:**

Establishing a trusting relationship with the child. Introduction, Basic Dianetic Principles, Making friends with children and earning their love and respect, Our Greatest Problem, Towards a Saner World, Standard Dianetic technique Guiding a child through the pitfalls of growing up, Dianetic processing of children, Dianetics in child care, An Auditor's Report Special Technique for children, Sessions with children, Some cases in point, A look ahead, Child Guidance Centers.

