COURSE STRUCTURE FOR
TWO-YEARS
PART-TIME POST-GRADUATE DIPLOMA COURSE
IN
MANAGEMENT & MARKETING
WITH SPECIALISATION
IN
TEXTILE & ALLIED INDUSTRIES

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<td>ENTREPRENEURSHIP DEVELOPMENT</td>
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<td>PROJECT WORK (SATURDAYS OF SEMESTER-III &amp; IV)</td>
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Admission Requirement

(a) A candidate who has passed a Degree examination or its equivalent examination from any discipline will be eligible to apply for admission to the course.
(b) Application form for admission can be obtained from Institute’s office on payment of Rs.____ by cash only.
(c) Filled-in application with attested copies of certificates along with Registration fee of Rs.____/- payable in cash should reach Institute office within 10 days from the date of advertisement.
(d) The admitted candidates will have to secure admission latest by the date intimated, else they will forfeit their admission.
(d) The application / Registration fee is not refundable.

Number of Seats

(a) In all total 60 students will be admitted to this course.
(b) Seats will be reserved for SC,ST,BP and Physically-Handicapped Candidates as per University & Govt. Norms

Attendance:

A student who has secured at least 75% attendance in lectures and practicals will be permitted to appear at the examination. A deficiency of upto 10% may be condoned on medical grounds if recommended by the institute.

Rules for Refund of Fees & Deposit:

1. The student shall submit an application to the principal accompanied by original fee receipt for refund of Institution Fees - Deposit.
2. Admission fee will not be refunded.
3. 90% of tuition fee may be refunded if a student leaves within a fortnight of the commencement of the term. There after no refund of fees will be done.
4. Only a student who has left the Institute permanently is entitled to apply for refund of Deposit.
5. Claims for refund of Deposit shall be made within one year from the date of completion of the course or the student leaving the Institute without completing the course. After this period the claim will lapse this period of one year will be reckoned from the last attempt made by the student at Institute.

Passing Regulations

1. These shall be a semester examination at the end of each semester.
2. To Pass an annual examination and to obtain classes a candidate shall be required to obtain at least 40% of the marks separately in each of theory papers, practicals (including viva-voce) and project work as the case may be, but his aggregate total shall not be less than 45%.
3. A candidate who fails in not more than three heads of passing in First & Second semesters taken together will be allowed to attend the course of the second year semesters.
4. For awarding the class the result of examination of all FOUR Semesters shall be taken into account.

Award of class

Award of class shall be as under:

(i) A successful candidate obtaining 70% or more of the combined aggregate marks of the FOUR Semesters shall be placed in the FIRST CLASS WITH DISTINCTION provided he passes in all the heads of passing at the respective Semester Examination at the first attempt.
(ii) A successful candidate obtaining 60% or more but less than 70% of the combined aggregate marks of the FOUR Semesters shall be placed in the FIRST CLASS provided he passes in all the heads of passing at the respective Semester Examination at the first attempt.
(iii) A successful candidate obtaining 45% or more but less than 60% of the combined aggregate marks of the FOUR Semesters shall be placed in the SECOND CLASS provided he passes in all the heads of passing at the respective Semester Examination at the first attempt.
(iv) However, a candidate who passes any of Semester Examinations by taking supplementary examinations in one or more papers but not in all papers and secure 45% or more marks, for the purpose of computing a class, he/she will be deemed to have secured 45% marks in that semester.
(v) A candidate declared failed but who has secured 50% marks or more in passing heads will be required to appear and pass only in those heads of his failure.
TEACHING & EXAM SCHEDULE

SEMISTER-I-&-III: 4 Months From July-to-November (Including Diwali Holiday)

SEMISTER-II-&-IV: 4 Months From January-to-April

EXAMINATION MONTHS: December & May

01 -15 December: ATKT EXAM OF II-SEM & IV-SEM ON EVERY ALTERNATIVE DAY

16-30 December: REGULAR & ATKT EXAM OF I-SEM & III-SEM ON EVERY ALTERNATIVE DAY

01 -15 May: ATKT EXAM OF I-SEM & III-SEM ON EVERY ALTERNATIVE DAY

16-30 May: REGULAR & ATKT EXAM OF II-SEM & IV-SEM ON EVERY ALTERNATIVE DAY

WORKING DAYS: Monday – Friday: For Theory Classes

Saturday: * Extra Curriculum Activities

* (1)Guest-Lecture (2) Group-Discussion (3) Industry Visit &
   (4) Project work (I&II Sem) (5) Seminar on subject of Project work.

WORKING HOURS: 05.45 to 07.45 (2 periods each of 1 Hour)

07.45 to 08.00 (Recess of 15 Mins)

07.00 to 08.30 (2 periods each of 1 Hour.)

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# Teaching Scheme

**For**

**Two-Years**

**Part-Time Post-Graduate Diploma Course**

**In**

**Management & Marketing**

**With Specialisation**

**In**

**Textile & Allied Industries**

<table>
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# EXAMINATION SCHEME

**FOR**

**TWO-YEARS**

**PART-TIME POST-GRADUATE DIPLOMA COURSE**

*IN*

**MANAGEMENT & MARKETING**

**WITH SPECIALISATION**

*IN*

**TEXTILE & ALLIED INDUSTRIES**

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</table>
1. **PRINCIPLE OF MANAGEMENT**


5. Organizational structures and its types communications and barriers, Management Control and process – Management Audit - Special Audit, Leadership and applicability in organization.


**SELECTED REFERENCES:**

- Stoner and Freeman - (2003), Management
- Haynes & Masse - Management Analysis, Concepts and Cases
- Burton Gene and Thakur Manab : Management Today
1.2 ORGANIZATIONAL BEHAVIOR

1.21 Course Objective:
1. Help the student understand how the 'people' side of the organizations affects effectiveness through concepts
2. Develop the student's ability to observe, understand and analyse the behaviour within the organizational context
3. Help the student develop basic skills to deal with the ongoing behavioural dynamics and contribute to organizational effectiveness

1.22 Basic Understanding of the context of OB:
What is Organizational Behaviour
Understanding the national culture and the Indian setting
Changes occurring in the Context and their impact on Organizational Behaviour

1.23 Understanding dynamics of Individual behaviour:
Understanding Personality, Values, Attitude and their impact on behaviour at work Understanding Motivation at work.

1.24 Understanding Dynamics of Group behaviour
Understanding the process of Perception: How we make sense of Our environment Understanding Interpersonal Communication and Transactions
Understanding Groups and Teams

1.25 Understanding Organizational dynamics of behaviour:
Managing Conflict, Stress and Negotiation, Understanding Decision-making Understanding Power and Organizational Politics

1.26 Using Leadership for managing change towards organizational effectiveness
Understanding Organizational Culture and changing it for effectiveness Basic Theories of Leadership Contemporary Issues in Leadership Practice

Reference Books:
- Stephan Robbins, Organizational Behavior, Pearson Education (Latest Edition)
- Fred Luthans Organizational Behavior
- Gregory Moorhead, Organizational Behaviour
- K. Aswathappa Organizational Behaviour

***************
1.3 SPOKEN ENGLISH & COMMUNICATION SKILLS

1.0 Rationale, Aims & Objectives:

2.0 The basic communication skills:

- Express idea effectively in English oral form.
- Express views in English written form effectively.
- Write letters of different types.
- Write brief and precise proposals and reports.
- Lead group-discussion & meetings independently in English.
- Spoken Communication thorough oral conversations & dialogues
- presentation skills - effective use of audio-visual media.

3.0 Vocabulary Development

- Explanation and definition of word, vocabulary and dictionary, phonoties, Importance (significance) of vocabulary and phonoties in language, communication.
- ‘Tips for increasing word power’ - word formation (By prefixes & suffixes)
- English words which we use our mother tongue.
- ‘Synonyms’ - Antonyms (use with sentence)
- ‘Confusing words ‘Homophones
- ‘Homonyms
- ‘Eponyms
- ‘Idioms & phrases ‘Their uses
- ‘One-word substitute ‘Important proverbs & clauses
- ‘Classified vocabulary (Based on various life situations of conversation & communication)
- ‘Differences of spelling & pronunciations between British and American words.

4.0 Grammar

4.1 General

- Meaning,
- Definition & explanation of Grammar,
- significance & relation with language.
- Origine of Grammar & language.
- Tips for improvement of grammar.

4.2 Alphabets

- Classification for types of alphabet ‘Articulation of alphabets
- Word: Meaning, definition, explanation, several rules of spelling making.
- ‘Parts of speech; prairies, clause.
4.3 Noun:
- Types of Noun in British & American English.
- ‘Usage of in sentence.
- ‘Gender of Noun
- ‘Number of Noun

4.4 Pronoun
- ‘Types of Pronoun
- ‘Number of person of Pronoun
- ‘Cases of Pronoun (& noun)
- ‘Usages of Pronoun in sentence

4.5 Adjective
- ‘Types of Adjective
- ‘Degrees of Adjectives: Change —degree in sentence
- ‘Usages

4.6 Determiners
- ‘Articles
- ‘Other Determiners: Some, any, all, no & none, many & much, A little & little, A few & few.

4.7 Verb
- ‘Classification for the types of verb
- Special uses of infinitives
- ‘Correct special usages of Auxiliary (Supporting) verbs
- ‘Correct special usages of Participles-mainly gerunds

4.8 Adverb
- ‘Types, Degree & usages of Adverb

4.9 Conjunction & Connectors
- ‘Correct usages of conjunction (in sentence) ‘Exercises

4.10 Preposition
- Types, uses of various preposition ‘Exercises

4.11 Tenses (12)
- ‘Tense: Meaning, Importance & usages, Difference between Time & Tense
- ‘Construction (in formula) and uses of general verbs
- ‘Construction of tenses for support

4.12 Sentence:
- ‘Meaning, explanation
- ‘Types: (a) Based on sense (4) (b) Based structure (3) Basic patterns of sentences
- ‘Punctuations & its usages
- ‘Different types of sentence narration
- ‘Active & Passive
- ‘Direct & Indirect
- Miscellaneous
References:
1. High school English Grammar and Composition
   A. When and Martins B. P.S.Chand & Company Ltd., New Delhi
   2. “Objective General English for All”
      G.K.Puri The Indian Institute of Management & Services
   P. Macmillan India Ltd.
   Andrew B Greffner
   P. Sultan Chand & sons, New Delhi
6. The English Errors of Indian students
   J L H Smith Perse-Oxford uni press (Indian Edi.)

************
1.4 BASICS OF FIBRE TO FASHION-I

1.401 FIBRE SCIENCE & TECHNOLOGY

1. Classification and Identification of different Natural and Man Made Fibres-
2. Physical, Chemical properties and special characteristics of Cotton, Silk, Wool, Regenerated Rayon, Nylon, polyester and acrylic fibres.

REFERENCE
1. Introduction to Textiles - By Mary C. Cowan and Maratha Fungorman.

1.402 YARN MANUFACTURING

3. General idea of conversion staple fibres to yarn on various spinning machinery. The study will include passage of material through blowroom, carding, drawing frame. Comber, speed frames ring, frames and doubling frames.

REFERENCE
1. Introduction to Textiles - By Mary C. Cowan and Maratha Fungorman.
2. Cotton Spinning - By K. Ganesh and A. R. Grade

1.403 YARN PREPARATORY

1. Different types of packages supplied by the yarn manufacturer.
2. Object and principles of winding machine,
3. Study of ordinary and automatic pirn winding machines,
4. Study of warping machine,
5. Study of Twisting machine etc

REFERENCE
1. Sizing by D. B. Ajgaonkal, M. K. Talakdar & V. R. Wadekar

1.404 WOVEN FABRIC MANUFACTURING

1. General idea and Mechanism of plain power loom.
2. General idea and Mechanism of Automatic looms.
3. General idea and Mechanism of Shuttle-less looms.
4. General idea and Mechanism of dobby and jacquard.

REFERENCE BOOKS:
1. Sizing by D. B. Ajgaonkal, M. K. Talakdar & V. R. Wadekar
2. Weaving Mechanism, Vol. I by N.N. Banerjee
3. The Mechanism of Weaving by T. W. Fox
4. Plain Weaving Motions by A. T. Aswani
1.405 KNITTED FABRIC MANUFACTURING


(a) Warp-Knitting:
   Introduction, General Terms and Definitions used in
   (i) Tricot Warp-Knitting
   (ii) Raschel Warp-Knitting

(b) Weft-Knitting/CIRCULAR KNITTING
   Introduction, General Terms and Definitions used in
   (i) Single & Double joursey Weft-Knitting
   (ii) Socks Knitting
   (iii) Gloves Knitting

© FLAT-BED KNITTING
   Introduction, General Terms and Definitions used in
   Flat-Bed Knitted fabric

REFERENCE
2. Warp Knitting Technology- by D. F. Paling
3. Advanced Knitting Principles- by Reichman C.
4. Knitting Encyclopedia- by Reichman C.
5. Knitting technology – By Prof. Ajgaonkar
6. Principles of Knitting -By W.E. Shinn,

1.406 NON-WOVEN FABRIC MANUFACTURING

• Non-woven definition
• Importance of non-wovens
• Manufacturing systems - dry laid, wet laid, spun bonded.

12. Web finishing.

REFERENCE
1. Industrial Textiles – Jarmila Seclova (Editor)

1.407 FIBRE-YARN & FABRIC TESTING

FIBRE TESTING-
1  Microscopic appearance
2  Physical Properties
3  Identification by physical & chemical testing

YARN TESTING:
1  Determination of count/denier
2  Twist
3  Tensile strength
FABRIC TESTING:
1 Construction, Courses, Wales, Weight
2 Warp and weft crimp and crimp tester
3 Fabric thickness
4 Tensile strength
5 Bursting Strength
6 Crease recovery
7 Stiffness
8 Abrasion testing
10 Pilling testing
11 Air permeability

REFERENCE
3. Textile Testing - By P. Angappan
4. Textile Testing - By Arindam Basu

TECHNICAL TEXTILES
- Introduction to TECHNICAL TEXTILES
- Classification
- APPLICATION OF TECHNICAL TEXTILES

REFERENCE
1. Industrial Textiles – Jarmila Seclova (Editor)
2. Wellingdn Sears Handbook of Industrial Textiles
2.1 MACRO & MICRO ECONOMICS

[A]MICRO ECONOMICS

1. INTRODUCTION
4 THEORY OF PRODUCTION Production with one variable input. Total, average and marginal product. stages of production. Production with two variable inputs. Isoquants. Producer equilibrium. Returns to scale. Applications for business analysis

[B]MACRO ECONOMICS


SELECTED REFERENCES FOR MICRO ECONOMIC


**SELECTED REFERENCES FOR MACRO ECONOMIC:**

6. **Acley, Gardner: Macroeconomics.**

***************
2.2 ENTREPRENEURSHIP DEVELOPMENT


(2) Entrepreneurship and small business - importance - comparison of large/small firms with reference to policy, strategy/structure and operation - characteristics - weaknesses - strengths - challenges - pitfalls and salient features of small business - ways to enter - types - legal forms of ownership in small business - industry - business distinction.

(3) Operation Phase - product identification - market research - sales forecasting – estimating market potential choosing the product and size of operation - location and site selection - technical feasibility.

(4) Sources of funds - preparing the financial plan. Role of Banks and Promotional Agencies – interaction sessions with officials from financial institutions like TIIC, SIDCO, SISI and DIC - incentives for small industry - types and number of clearance needed - support and subsidies available to small business - backward area reservations and reservation of items exclusive for small business.

(5) Project Formulation and Presentation - data collection and analysis - contents of project report - principles of report writing - techniques of presentation - project feasibility report preparation and evaluation criteria.

(6) Incentives from State Government and Central Government

(7) Problems for small scale enterprises and Industrial Sickness

REFERENCE:
2.3 INFORMATION TECHNOLOGY

1. Fundamental Of Computer
2. Windows, MS-Office
3. Microsoft Word
   - Basic features –
   - Text Formatting –
   - Create professional document –
   - Advanced features of Microsoft word.
4. Use of Microsoft Excel In Business Analysis
   - Basic features –
   - Data entry –
   - Creating charts –
   - Mathematical Functions –
   - Statistical functions - Financial functions –
   - Data Analysis tool pack –
   - Linear programming (Application of Solver)
5. Use of Power Point
   - Basic Feature –
   - Slide Show Presentations.
6. INTERNET
   - Basic feature –
   - email –
   - Internet browsing –
   - Searching –
   - Downloading
7. MANAGEMENT INFORMATION SYSTEMS (MIS)
   - MIS-Introduction, Need of MIS and concepts, factors influencing MIS and characteristics of MIS
   - Decision making and role of MIS.
   - Basic knowledge of a data processing system, Concepts of a DBMS
   - Role of an MIS in an organization, Evolution of an MIS along with the organization, MIS as a decision support system, MIS as a decision making system, Information system for strategic advantage, strategic role for information system, breaking business barriers, business process reengineering, improving business qualities.
   - Planning for MIS; System Development Methodologies; Conceptual and detailed designs of MIS.
   - Information system analysis and design, information SDLC, hardware and software acquisition, system testing, documentation and its tools, conversion methods.
   - Systems implementation Strategies and process; system Evaluation and Maintenance.
   - Applications-cross-functional ERP; CRM

Suggested Reading:
1. Murdick & Ross, Management Information System, PHI, Delhi.
3. Management Information system; W. S. Jawadekar; Tata McGraw Hill
4. Management Information systems; David Olson; Mc Graw Hill
5. Information systems for modern management; 3rd edition, Robert Murdick, Loel Ross, James Claggett; PHI

**********
2.4 BASICS OF FIBRE TO FASHION-II

2.401 TEXTILE WET PROCESSING

1 BLEACHING:
- General Sequence of wet-processing, -
- Object and brief idea of grey inspection, Shearing-cropping, singeing, desizing, scouring, bleaching & optical whitening. -

2 DYEING:
- Classification of dyestuffs based on their methods of applications -
- Basic idea of various dyeing methods & machines. -

3 PRINTING:
- Definition of printing -
- Basic idea of various methods & Styles of printing, -
- General outline of printing procedure -

4 FINISHING:
- Importance and brief outline of various mechanical & chemical finishes - such as Heat-setting, Decatising, Calendering, Stiffening, Softening, Resin finishing, Creping, Delustering, Weight reduction, Sanforisation & Mercerisation etc.

2.402 APPAREL PRODUCTION TECHNOLOGY

1. Overview of apparel industry in India
2. Functions of various departments of apparel industry
3. Types of apparel production machines
4. Apparel production machines lay-out

2.403 EMBROIDERY & FASHION DESIGNING

1. Importance of value addition in textile
2. Overview of Embroidery industry in India & abroad
3. Types of Embroidery machines and different attachments
4. Introduction to Embroidery-Design Software
5. Overview of Fashion industry in India & abroad
6. Fashion cycle

2.404 GOVERNMENT INCENTIVES FOR TEXTILE INDUSTRY

1. Incentives from the State Government
2. Incentives from the Central Government

2.405 PRACTICALS: PRACTICALS WILL COVER ABOVE SYLLABUS

**********
3.1 HUMAN RESOURCE & ORGANISATION DEVELOPMENT


2. Organization of Personnel Functions — Personnel Department, Its Organization, Policies, Responsibilities and Place in the Organization.


7. Organisation Development — Organisation Structure — Re-engineering, Multi-J Skilling, BPR.


11. TRADE UNION MOVEMENT - Types of Trade Unions - Weaknesses of trade unions in India - Remedies - Views of National Commissions on Labour - Importance of Social Security - Type and schemes implemented by the Government of India - Industrial Disputes-Causes-Method to solve Disputes.

12. Industrial disputes.

References

10. Asha Kaul, Effective Business communication, PHI.
3.2 FINANCE MANAGEMENT


(4) Analysis of over head expenses - Factory expenses - Administrative expenses – Selling and distribution expenses - Allocation of over head expenses - Depreciation methods of calculating depreciation - Norms for various items of cost.

REFERENCES:

2. Khan and Jain, Management Accounting.
3. S.N. Maheswari, Management Accounting.
8. I.M.Pandey, Financial Management.

**********
3.3 MARKETING MANAGEMENT

(1) Marketing concepts and its roles in modern firms - consumer markets - buying decision process - business buying behaviour - planning and executing marketing research - forecasting and demand measurement - segmentation and targeting

(2) Marketing environment and strategic planning - creating a competitive advantage - adapting marketing to the new economy - positioning strategy - differentiation – product life cycle marketing strategies - customer value and satisfaction

(3) B2B marketing, Fast moving consumer goods marketing, Consumer Durables marketing, Service marketing, Rural marketing, Retail marketing, Internet marketing, Direct marketing, Event & Media marketing

(4) Managing new product - product and product mix - branding and packaging – managing services - developing pricing strategies

(5) Marketing channels - channel decisions - managing communication – managing advertising, sales promotion, public relations and direct marketing - sales force management

******************
(A) ACCOUNTING

1. Introduction to Accounting: Concept and necessity of Accounting An Overview of Income Statement and Balance Sheet.
4. Revenue Recognition and Measurement: Capital and Revenue items; Treatment of R & D Expenses, Preproduction Cost, Deferred Revenue Expenditure etc.
5. Fixed Assets and Depreciation Accounting
6. Evaluation and Accounting of Inventory
8. Important Accounting Standards.
10. Inflation Accounting
11. Ethical Issue in Accounting

Reference Text

1. Financial Accounting: Text & Case: Deardon&Bhattacharya
2. Financial Accounting for Managers — T.P.Ghosh
3. Financial Accounting — Reporting & Analysis — Stice & Diamonti
5. Full Text of Indian Accounting Standard — Taxman Publication

(B) Banking:

Unit-I: GENERAL
a) Principle of Banking
b) Evolution of Banks
c) Sources and Uses of funds in Banks
d) Banker Customer relationship

Unit-II: Forms of Banking
a) Branch Banking
b) Unit Banking
c) Group Banking
d) Chain Banking
e) Corresponding Banking
**Unit-III : Banking and Financial Institutions in India**

a) Commercial Banks  
b) Co-Operative Banks  
c) Regional Rural Banks  
d) Agricultural & Rural Development Banks  

**Unit-IV: Electronic Banking**

1. Information Technology  
2. Data Communication  
3. Security in EC  
4. Core Banking  
5. Services Provided by banks  
   (ATM, Safe Custody, Remittance, Credit Cards Etc.)

**Unit-V : Retailer Banking and Corporate Banking**

1. Deposit Product  
2. Supply Chain Management  
3. Case Management Services  
4. Real time gross settlements  
5. Merchant Banking  
6. Venture Capital

**Unit-VI: Bank Audit**

Management of NPA: Causes, Classification, Provisions, its effect on Profitability,  
Strategies for NPA reduction, Role of Asset Reconstruction Companies, Secrriratisation Act.

**Unit-VII: CRR, SLR and CRAR**

1. Cash Reserve Ratio  
2. Statutory liquidity Ratio  
3. Capital to Risk weighted Assets Ratio

**Unit-VIII : Lead Bank Scheme**

**Unit-IX : Foreign Exchange**

1. Meaning & Principles  
2. Foreign Transactions of Banks

**Unit-X : International Banking**

1. Features  
2. Bank Agencies  
3. Payment Mechanism

**References:**

a) Banking Theory & Practices by Dr. P. K. Shrivastva  
b) RBI bulletins, ICFAII publications  
c) Indian Financial System by H. R. Machhilayu  
d) Financial Institutions & Markets by L.M. Bhole  
e) Commercial Banking by Indian Institute of Bankers Insurance
**Unit-I: GENERAL**

a) Principle of Insurance  
b) Insurance & Social Security  
c) Insurance & Economic Development  
d) Business Environmental & Insurance

**Unit-II: Classification of Insurance**

a) **GENERAL INSURANCE-PERSONAL**

b) **GENERAL INSURANCE-COMMERCIAL**

Unit-III : Health Insurance  
Unit-IV : Project Insurance  
Unit-V : Retirement Plans & Pension Plans Products

**SELECTED REFERENCES:**

- Insurance Fundamentals - Environment & Procedure by B.S. Bodla, M.C. Gang & K. B. Singh  
- Insurance : Principles & Practice by M.J. Mathew  
- Insurance in India by P.S. Palande & R.S. Shah  
- Principles & Practice of Insurance by Kothari & Bhatt

***************
4.1 PRODUCTION, OPERATIONS & SAFETY MANAGEMENT:

(A) PRODUCTION AND OPERATIONS MANAGEMENT


(2) Demand Forecasting - Delphi method - Moving Averages - Exponential Smoothing – Simple Regression and Correlation analysis - Production Planning and Control - Aggregate planning - Master production schedule (MPS) - Material requirement planning (MRP) - BOM - Capacity requirement planning (CRP) - Introduction to ERP - Application modules in ERP.

(3) Inventory Management - Types of Inventory - Cost of Inventory - Fixed Order Quantity Systems - Fixed Order Period Systems - Economic Order Quantity - Other Inventory models - ABC in Inventory classification - JIT in manufacturing - Kanban.


REFERENCES :-


(B) SAFETY MANAGEMENT

1. Need of Safety in Industry
3. Indian Standards.
4. Machine Guarding and Safety Precautions
5. Health Hazards and Controls.
6. Fire and Explosion Hazards and Controls.
7. Safety Education & training:

8. Employee participation in Safety:

9. Accident Reporting, Investigation & Analysis:
   (9.2) Accident Investigation: Philosophy, purpose, process & types of investigations. Identifying the key factors & immediate & basic causes. Corrective Action, Agencies investigating Accident.

10. EMERGENCY PLANS
    1. Need and Types of Emergency Planning
    2. Statutory Provision.
    3. Emergency Plans
       (3.1) Purpose and Policy.
       (3.2) Site Plan of the Factory and Surrounding.
       (3.3) Types of Overall Emergencies
       (3.4) Assessment of In-plant Hazards.
       (3.5) Emergency Shut-down Procedure.
       (3.6) Pre-Information to Doctors and Hospitals.
       (3.7) Safety Officer.
       (3.8) Printed Plan, Copies and Rehearsal.

11. FIRST AID
    1. Need of the First Aid.
    3. General Principles for Rendering First Aid.
    4. Industrial Injuries and First Aid at a Glance.

5. First Aid in Minor Injuries.
   (5.1) Minor Injuries,
   (5.2) Closed Injuries and
   (5.3) Foreign body in the skin, Eye, Ear, Nose, Throat and Stomach.

6. Electrical Injuries.
7. Artificial Respiration.
8. Burns and Scalds.

   (9.1) General First Aid in Poisoning.
   (9.2) Carbon Monoxide Poisoning.
   (9.3) Poisoning with Toxic Chemicals.
   (9.4) Poisoning with Acids and Alkalis.
   (9.5) Alcohol Poisoning.
   (9.6) Tables of Poisons, First Aid and Antidotes.

10. ILO Convention & Recommendations for safety.

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4.2 IMPORT EXPORT MANAGEMENT

(1) Framework of international marketing - Scope of international marketing – Emerging global scenario - Gains from international trade - International marketing vs domestic marketing - Transition from domestic to international business marketing – Transition from domestic to international business - Pre-export behaviour - Motivation to export - Special difficulties in international marketing

(2) International marketing environment - Controllable and uncontrollable factors – International marketing decisions - Market selection decision - Market entry decision - Marketing mix decision - International Research and Segmentation - Developing Global products and pricing - international Promotion and Advertising - International Distribution Systems.

(3) General agreement on tariffs and trade (GATT) - UNCTAD - Trade blocks customs union – Regional trade 6l0uping and cooperation - EU - Preferential Trade Areas – Free Trade Associations - World trade in services - Counter trade - World commodity markets

(4) Export procedures and documents - Export contracts - Incoterms - Methods of payments – Letters of credit - Export documents - Commercial and regulatory documents - Standardized pre-shipment documents

(5) Foreign trade policy - Export incentives for textiles - Export financing by commercial banks - Export credit insurance

REFERENCES:
1. 'Philip R. Cateora, John L. Graham, International Marketing, I l/e, McGraw Hill
4. Philip Kotler, Marketing Management, PHI
4.3 LEGAL & TAX ASPECTS OF BUSINESS

<table>
<thead>
<tr>
<th>No</th>
<th>TOPICS</th>
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<tbody>
<tr>
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<td>Indian Contract Act-1872</td>
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<tr>
<td>4.302</td>
<td>Indian Sale of Goods act-1930</td>
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<tr>
<td>4.303</td>
<td>Companies Act-1956</td>
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<td>4.304</td>
<td>INDIAN PARTNERSHIP ACT-1932</td>
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<td>4.305</td>
<td>Restrictive &amp; Unfair Trade Practices</td>
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<td>4.306</td>
<td>Negotiable Instruments Act</td>
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<tr>
<td>4.307</td>
<td>THE FUNDAMENTALS OF TAXATION</td>
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<tr>
<td>4.308</td>
<td>DIRECT TAX LAWS IN INDIA</td>
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<td>4.309</td>
<td>INDIRECT TAX LAWS</td>
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<tr>
<td>4.310</td>
<td>TAX PLANNING</td>
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[A] LEGAL ASPECTS

4.301 Indian Contract Act-1872

4.302 Indian Sale of Goods act-1930

4.303 Companies Act-1956

4.304 INDIAN PARTNERSHIP ACT-1932
- a) Essential of partnership
- b) Right & Duties of partners
- c) Minor as a partner
- d) Dissolution of partnership

4.305 Restrictive & Unfair Trade Practices

4.306 Salient Features of Negotiable Instruments Act
- a) Bill of exchange, cheque, promissory note
- b) Negotiation & Endorsement
- c) Dishonor of Instruments including noting and protest

4.307 Salient Features of Intellectual Property Rights
- 1. Trademark
- 2. Copyright
- 3. Patent & Design

[B] TAXATION : THEORY AND PRACTICE

4.308 THE FUNDAMENTALS OF TAXATION –
categories of revenue: Direct and Indirect - types and kinds - Merit and Demerits - Progressive, proportional, regressive tax systems: Principles of Taxation - Cost, Benefit and Ability; Incidence, Impact and Shifting of tax and factors affecting it - Various effects of taxation.
FRAMEWORK OF DIRECT TAX LAWS IN INDIA:
Main provisions of Income Tax Act - Law and Procedure of Assessment - Corporate tax - capital gains: reforms in direct taxes (In brief)

FRAMEWORK OF INDIRECT TAX LAWS:
- Forms of Sales Tax - Single Point Multipoint Sales Tax –
- Main provisions of Central Sales Tax Act ;
- Value Added Tax; MODVAT; CENVAT; Taxation of services –
- Goods and Service Tax (GST)
- Introduction to Service Tax and Framework –
- Aspects related to administering the ABOVE

TAX PLANNING –
Meaning, Devices - Incentives - Exemptions - Rebates - Deductions under various sections

FILLINGS OF RETURNS- Right of assesses - compliances

REFERENCES:
   Hill, New York.
10. Shirinivasan M, Handbook of Corporation Tax in India.

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### 4.4 INDUSTRIAL & COMMERCIAL LAWS

#### A-4.4 INDUSTRIAL LAWS

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<td>Workmen's Compensation Act, 1923</td>
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<td>Employees' State Insurance Act, 1948</td>
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<td>Employees' Provident Fund Act, 1952</td>
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<td>Payment of Bonus Act, 1965</td>
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#### B-4.4 COMMERCIAL LAWS

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<td>B 4.403</td>
<td>Water &amp; Air (Prevention &amp; Control of Pollution) Act</td>
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<td>Indian Electricity Act</td>
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<td>B 4.405</td>
<td>Child Labour (Prohibition &amp; Regulation) Act</td>
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<td>B 4.406</td>
<td>Indian Explosives Act &amp; Rules</td>
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<tr>
<td>B 4.407</td>
<td>Workers Safety, Health &amp; Welfare Act &amp; Rules &amp; Regulations</td>
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<tr>
<td>B 4.409</td>
<td>Pressure Vessel Rules</td>
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4.5 PROJECT WORK (DESSERTATION)

A student will be assigned to or will be allowed to select an appropriate project related to any of subjects from the course. Each student will have to work on independent project and prepare a thesis and will also be required to give talk in a seminar on his project.

The project-work marks distribution will be as under:

**Out of 200 marks**
- 60 marks for Literature Survey & Term-work.
- 60 marks for Seminar & Discussion.
- 60 marks for Viva-voce Examination in the Subject matter to the project Report; and
- 20 marks for presentation.

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