

**M. Sc.
RESOURCE MANAGEMENT AND DESIGN APPLICATION**

**SEMESTER SYSTEM
CURRICULUM**

**DEPARTMENT OF HOME SCIENCE
(UNIVERSITY OF DELHI)**

**FEBRUARY 2010
(Revised in April 2010)**

**UNIVERSITY OF DELHI
DEPARTMENT OF HOME SCIENCE
M.Sc. RESOURCE MANAGEMENT AND DESIGN APPLICATION
SCHEME OF EXAMINATION**

SEMESTER I

SEMESTER II

PAPER NO.	TITLE	THEORY		PRACTICAL	
		MAXIMUM MARKS	DURATION OF EXAM	MAXIMUM MARKS	DURATION OF EXAM
1221	Research Methods and Seminar	100	3		
1222	Facilities Management	100	3		

PAPER NO.	TITLE	THEORY		PRACTICAL	
		MAXIMUM MARKS	DURATION OF EXAM (hrs)	MAXIMUM MARKS	DURATION OF EXAM
1101	Statistics and Computer Applications	100	3		
1122	Management Trends and Applications	100	3		
1123	Sustainable Habitat and Socio Cultural Environment	100	3		
1124	Consumer Behavior and Marketing Management	100	3		
1125	Practical(1122 , 1123, 1124)			100	12
	TOTAL	400		100	
	TOTAL MARKS	500			
1223	Financial Management & Accountancy	100	3		
1224	Project Management Practical			100	12
1225	Facilities Management Practical			100	12
	TOTAL	300		200	
	TOTAL MARKS	500			

SEMESTER III

PAPER NO.	TITLE	THEORY		PRACTICAL	
		MAXIMUM MARKS	DURATION OF EXAM	MAXIMUM MARKS	DURATION OF EXAM
1321	Enterprise Design & Management	100	3		
	Specialization A: Space & Product Design				
1322 (a)	Applied Ergonomics	100	3		
1323(a)	Product Design & Development	100	3		

1324(a)	Practical (1321, 1322(a), 1323(a))			100	12
	Specialization B: Environment Management & Sustainable Development				
1322(b)	Health and Safety in Built Environment	100	3		
1323(b)	Technologies for Sustainable Development	100	3		
1324(b)	Practical (1321, 1322 (b), 1323 (b))			100	12
	Specialization C: Consumer Studies				
1322(c)	Customer Relationship Management	100	3		
1323(c)	Market Research	100	3		
1324(c)	Practical (1321, 1322 (c), 1323 (c))			100	12
	Specialization D: Training & Development				
1322(d)	Training Methodologies	100	3		
1323(d)	Organizational Behaviour and Development	100	3		
1324(d)	Practical (1321, 1322 (d), 1323 (d))			100	12
1325	Dissertation & Internship	100			
	TOTAL (For each specialization)	400		100	
	TOTAL MARKS	500			

SEMESTER IV

PAPER NO.	TITLE	THEORY		PRACTICAL	
		MAXIMUM MARKS	DURATION OF EXAM	MAXIMUM MARKS	DURATION OF EXAM
1421	Industry Programming & Project	100	3		
	Specialization A: Space and Product Design				
1422(a)	Advanced Space Design & Ecology	100	3		
1423(a)	Design Clinic & Audit	100	3		

1424(a)	Practical (1421, 1422(a), 1423(a))			100	12
	Specialization B: Environment Management & Sustainable Development				
1422(b)	Climate Change, Ecosystem & Society	100	3		
1423(b)	Environment Management: Dimension & Approaches	100	3		
1424(b)	Practical (1421, 1422(b), 1423(b))			100	12
	Specialization C: Consumer Studies				
1422(c)	Consumer Redressal Services	100	3		
1423(c)	Media and the Consumer	100	3		
1424(c)	Practical (1421, 1422(c), 1423(c))			100	12
	Specialization D: Training & Development				
1422(d)	Human Resource Management & Development	100	3		
1423(d)	Electronic Enabled Training, Office and Administration	100	3		
1424(d)	Practical (1421, 1422(d), 1423(d))			100	12
1425	Dissertation	100			
	TOTAL (For each specialization)	400		100	
	TOTAL MARKS	500			

NOTE:

- **Pass Percentages:** Minimum marks required to pass the examination is 40% in each course, in theory and practical separately. However, the candidate must secure an overall aggregate of 50%.
- The marks obtained in the House Examination of M.Sc.(I) will be taken into account for the final allotment of the specialization/ elective subjects of M.Sc.(II). The concerned Institute will have the discretion to offer one or more elective subjects in a particular academic session (subject to the availability of logistic support).
- As per the University directive 25% of the maximum marks of each theory course will be assigned for internal assessment.

- The Practical Examinations shall be conducted over 2 days, 6 hours each day. 40 % of the marks for the practical examination shall be reserved for fieldwork and/or laboratory records of the candidates and will be awarded by the teacher responsible for the course.
- Seminar, placement reports and projects of individual papers will be evaluated by a panel of teachers internally and the marks will be sent to the University through the Head of the Department.
- The Dissertation work in III and IV Semester will be marked at the end of IV Semester for 150.
- Each Theory paper will have 1 period Tutorial per week.

DETAILS OF PAPERS FOR SEMESTER –I

SEMESTER -I

STATISTICS AND COMPUTER APPLICATIONS

THEORY

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

OBJECTIVES

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

CONTENTS

PERIODS

UNIT I: Introduction to Statistics	5
<ul style="list-style-type: none">• Descriptive and inferential statistics• Basic principles of statistical procedures: measurement, analysis and interpretation	
UNIT II: Measurement and Computation	8
<ul style="list-style-type: none">• Fundamentals of measurement: quantity and quality• Scales of measurement: nominal, ordinal, interval and ratio scales• Examples of each of the above scales• Reliability, validity; specificity and sensitivity of tools	
UNIT III: Organization and presentation of data	10
<ul style="list-style-type: none">• Coding and tabulation• Grouped data: frequency distributions• Graphic representation: graphs, diagrams and charts• Descriptive statistics:<ul style="list-style-type: none">Central tendencies – mean, median, modeVariability – range, semi-interquartile range standard deviation and variance• Applications and uses of descriptive statistics• Characteristics of a distribution: skewness and kurtosis• Percentages and frequencies, uses and applications: percentile ranks	
UNIT IV: Probability and Normal distribution	5
<ul style="list-style-type: none">• Basic principles and applications of probability• Testing hypotheses, levels of significance and estimations• Errors of estimation: type 1, type 2• Sampling theory, method and errors• Z scores and its uses	
UNIT V: Statistical tests	10
<ul style="list-style-type: none">• Parametric tests of difference: T and ANOVA, post-hoc analysis of significance• Parametric tests of association: Pearson's r• Non-parametric tests of difference: Mann-Whitney, sign, median and Kruskal-wallis	

- Non-parametric tests of association: spearman's r
- Chi-square test
- Regression and prediction
 - The regression equation
 - Applications of regression
 - Analysis and interpretation

Selecting statistical procedures: guidelines

Interpretation: going from the test to the conclusions and findings

UNIT VI : COMPUTER APPLICATIONS

10

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

RECOMMENDED READINGS

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

MANAGEMENT TRENDS AND APPLICATIONS

THEORY

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

OBJECTIVES

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

CONTENTS

UNIT I: Management- theories and approaches

14

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

UNIT II: Planning strategies and processes

10

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

- Decision making models, techniques and processes, decision support systems, systems approach

UNIT III: Organizing and organizational structures 10

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

UNIT IV: Staffing, Controlling and Evaluation 14

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

RECOMMENDED READINGS

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

<p>SUSTAINABLE HABITAT AND SOCIO-CULTURAL ENVIRONMENT</p>
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THEORY

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

OBJECTIVES

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

CONTENTS

PERIODS

UNIT I: Human settlement

14

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

UNIT II: Socio-cultural aspects of human settlement

10

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

UNIT III: Sustainable Development and Built Environment

14

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

UNIT IV: Energy Efficiency and Indoor Environment Quality in building **10 structures**

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

RECOMMENDED READINGS

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

CONSUMER BEHAVIOUR AND MARKETING MANAGEMENT

THEORY

Paper No.	:	1124
Maximum Marks	:	100
Teaching Periods	:	4/week
Teaching Load	:	48 periods/ semester

OBJECTIVES

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

CONTENTS

PERIODS

UNIT I: Understanding Marketing Management

10

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

UNIT II: Capturing marketing insights

15

- Gathering information and scanning the environment
- Analyzing the macro environment (demographic, economic, technological, political, legal, social, cultural)
- Conducting market research
- Forecasting and demand measurement
- New product development-challenges and process

- Consumer Adoption Process-stages and factors influencing Understanding consumer behaviour
- Factors influencing consumer behaviour
- Buying decision process- five stage model
- Creating customer value, satisfaction and loyalty
- Cultivating customer relationships
- Segmenting consumer markets, market targeting

UNIT III: Dealing with Competition

10

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

UNIT IV: Marketing communication

13

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

RECOMMENDED READINGS

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

PRACTICAL

Paper No.	:	1125
Maximum Marks	:	100
Practical	:	3/week (3 period / Practical)
Teaching Load	:	36 Practicals / semester

OBJECTIVES

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

UNIT I : MANAGEMENT TRENDS AND APPLICATIONS

PRACTICALS

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

UNIT II :SUSTAINABLE HABITAT AND SOCIO-CULTURAL ENVIRONMENT

PRACTICALS

- Understanding master plans, zoning and neighbor-hood plans
2
- Case profiles of settlement structures (modern and traditional) to study socio-cultural aspects
2
- Survey of housing structures of different socio-cultural groups and regions with varied climatic conditions
2
- Case profiles of energy efficient building materials and energy efficient construction technologies
3
- Case profiles of disaster affected settlements and their management. 3

UNIT III : CONSUMER BEHAVIOUR AND MARKETING MANAGEMENT

PRACTICALS

1. Conducting Market research on issues of contemporary importance. E.g. studying buying behaviour of consumers from retail chain stores, Effect of promotional schemes on

- consumer purchase, consumer satisfaction and opinion regarding selected products/brands/marketing strategies etc. **3**
2. Case studies on marketing strategies of selected organizations. **2**
3. Brand comparisons of similar products (belonging to the same company and belonging to different companies) in terms of marketing strategies **2**
- Case studies/portfolio
 - Different marketing strategies
 - Ethics and self-regulation
 - Globalization and consumer
4. Projects on: **4**
- Marketing communication
 - Advertising
 - Sales promotion
 - Packaging
 - Labeling
 - Product launch

DETAILS OF PAPERS FOR SEMESTER –II

SEMESTER –II

RESEARCH METHODS AND SEMINAR

THEORY

Paper no.	:	1221
Maximum Marks	:	100
Teaching Periods	:	4 /Week
Teaching Load	:	48 periods/ semester

OBJECTIVES

- To understand the purpose and procedure of research study
- To learn the basic format of a research design
- To understand different types of research studies

- To develop skills in writing, evaluation and presentation of research papers and proposals

CONTENTS

	PERIODS
UNIT I: Introduction to research	8
<ul style="list-style-type: none"> • Basic need for research in the social sciences <ul style="list-style-type: none"> Issues of relevance, social responsibility and cultural appropriateness Fundamental issues in research: theory, method and phenomena Paradigms for study <ul style="list-style-type: none"> Evaluation Intervention Experimentation Ethnographic study Assessment Quantitative and qualitative research <ul style="list-style-type: none"> Measurement and numbers in social sciences, statistical procedures, other issues Importance of quantification Qualitative and quantitative: A futile debate Qualitative research methods 	
UNIT II: Outline of research study	10
<ul style="list-style-type: none"> • Approaching an area for study • Critical Appraisal of related research programme- planning, execution • analysis and review • Research design <ul style="list-style-type: none"> Defining the problem: initial steps, assumptions, research questions Reading, reviewing and referencing studies, journals, books and papers Finalizing the title, objectives and hypotheses Methods of study: <ul style="list-style-type: none"> Standard methods and improvisations: Sampling and related issues: Procedure and appropriateness Methods of data collection <ul style="list-style-type: none"> Links to objectives and theory, issues of validity, reliability and relevance, the importance of listening Questionnaire, interview, ranking, rating, standardized measures, case study, • Path analysis, Meta analysis, cluster analysis, discriminant function. <ul style="list-style-type: none"> Analysis techniques: summary, inference, interpretation, narrative analysis and transcriptions 	
UNIT III: Documenting the research program	12
<ul style="list-style-type: none"> • Writing an abstract and proposal • Report writing: guidelines and conventions • Writing an article for scientific journals, others etc. • Preparing details for bibliography, list of references 	

- Evaluation and proposals for future research
- Ethical issues
 - Research on individuals and communities
 - Studies with children, families and communities
 - Research with schools and other organizations
 - Evaluations and assessments: a review
 - Confidentiality and research
 - The researcher and the researched
 - Areas of contemporary concern
 - Acknowledging others contributions

UNIT IV: Presentation and multi-media **12**

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

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

RECOMMENDED READINGS

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

FACILITIES MANAGEMENT

THEORY

Paper no.	:	1222
Maximum Marks	:	100
Teaching Periods	:	4/week
Teaching Load	:	48 periods / semester

OBJECTIVES

- To appreciate the need for maintenance of facilities and services
- To comprehend maintenance of different facilities, surfaces, materials and accessories
- To develop an understanding of the systems in operations management, quality control and project review techniques

- To impart knowledge on professional practice in facilities maintenance

CONTENTS

PERIODS

UNIT I: Concept of Maintenance of Facilities and Services

12

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

UNIT II: Facilities Maintenance

12

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

UNIT III: Operations Management

12

- Process of operations
- Coordination of services
 - Housekeeping
 - Food and beverages
 - Maintenance and upkeep
 - Security
- Preventive maintenance
- Statutory compliance – licenses and facilities
- Project management and review techniques
- Professional Practices in Facilities' Management
 - Taking orders, understanding needs and details
 - Creating maintenance plan, budgets and costing / Proposals & tenders
 - Implementation and monitoring the plan of work
- Information Systems
 - Data management and monitoring

- Software/technologies for maintenance of interiors
- Quality Specifications
 - ISO specifications
 - SIPOC tool for design and review of a process

UNIT IV: Maintenance of indoor and outdoor plants

12

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

RECOMMENDED READINGS

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

FINANCIAL MANAGEMENT AND ACCOUNTANCY

THEORY

Paper No.	:	1223
Maximum Marks	:	100
Teaching Periods	:	4/week
Teaching Load	:	48/ Semester

OBJECTIVES

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

CONTENTS

PERIODS

UNIT I: Introduction to financial accounting and financial management 6

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

UNIT II: Financial Statements & tools of financial analysis. 14

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

UNIT III: Cost accounting. 14

- Costing fundamentals
 - Cost concepts & classifications
 - Materials
 - Direct Labour and Direct Expenses
 - Overheads general
 - Overheads Distributions
- Costing for Specific Industries
 - Single or Output costing
 - Job, Batch and Contract costing
 - Process Costing
 - Operating costing
- Costing for Control
 - Budgetary control
 - Standard costing & Variance analysis
 - Marginal costing & Cost volume profit analysis

UNIT IV: Financial planning. 14

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

RECOMMENDED READINGS

- Horngren, Charles T. (2001) *Introduction to Management Accounting*. New Delhi: Prentice hall of India Private Ltd
- Kimmel. P.D, (2000) *Financial Accounting: Tools for Business Decisions Making*. New York: John Wiley & Sons
- Anthony, A. (2001) *Management Accounting*. London: Prentice Hall

- Damodaran, Awasthi, *Corporate Finance: Theory and Finance*, New York: John Wiley
- Chandra, Prasanna. (2001) *Financial Management: Theory and Practice*. New Delhi: Tata McGraw Hill Publishing

PROJECT MANAGEMENT PRACTICAL

PRACTICAL

Paper no.	:	1224
Maximum Marks	:	100
Teaching Periods	:	2 Practical /week (4 Period / Practical)
Teaching Load	:	24 Practical/ semester

OBJECTIVES

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

CONTENTS

PRACTICALS

UNIT I: Principles and Practices of Management

2

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

Unit II: Project Organisation

5

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

UNIT III: Project scheduling techniques

5

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

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

UNIT IV: Resource Management and Scheduling techniques **5**

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

UNIT V: Computer Application in Project Management **7**

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

REFERENCES

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

FACILITIES MANAGEMENT PRACTICAL

PRACTICAL

Paper No.	:	1225
Maximum Marks	:	100
Practical	:	2 Practical /week (4 Period / Practical)
Teaching Load	:	24 Practical/ semester

OBJECTIVES

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

CONTENTS

PRACTICALS

- | | | |
|----|--|----------|
| 1. | Explore different finishes on walls, ceilings and floors, doors and windows, furniture, furnishings and accessories and their | 7 |
| | <ul style="list-style-type: none">• Maintenance plan,• Analysis of methods and mechanism for clearing, maintenance, pest control. | |
| 2. | Survey the methods of maintenance – paneling materials, cupboards and cabinets, furniture, accessories, work areas like kitchens and laundry and services like toilets | 4 |
| 3. | Case Studies: Critical Evaluation of design and maintenance of personal and public areas with respect to engineering services and facilities | 5 |
| | <ul style="list-style-type: none">• Residences – rural and urban• Institutional – Government / NGO / Corporate• Hotels and stand alone restaurants• Hospitals• Gymnasiums, health clubs and sports complexes• Exhibitions and expos• Seminar and conferences | |
| 4. | Preparing plans for- | 4 |
| | <ul style="list-style-type: none">• Operations management• Maintenance of services and• Project review techniques | |
| 5. | Indoor and outdoor plants | 5 |
| | <ul style="list-style-type: none">• Planning & selection• Care & maintenance | |

DETAILS OF PAPERS FOR SEMESTER –III

Semester –III

ENTERPRISE DESIGN AND MANAGEMENT

THEORY

Paper No.	:	1321
Maximum Marks	:	100
Teaching Periods	:	4/week
Teaching Load	:	48 periods/ SEM

OBJECTIVES

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

PERIODS

UNIT I: ENTERPRISE PROFILE AND NETWORKING

12

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

UNIT II: ENTERPRISE CREATION

12

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

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

UNIT III: ENTERPRISE MANAGEMENT

12

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

UNIT IV: TECHNOLOGY AND INNOVATIONS

12

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

RECOMMENDED READINGS

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

ANY ONE OF THE FOLLOWING SPECIALIZATIONS

SPECIALIZATION A – SPACE & PRODUCT DESIGN

APPLIED ERGONOMICS

THEORY

Paper no.	:	1322(a)
Maximum Marks	:	100
Teaching Periods	:	4/week
Teaching Load	:	48 periods / semester

OBJECTIVES

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

PERIODS

UNIT I: WORK SYSTEM AND ANALYSIS

10

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

UNIT II: HUMAN FACTORS: WORK EFFICIENCY AND PERFORMANCE

12

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

UNIT III: COGNITIVE ERGONOMICS: USER CENTERED DESIGN 12

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

UNIT IV: PHYSICAL WORK ENVIRONMENT 14

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

RECOMMENDED READINGS

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

PRODUCT DESIGN & DEVELOPMENT

THEORY

Paper no.	:	1323(a)
Maximum Marks	:	100
Teaching Periods	:	4/week
Teaching Load	:	48 periods / semester

OBJECTIVES

- To impart knowledge regarding materials and their application for creation of products
- To develop understanding concerning constructional details of products with special reference to furniture and accessories
- To acquire proficiency in ergonomic design of products for improved performance and comfort.

PERIODS

UNIT I: UNDERSTANDING THE CONTEXT OF PRODUCT DEVELOPMENT

12

- Need for product development, types of product and components, concerns and issues in the context of design
- Essentials of creating the product - skills, knowledge, technology, economic viability, etc.
- Product Attributes – Function and Emotion
- Exploration of elements of design in the context of use in products and product environment
- Relating form to materials and processes of manufacture, color and form relationships
- Sustainable design practices, preserving traditional practices, designing for the underserved communities

UNIT II: UNDERSTANDING MATERIALS AND PROCESSES

12

- *Understanding material behavior for furniture construction and product design*
- New and eco-friendly materials – application in product design and impact on environment
- Properties and usages of materials- plastics, rubber, ceramic glass, metals
- Industrial finishes for plastics, wood, metals, cane bamboo, leather, jute cloth, paper and their applications for the craft and industry sector

UNIT III: PRODUCT DEVELOPMENT PROCESS

12

- Stages in design process
- Diffusion and Innovation – new product ideas
- Integrated approach to new product development

UNIT IV: DESIGN RESEARCH

12

- Assessing market potentials for new products
- Market research and consumer research
- Study of product life cycle
- Product service system evaluation for sustainability in design.

RECOMMENDED READINGS

- Jordan, P.W. (2001). *Pleasure with Products*. London: Taylor and Francis
- Norris, B. and Wilson, J. R. (2001). *Designing Safety into Products*. London: Taylor and Francis.
- Osborne, David. (1980). *Ergonomics at Work*. London: Taylor and Francis.
- Wilson, P. (1981). *Household equipment: Selection and Management*. Boston: Houghton Mifflin Co.
- Wilson, J.R. and Covlett, N. (2001). *Evaluation of Human Work: A Practical Ergonomics Methodology*. London: Taylor and Francis.

PRACTICAL

Paper No.	:	1324(a)
Maximum Marks	:	100
Teaching Periods	:	3 Practical /week (3 Periods / Practical)
Teaching Load	:	36 Practical

OBJECTIVES

- To understand and appreciate women entrepreneurship.
- To understand the process of enterprise creation.
- To learn the dynamics of enterprise management.
- To provide the basic framework to handle ergonomic related problems and design user – centered products.
- To provide knowledge on analysis and assessment of human interactions in a work environment system.
- To improve competence in Ergonomic design development in a competitive world market.
- To study geometry of elements in products in products and its application in object drawing.
- To understand the interface of the human element and the users perspective in the selection and application of different materials and products.
- To select and design furniture and lifestyle products and handicrafts for interiors.

UNIT I : ENTERPRISE DESIGN AND MANAGEMENT

PRACTICAL

▪ Project identification and environment scanning	3
▪ Project formulation	3
▪ Project appraisal and reporting	2
▪ Case study of women entrepreneurs	2
▪ Portfolio	2
Risk Management	
Barriers	
Financing	

UNIT II : APPLIED ERGONOMICS

1. Ergonomic Research techniques in Ergonomic data generation	2
Anthropometric Data Development	

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

3. Observation: Physiology of movement during work and in spaces, work station and Posture evaluation **2**
4. Time and motion studies **2**
5. Mini Project work involving Ergonomic design research for product system on any one of the following area: **3**
 - Evaluation of psycho-physiological workload
 - Assessment of quality of physical environment with respect to temperature, ventilation, humidity, vibration, flooring, clothing, materials and finishes
 - Survey of safety systems used in equipment and at workplaces
 - Evaluation of communication systems used in equipment design and work places.

UNIT III : PRODUCT DESIGN & DEVELOPMENT

1. Brain storming & synectics to develop creative attitude, design opportunity, problem perception, idea sketching, mock-ups, clustering of ideas for concept development, evaluation of concepts, final concept selection, refinement and detailing **3**
2. Survey on materials available for product design and analyze their suitability for product design **3**
3. Design portfolio indicating the processes for product development **2**
4. Design development and modeling and prototyping **4**

**SPECIALIZATION B – ENVIRONMENT MANAGEMENT &
SUSTAINABLE DEVELOPMENT**

HEALTH AND SAFETY IN BUILT ENVIRONMENT

THEORY

Paper no.	: 1322(b)
Maximum Marks	: 100
Teaching Periods	: 4/week
Teaching Load	: 48 periods

OBJECTIVES

- To enable learners to carry out risks assessment and vulnerability analysis
- To equip learners with tools, sharpening their existing skills for meeting emergency situations.
- To provide knowledge to the learners on disaster preparedness, mitigation and rehabilitation.
- To generate community awareness, strengthen institutional mechanism for community mobilization and participation in safe environment management.

CONTENTS

PERIODS

UNIT I: Safety and health issues in built Environment	15
<ul style="list-style-type: none">▪ Aspects of health and safety▪ Vulnerability and impact on built environment, nature of damage, predictability▪ Overview of safe environment management▪ Impact of physical planning and zoning on health and safety▪ Impact of zoning, neighbor-hood housing, master planning on safety and health▪ Monitoring of built environment for safety and security▪ Security agencies and institutions and technological inputs	
UNIT II: Indoor Environment Quality and human health	15
<ul style="list-style-type: none">▪ Pollution and Built Environment▪ Assessment of air quality methods; impact on health minimizes the sources of air pollution; ways to improve air quality▪ Monitoring noise levels; impact of noise on health and performance	
UNIT III: Disasters – causes, effects and impact on health	10
<ul style="list-style-type: none">▪ Forecasting natural calamities and effects and nature of damage▪ Floods- flood hazards, management and control, drought and famine and their impact on agriculture and society▪ Land slides- causes, predictability and forecasting▪ Coastal hazards- coastal erosion, sea level changes, coastal zone management	

- Earthquakes- causes, tsunami- nature of destruction, quake resistant buildings and dams
- Volcanoes- nature, extent and causes, volcanic materials, geographic distribution
- Fire- forest fires, man-created fires
- Industrial and technological disaster
- Terrorism

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

- Planning, leadership – communication and coordination
- Warehousing and stock piling, strengthening self – confidence of local community
- Techniques of community participation- pre and post disaster situation
- Damage and needs assessment
- Public health – impact assessment, environmental risk
- Rehabilitation measures

RECOMMENDED READINGS

- Agarwal, S.K. (2003) *Environmental Scenario for 21st Century*. New Delhi: APH
- Basu, R.N. (2003) *Environment*. University of Calcutta
- Bhatia, H.S. (1998) *A Text Book of Environmental Pollution and Control*. New Delhi: Central Pollution Control Board
- Goel, P.K. and Sharma, K.P. (1996) *Environmental Guidelines and Standards in India*. Jaipur: Techno-Science.
- Karpagam, M. (1993) *Environment Economics: A Textbook*. New Delhi: Sterling Katiyar, V.S.
(1997) *Environment Concerns, Depleting Resources and Sustainable Development*. Jaipur: Pointer

TECHNOLOGIES FOR SUSTAINABLE DEVELOPMENT

THEORY

Paper no.	: 1323(b)
Maximum Marks	: 100
Teaching Periods	: 4/week
Teaching Load	: 48 periods/semester

OBJECTIVES

- To gain insight into the significance of sustainable development and the need for conservation of resources.
- To study various techniques and technologies for sustainable development.
- To understand and critically analyze the measures adopted at policy as well as implementation level for sustainable development.

CONTENTS

PERIODS

UNIT I: Concept of sustainable development **12**

- Concept of sustainability, dimensions of sustainability- social, economic and technological; promoting sustainable development
- Need, indicators and measures for sustainable development
- Challenges to Sustainable Development
 - Agriculture, Population & Food Security
 - Public Health and Nutrition
 - Education
 - Natural Resources (Forests, Energy, Water)
- Responses to Sustainable Development Challenges
 - Public Policy (Community Participation and Participatory Learning)
 - Gender and Human Rights
 - Technology and Engineering
 - Economics and Policy Coherence Climate Change

UNIT II Assessing Environmental Impacts **12**

- Sustainable development tools and life cycle assessment
- Environmental Impacts – examples, need for assessment, difficulties; The EIA Approach – Background, Objectives, Components & Techniques, Impact prediction & analysis, , EIA inputs to the project cycle and development planning
- Environmental impact assessment, role of Government and non governmental organization
- EIA in India – Legislative aspects, Current practices & Constraints
- Cycle of technology development and recycling environmental laws and legislations – ISOTC-207 standards, ISO-14000 series

UNIT III: Energy management and sustainable development **15**

- Relationship among energy, environmental and economic development
- Energy budgeting of earth's atmosphere, programs and policies for energy management
- Legislations guiding energy sector and Energy scenario in India
- Various conventional and non conventional energy resources
- **Conventional Energy sources-Coal and lignite, Hydrocarbons-naphtha, natural gas, LNG, petroleum products, Nuclear energy and their environmental issues.**
- **Non-conventional energy sources- need, sources and significance- Solar thermal energy; Solar photovoltaic, bio-energy, hydroelectricity, tidal power, wind energy, wave energy, geothermal energy. Environmental impacts, Current potential and future prospects of renewable energy in India.**
- Energy recovery from wastes and environment
- Energy auditing
- Energy use and global climate change, GHG emissions, climate change debate.

UNIT IV: Water and waste management systems **9**

- Need for waste/water management, systems
- Water harvesting system traditional and modern systems and their efficacy
- Waste water management- techniques and technologies
- Need and significance of waste management

RECOMMENDED READINGS

- Lee, N. and C. Kirkpatrick (Eds). 2000. Integrated Appraisal and Sustainable Development in a Developing World. Cheltenham, Edward Elgar.
- Ristinen, R.A. and Kraushaar, J.J. (2006). Energy and the Environment. John Wiley & Sons, Inc., USA.
- Boyle, G., Everett, B. and Ramage, J. (Editors) (2003). Energy Systems and Sustainability: Power for a Sustainable Future. Oxford University Press, UK.
- Boyle, G. (2004). Renewable Energy: Power for a Sustainable Future. Oxford University Press, UK.
- Renewable energy engineering and technology – A knowledge compendium. Edited by V V N Kishore, Published by TERI Press, printed at Rajkamal Electric Press, New Delhi, 2008, pp 925.

PRACTICAL

Paper No.	:	1324(b)
Maximum Marks	:	100
Teaching Periods	:	3 Practical/week (3 Periods/Practical)
Teaching Load	:	36 Practical/Semester

OBJECTIVES

- To understand and appreciate women entrepreneurship
- To understand the process of enterprise creation
- To learn the dynamics of enterprise management
- To get equipped with tools, sharpening their existing skills for meeting emergency situations
- To provide knowledge to the learners on disaster preparedness, mitigation and rehabilitation
- To generate community awareness; strengthen institutional mechanism for community mobilization and participation in safe environment management.
- To study various techniques and technologies for sustainable development.
- To understand and critically analyze the measures adopted at policy as well as implementation level for sustainable development.
- To enable transfer of technology to be community.

UNIT I: ENTERPRISE DESIGN AND MANAGEMENT **PRACTICALS**

▪ Project identification and environment scanning	3
▪ Project formulation	3
▪ Project appraisal and reporting	2
▪ Case study of women entrepreneurs	2
▪ Portfolio	2
Risk Management	
Barriers	
Financing	

UNIT II: HEALTH AND SAFETY IN BUILT ENVIRONMENT **PRACTICALS**

1. Visit to agencies working on safety and security- report writing.	2
2. Appraisal of disaster management programmes.	2
3. Case study on recent newspaper report on the subject concerned	2
4. Critical evaluation of remedial measure adopted by the government	3
5. Case study of any disaster management of any new programme.	3

UNIT III: TECHNOLOGIES FOR SUSTAINABLE DEVELOPMENT

PRACTICALS 12

1. Field visits to various water harvesting systems and water treatment industries
2. Linkages with various NGO's (energy) to undertake projects.
3. Case studies on the use of non-conventional energy sources/renewable sources
4. Case studies on waste management, generating energy from waste
5. Energy budgeting and auditing
6. A Student is required to study at least 2 areas from the following fields and prepare a report keeping in view the concepts of sustainable development.

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

Tourism

Hospitality Sector

Health and Education Sector

SPECIALIZATION C – CONSUMER STUDIES

CUSTOMER RELATIONSHIP MANAGEMENT

THEORY

Paper No. : 1322(c)
Maximum Marks : 100
Teaching Periods : 4 periods/ week
Teaching Load : 48 periods/ semester

OBJECTIVES

- To understand the significance of CRM – strategies and scope for aligning customer with business strategies
- To develop skills in understanding and evaluating customer experience
- To appreciate the role of information technology in CRM

CONTENTS

PERIODS

UNIT I: Introduction to CRM

12

- Origin, growth and role of CRM
- Types, purpose, scope – relationship marketing concept and relationship building
- Five key cross-functional CRM processes
- Identifying barriers to CRM success.
- Technical barriers in CRM
- Evaluating CRM systems.
- Establishing a CRM performance monitoring system.

UNIT II: Developing Business Strategies

12

- Role and vision
- Customer strategy and customer management
- Market segmentation
- Aligning business strategy to customer strategy
- CRM strategy development
- Team work and customer partnership

UNIT III: Value Creation Process

12

- Nature of value
- Value proposition
- Value assessment, assessing and understanding customers
- Customer profitability

- Customer retention and loyalty
- Customer lifetime value, customer perspective, role and experiences

UNIT IV: Channel Integration Process

12

- Reviewing industry channel structures
- Channel options and categories: integrated approach
- Channel strategies – marketing communication
- Understanding and evaluating customer experience
- Building a multi channel strategy
- Role of information, information management and information technology

RECOMMENDED READINGS

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

MARKET RESEARCH

THEORY

Paper No. : 1323(c)
Maximum Marks : 100
Teaching Periods : 4 periods/ week
Teaching Load : 48 periods/ semester

OBJECTIVES

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

CONTENTS

PERIODS

Unit I: Introduction and basic concepts

8

- Marketing research: Scope, limitations and threats.
- Marketing information system.
- Marketing research management: Importance, qualities, evaluation and content of marketing research.

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

- Unit II: Research design and process** **14**
- Secondary data
 - Primary data: observation methods, questionnaires and design of questionnaires.
 - Measurement and scaling: Types of scales, difficulty in measurements, errors, attitude scales, rating scales.
 - Sampling designs: Advantages, limitations of sampling, process, types and characteristics.
 - Sample design decisions.

- Unit III: Data processing, analysis and reporting.** **12**
- Data processing: editing, coding, tabulation, computer processing.
 - Bivariate Analysis: chi-square, correlation, regression analysis.
 - Experimental designs
 - Interpretation and report writing.

- Unit IV: Selected Application- Rural marketing research, social and organized retailing** **14**
- New product development and test marketing.
 - Advertising research: Importance, needs, media research, copy testing.
 - Marketing segmentation and Brand positioning.
 - Rural and Social marketing research
 - Organized retailing: Importance, growth, problems and retailing research.

REFERENCES

- McQuarrie, E. F. (2006). *The Market Research Toolbox: A Concise Guide for Beginners*, (Second Edition) Newbury Park, CA
- Hague, P, Hague, N, Morgan, C (2004) *Market Research In Practice*, Kogan Page, London
- Churchill, G.A. and Iacobucci, D. (2002), *Marketing Research Methodological Foundations*, 8th ed., Harcourt College Publishers, New York, NY
- Malhotra, N.K. (2004), *Marketing Research: An Applied Orientation*, 4th ed., Prentice-Hall, Inc., Englewood Cliffs, NJ.
- OnKvisit, Sak and Shaw, J.J. (1995). *International Marketing: Analysis & Strategy*. New Delhi: Prentice Hall of India

PRACTICAL

Paper No.	:	1324 (c)
Maximum Marks	:	100
Teaching Periods	:	3 Practical/week (3 Periods / Practical)
Teaching Load	:	36 periods/SEM

OBJECTIVES

- To understand and appreciate women entrepreneurship
- To understand the process of enterprise creation
- To learn the dynamics of enterprise management
- To understand strategies and scope for aligning customer with business strategies
- To develop skills in understanding and evaluating customer experience
- To appreciate the role of information technology in CRM
- To develop the skills in data collection, processing, analysis and report writing.
- To establish a link between programme and industry as a strategic tool for staying ahead in a competitive market scenario.

UNIT I: ENTERPRISE DESIGN AND MANAGEMENT

PRACTICALS

▪ Project identification and environment scanning	3
▪ Project formulation	3
▪ Project appraisal and reporting	2
▪ Case study of women entrepreneurs	2
▪ Portfolio	2
Risk Management	
Barriers Financing	

UNIT II: CUSTOMER RELATIONSHIP MANAGEMENT

PERIODS

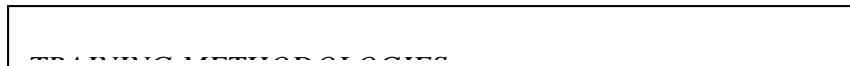
1. Case Studies of two companies who are into customer relationship management-	
• One MNC and one Indian company or	3
• One private sector and one public sector company	
2. Develop/Improve CRM strategy for	3
• A small proprietorship firm	
• A private limited company	
• An MNC	
3. Understand and evaluate value creation from customer perspective in the above listed categories of companies	3
4. Survey on use of IT in CRM and barriers to CRM	3

UNIT III: MARKET RESEARCH

PRACTICALS

- | | |
|--|----------|
| 1) To learn and prepare the various research design and processes | 6 |
| New product development and testing | |
| Advertising research | |
| Rural marketing | |
| Social research | |
| Retailing | |
| 2) Data collection, processing, preparation and presentation of reports. | 6 |

SPECIALIZATION D - TRAINING AND DEVELOPMENT



THEORY

Paper No.	:	1322(d)
Maximum Marks	:	100
Teaching Periods	:	4/week
Teaching Load	:	48 periods/ SEM

OBJECTIVES

- To understand and appreciate the role of training in developing the human resource
- To understand different training methodologies
- To develop skills in designing and evaluating training programme
- To understand the concept and usage of electronic enabled training systems and administrations

CONTENTS

PERIODS

UNIT I: Conceptual framework	12
<ul style="list-style-type: none">▪ Concept, rationale, principles, skills of trainer, organisational training and development needs, resistance▪ Training and development policies, development role of external agencies▪ Paradigm shift in training / learning scenario, managing dilemmas, ambivalence, conflict and confusion▪ Group dynamics and empowerment through training	
UNIT II: Training Need Assessment	12
<ul style="list-style-type: none">▪ Assessing curriculum need, curriculum▪ Matching organizational training needs▪ Developing and planning curriculum▪ Developing training aids.	
UNIT III: Training methodologies	12
<ul style="list-style-type: none">▪ Overview of training methodologies: logic and process of learning, principles▪ Skills of an effective trainer; use of audio-visual aids in training;▪ Computer aided instruction;▪ Distance learning, open learning, e- learning, technologies convergence and multimedia environment▪ Lecture, talk, discussion▪ Case-study	

- Programme learning
- Action learning, syndicate work
- In basket exercise project
- Demonstration and practice monitoring; coaching
- Self diagnostic skills, experience learning, discovery learning, brain storming
- Counseling, training needs, training in the empirical domain
- Job rotation, team building
- Audio-visual techniques and use of outside consultants

UNIT IV: Evaluation of training

12

- Concept, definition, principles of evaluation;
- Research in the field of evaluation; cycle, strategic relevance; criteria and evaluation
- Problems and application of measurement and evaluation;
- Theory and methods of test construction; returns on investment (ROI);
- Training partnerships
- Training and the law; training and its use as a feed back mechanism.

RECOMMENDED READINGS

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

ORGANIZATIONAL BEHAVIOUR AND DEVELOPMENT

THEORY

Paper No.	:	1323(d)
Maximum Marks	:	100
Teaching Periods	:	4/week (periods)
Teaching Load	:	48 periods/ Semester

OBJECTIVES

- To get acquainted with the determinants of intra-individual, inter-personal and inter-group behavior in organizational setting
- To get equipped with the behavioral skills in managing people at work.

CONTENTS

PERIODS

UNIT I: Introduction to organizational behavior

12

- Organizational behavior: concepts, determinants and models
- Levels of organizations, organization goals
- Psychological factors in an organization – needs and motives
- Theories of organization

UNIT II: Individual behaviour

12

- Personality, learning, perception and decision –making. values and attitudes, management's assumptions about people: McGregor's theory
- X and Y. Chris argyr's behaviour pattern
- Motivation: Maslow's need hierarchy, Herzberg's two factor theory,
- Vrom's expectancy theory
- OB Models

UNIT III: Inter-personal and group behaviour

12

- Communication and feedback
- Transactional analysis (ta)
- Johri window
- Group behaviour
 - Group dynamics, cohesiveness and productivity, resistance to change
 - Conflict: sources, patterns, levels and resolution,
 - Organizational politics

Leadership: concept and styles, fielder's contingency model, house's path-goal theory, leadership effectiveness

UNIT IV: Organizational processes

12

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

RECOMMENDED READINGS

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

PRACTICAL

Paper No.	:	1324(d)
Maximum Marks	:	100
Teaching Periods	:	3 Practical/week (3 Periods/ Practical)
Teaching Load	:	36 periods/SEM

OBJECTIVES

- To understand and appreciate women entrepreneurship
- To understand the process of enterprise creation
- To learn the dynamics of enterprise management
- To develop skills in designing and conducting training programmes for different groups
- To critically evaluate training methodologies
- To master the skills in using electronic enabled training systems and administration
- To study the determinants of intra-individual, inter-personal and inter-group behavior in organizational setting
- To get equipped with the behavioral skills in managing people at work.

UNIT I: ENTERPRISE DESIGN AND MANAGEMENT

PRACTICALS

▪ Project identification and environment scanning	3
▪ Project formulation	3
▪ Project appraisal and reporting	2
▪ Case study of women entrepreneurs	2
▪ Portfolio	2
Risk Management	
Barriers	
Financing	

UNIT II: TRAINING METHODOLOGIES

PRACTICALS

1. Study different training programs of different organizations (GO's, NGO's and corporate sector)	2
2. Design and conduct training programme using different methodologies	4
3. Evaluate different training programs	3
4. Develop audio-visual aids for training systems	3

UNIT III: ORGANIZATIONAL BEHAVIOUR AND DEVELOPMENT

PRACTICALS

1. Case profiles of various organizations- GO's, NGO's, corporate sector	3
2. Team building exercises for effective interpersonal and group behavior	4
3. Presentations on solutions to the organizational behavioral challenges	4

(Real life case studies)

INTERNSHIP

Paper No.	:	1325 (a)
Max. Marks	:	50
Teaching Periods	:	2 / week
Teaching Load	:	24 / Semester

OBJECTIVE

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

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

DISSERTATION

Paper No.	:	1325 (b)
Maximum Marks	:	50
Teaching Period	:	2/ Week
Teaching Load	:	24Periods/Semester

OBJECTIVES

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

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

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

DETAILS OF PAPERS FOR SEMESTER –IV

SEMESTER -IV

INDUSTRY PROGRAMMING & PROJECT

THEORY

Paper no.	:	1421
Maximum Marks	:	100
Teaching Periods	:	4/week
Teaching Load	:	48 periods / semester

OBJECTIVES

- To provide exposure to the students for practical job and career readiness.
- To establish a link between academic programme and industry as a strategic tool for staying ahead in a competitive market scenario.

CONTENTS

PERIODS

Unit I: Understanding industry programmes

9

- Identify and evaluate opportunities for newer linkages across institutional, national and cultural boundaries
- Integrated management strategies of different institutions / industries
- Build a network of collaboration toward economic and social priorities, between the Institute and organisation, groups and individuals
- Evaluation of project operations in compliance with the evaluation standards

Unit II: Intellectual Property Rights

6

- Understanding the relevance of Intellectual Property Rights
- Types of Intellectual Property Rights: Intellectual property, Patents, Copy right, Industrial design, Trademark, service mark, Layout designs of integrated circuits, Geographical indication
- Process to protect these rights
- Patent and Design Registration laws / procedure

Unit III: Communication Design

21

- Methodology to learning illustration and presentation
- Graphic Design
- Animation, Short Films, Video Programmes, Audio Visuals
- Photography
- Outreach programmes & project- training facilities to for the service of those outside the regular education and client service activities.
- Workshop and training programmes tailored to the specific needs of particular groups

Unit IV: Project development & execution

12

- Interacting with the industry in terms of consultation, management advice, product development, product strategies, training and continuing education
- Getting involved with real life projects
- Project work - development of project with commercial promise.

REFERENCES

- Potter, Norman. (2002). *What is a Designer: Things, Places, Messages*, Princeton Architectural Press.
- Lidwell, William; Holden, Kritina; Butler, Jill. (2003). *Universal Principles of Design*, Rockport.
- Marzano, Stefano. (1999). *Creating Value by Design: Thoughts and Facts*, Antique Collectors' Club.
- Krippendorff, K. (2005). *Semantic turn: new foundation for design*, Taylor and Francis.
- Thackara, John; (2005). *In the Bubble: Designing in a Complex World*, The MIT Press.

SPECIALIZATION A – SPACE & PRODUCT DESIGN

ADVANCED SPACE DESIGN AND ECOLOGY

THEORY

Paper no.	:	1422(a)
Maximum Marks	:	100
Teaching Periods	:	4/week
Teaching Load	:	48 periods / semester

OBJECTIVES

- To impart knowledge of basic space design and its application to building design.
- To understand the procedures involved in design of residential spaces & commercial spaces.
- To provide an insight into professional practice in design applications.

CONTENTS

PERIODS

UNIT I: Understanding Space and Sustainable Design

13

- Concept of Space: Assessing space use for different types
- Human behaviour, sociology and psychology of space, design efficiency in terms of pattern of movement, functional activities, aesthetic appeal
- Impact of Human Settlements on human well-being, health and happiness (physical, social and emotional)
- Audit for green building design
- Impact of building materials on environment,
- Energy efficiency in building construction - techniques and materials
- Modular System in construction of buildings

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

11

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

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

UNIT III: Designing Interior Services

16

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

UNIT IV: Professional Practice in Space Designing

8

- Specifications, ordering, estimating and invoicing; Estimating quantities - budgeting & costing & preparing appraisal report
- Public participation in planning, climatic consideration, human comfort
- Proposals & tenders
- Site management - Sourcing/ outsourcing
- Implementation and plan of work and meeting deadlines, Record keeping & filing
- Dealing with the trade and use of showrooms.

RECOMMENDED READINGS

- Falcone, Joseph D. (1987). *Principles and Practices of Residential Construction*. New Jersey: Prentice-Hall, Inc.
- Mitton Maureen. (2004). *Interior Design Visual Presentation: A Guide To Graphics, Models And Presentation Techniques*, (2nd Edition); New Jersey: John Wiley And Sons
- Newmark, Norma L. & Thompson Patricia J. (1977). *Self, Space and Shelter- An Introduction to Housing*. San Francisco: Canfield Press
- Raja Rao, T.N., Subramanyam, Y. (2000). *Planning of Residential Buildings*. New Delhi: Standard Distributors.
- Sareen, K. S. (1984). *Cupboards Planning*. New Delhi: Trade Spokesman.

DESIGN CLINIC AND AUDIT

THEORY

Paper no.	:	1423(a)
Maximum Marks	:	100
Teaching Periods	:	4/week
Teaching Load	:	48 periods / semester

OBJECTIVES

- To develop acumen to identify design problems and find appropriate solutions for these situation or products
- To develop analytical ability among students to audit designs for feasibility, viability and sustainability

CONTENTS

PERIODS

UNIT I: Product Semantics

9

- theories in product semantics
- development of a logical design approach
- concept of product identity
- structural strength of products
- Influence of materials and processes on product aesthetics

UNIT II: Design as a Management Tool

10

- Design Evaluation, designer attributes, setting up a design office
- Finding clients, business correspondence
- Management of Design Process
- Human factor in managing design / team work
- Brief and briefing- letter of contract
- Professionalism and Ethics
- Patent and Design Registration laws / procedure
- Costing design and fee estimation

UNIT III: Product Interface Design

15

- Investigations and study of visual, functional and ergonomic requirements
- Study of the process of building interactions.
Interdisciplinary approach including User Centered Design Process,
- Activity Analysis - structuring of Content,
- Participatory Design
- Experiential Ideation
- Scenario Building - Linear and Animatic Storyboarding
- Soft Physical Prototyping Techniques

UNIT IV: Product Analysis & Audit

14

- Product Analysis Diachronic, Synchronic
- Understanding and Analyzing contexts, parallel situations, future situations
- Design service
- Evaluation of design guidelines
- Product service system for design audit

REFERENCES

- Doren, Harold V. (1954). *Industrial Design – A Practical Guide to Product Design and Development*, New York: McGraw-Hill Book Company.
- Jordan, Pat. (1998). *Human Factors in Product Design: Current Practice and Future Trends*. London: Taylor and Francis.
- Macleod, Dan. (1995). *The Ergonomics Edge: Improving Safety, Quality and Productivity*. New York: Van Nostrand Reinhold.
- Norris, B. and Wilson, J. R. (2001) *Designing Safety into Products*. London: Taylor and Francis.
- Wilson, J.R. and Covlett, N. (2001). *Evaluation of Human Work: A Practical Ergonomics Methodology*. London: Taylor and Francis.

PRACTICAL

Paper No.	:	1424(a)
Maximum Marks	:	100
Practical	:	3 Practical/week (3 Period/Practical)
Practical Load	:	36 periods/semester

OBJECTIVES

- To provide experiential training for practical job and career readiness.
- To enable students to participate in real life projects and develop the right skill set needed in a competitive market scenario.
- To develop skills in visualizing and drawing various interior schemes considering the design principles.
- To develop the skills of drawing the working details and execution drawings
- To understanding the professional aspect to create the scheme
- To render presentation on drawing models
- To enable students to identify design problems and find appropriate solutions for these situation or products
- To develop analytical ability to audit designs for feasibility, viability and sustainability

UNIT I: INDUSTRY PROGRAMMING & PROJECT PRACTICALS

- Survey to explore different industries relevant to the course objectives
2
- Preparing a profile of relevant industries with focus on their policies and programs 2
- Presentation design exercises
2
- Interaction in industry programme
2
- Planning a project and execution
2
- Project presentation and evaluation
2

UNIT II: ADVANCED SPACE DESIGN AND ECOLOGY PERIODS

- Architectural Space Drawings
3
 - Orthographic Projections
 - Oblique Projection
 - Perceptive Projection
 - Rendering techniques
- Working drawings, interior design schemes-
3
 - Commercial / Retail Offices, public areas of hotels, stand alone restaurants, gymnasiums, health clubs, sports complex, etc.
 - Informal & Formal Events- eg. Product launch, events
 - Kitchen designing, utility areas in the residential areas

- Evaluation of existing buildings for energy efficiency and sustainability
3

- Planning restoration / repair/ renovation
3
 - Model making
 - Electrical layout
 - Plumbing layout
 - Air conditioning plan
 - Project on designing specific areas and project proposal

UNIT III: DESIGN CLINIC AND AUDIT
PERIODS

- Identify design problems, situations, areas and find solutions to design problems
2
- To design and develop a product based on initial research
3
- Analyse existing products for their sustainability
3
- To conduct an audit for selected products in the market
4

**SPECIALIZATION B – ENVIRONMENT MANAGEMENT &
SUSTAINABLE DEVELOPMENT**

CLIMATE CHANGE, ECOSYSTEM AND SOCIETY

THEORY

Paper no.	: 1422(b)
Maximum Marks	: 100
Teaching Periods	: 4/week
Teaching Load	: 48 periods/ semester

OBJECTIVES

- To understand causes of climate changes, natural as well as anthropogenic
- To study the impact of climate change on different system of the universe
- To become aware of policies and programs concerning climate change

CONTENTS

PERIODS

UNIT I: Concept and science of climate change

10

- History and evidence of climate change
- Components of climate change system
- Air quality – raising carbon-di-oxide concentration and its impact
- Biosphere and geosphere
- Greenhouse effect and greenhouse gases – their sources
- Global warming, radiation, greenhouse gases: sources & sinks
- Global warming potential
- Natural causes of climate change
- Recent issues in climate change (ozone hole, melting of glaciers, atmospheric brown clouds)

UNIT II: Impacts of climate change- Sectoral vulnerabilities

9

- Agriculture, forestry and bio-diversity
- Human health, infrastructure, industry.
- Water resources, sea level rise
- Extreme events

UNIT III: Tools to study climate change

9

- Climate construction using instrumental records

- Palio-climate analysis using proxy data
- Climate simulation through modeling, climate change projections from different models
- Uncertainties in climate change projections
- International conventions and global initiatives

UNIT IV: Policies, approaches and programs and Carbon Market

20

- International efforts and policy frameworks -IPCC, UNFCCC, Kyoto Protocol, their history, objectives, activities, equity issues, Key issues in multilateral negotiations on climate change
- Developed and developing country commitments under the UNFCCC
- India's national policy framework
- Climate Change adaptation and mitigation in key sectors- technologies, programmes and initiatives
- Linking climate change mitigation and adaptation
- Adapting to climate change-Traditional wisdom versus climate change adaptation
- Adaptation and sustainable development linkages- case studies
- The Carbon Market
 - Kyoto Protocol and its flexibility mechanism (CDM, JI, IET)
 - CDM project cycle and modalities and procedures
 - Climate change mitigation programmes in energy and industry sector -:
 - Case studies (with focus on India)
 - CO₂ sequestration, forests and other sinks in India, opportunities and concerns
 - The global carbon market

RECOMMENDED READINGS

- Meteorology Today: An Introduction to Weather, Climate, and the Environment – Ahrens, C D, Brooks Cole, 7th Ed. (2002)
- Climate Change: Causes, Effects and Solutions - Hardy, John (2003), John Wiley & Sons
- Climate change: perspectives five years after Kyoto – Velma Grover (ed.) (2004), Hamilton, Ontario, Canada, ISBN 978-1-57808-326-8
- IPCC, Assessment Reports 4 (AR4)
- Agarwal, S.K. (2003) *Environmental Scenario for 21st Century*. New Delhi: APH

<h2>ENVIRONMENT MANAGEMENT: DIMENSIONS AND APPROACHES</h2>

THEORY

Paper no. : 1423(b)

Maximum Marks : 100
Teaching Periods : 4/week
Teaching Load : 48 periods/ semester

OBJECTIVES

- To understand the concept of Integrated Environment Management
- To learn various dimensions and frameworks for Environment Management
- To learn about participatory approaches and models towards Environment Management
- To learn about various participatory resource management endeavors

CONTENTS **PERIODS**

UNIT I Evolving concepts and principles

12

- Integrated Environment Management
- Environment Management system

UNIT II Dimensions and Approaches

- Economic Dimension, Technological Dimension, Socio-cultural Dimension

12

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

UNIT III Participatory Approaches

12

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

UNIT IV Participatory Resource Management

12

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

REFERENCES

- TERI (2000) *Global Sustainable Development: Directions and Innovations for Change*, TERI, New Delhi

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

PRACTICAL

Paper No.	:	1424(b)
Maximum Marks	:	100
Practical	:	3 practical /week (3 period/practical)
Practical Load	:	36 periods/semester

OBJECTIVES

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

UNIT I: INDUSTRY PROGRAMMING & PROJECT PRACTICALS

- Survey to explore different industries relevant to the course objectives
2
- Preparing a profile of relevant industries with focus on their policies and programs 2
- Presentation design exercises
2
- Interaction in industry programme
2
- Planning a project and execution
2

- Project presentation and evaluation
2

UNIT II: CLIMATE CHANGE, ECOSYSTEM AND SOCIETY PRACTICALS

- Portfolio on components of climate change, impact of climate change on different systems
3
- Designing awareness programs for the masses towards steps to save the climate from adverse changes
4
- Study the activities of various sections in society impacting the eco-system and the climate
2
- Create awareness among general public towards correct practices in compliances to policies and programs.
3

UNIT III: ENVIRONMENT MANAGEMENT: DIMENSIONS AND APPROACHES

PRACTICALS

- Case studies on participatory approaches in different communities.
2
- Using PRA for participating approach with relation to different resources.
2
- Legal framework analysis with respect to specific environmental instances, case studies on funding by financial institutions(national and international), Role of FDIs for under-taking development works including the cost of raising funds through them, policies of GOI on such issues, Hedging Funds, Mergers, Demurgers and Acquisitions, Joint Ventures, SPVs, Public Private Participation, Fast Track Clearances by different agencies
2
- Social framework analysis with respect to specific environmental instances
2
- Case studies on women and youth participation in different regions.
4

SPECIALIZATION C – CONSUMER STUDIES.

CONSUMER REDRESSAL SERVICES

THEORY

Paper No. : 1422(c)
Maximum Marks : 100
Teaching Periods : 4 periods/ week
Teaching Load : 48 periods/ semester

OBJECTIVES

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

CONTENTS

PERIODS

Unit I: Consumer Protection

14

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

Unit II: Consumer Protection Act (1986)

12

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

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

Unit III: Alternative Redressal System

12

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

Unit IV: Industry Regulation

10

- Role, functions and purpose
- Regulatory authorities

RECOMMENDED READINGS

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

MEDIA AND THE CONSUMER

THEORY

Paper No. : 1423(c)
Maximum Marks : 100
Teaching Periods : 4 periods/ week
Teaching Load : 48 periods/ semester

OBJECTIVES

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

- To strengthen consumer knowledge to face the challenges in the market place
- To provide an understanding of consumer problems in changed scenario & methods of consumer empowerment

CONTENTS

PERIODS

UNIT I: Consumer Education

12

- Consumerism – consumer movement, history, need & significance
- Problems faced and remedial actions
- Methods of imparting consumer education
- Role of media in consumer education
- Role of National & International Organization in co-coordinating consumer efforts

UNIT II: Media & the Consumer

12

- Media selection, planning, scheduling and strategy
- Advertising: types, campaign planning & creativity in advertising, advertising budget
- Print media: newspapers & magazines
- Electronic media: TV-the new golden goose
- Electronic media- radio

Unit III: Developing advertising strategies

12

- Planning and strategy: How advertising works as communication; the effects behind advertising effectiveness; perception, cognition; the affective or emotional response, association, persuasion
- Consumer behaviour: Cultural and social influences on consumer decisions; the consumer decision process; segmenting and targeting
- Strategic research: the uses of research; research methods used in advertising planning; research challenges

Unit IV: Effective advertising messages and evaluation

12

- The art and science of creative advertising; creative strategy; facets of creative strategy; planning and managing creative strategy
- Copywriting: the language of advertising; copywriting for print media; radio and TV copywriting; writing for the web
- Retail advertising: strategies; creating the retail ad; the media of retail advertising
- Social marketing: Steps in strategic marketing planning process; establishing target audiences; objectives and goals; developing social marketing strategies
- Evaluation of advertising effectiveness

REFERENCES

- Mario Pricken (2008) Creative Advertising: Ideas and techniques from the world's best campaigns. W W Norton & Co Inc
- William D. Wells, Sandra Moriarty, and John Burnett (2005). Advertising: Principles and Practice (7th Edition). Prentice Hall.
- Pete Barry (2008) The Advertising Concept Book. Thames and Hudson
- Kotler, P. (2004) *Marketing Management 11th ed.* Pearson Education.
- Kotler P, Keller K.L., Koshy A, Jha M. (2006) Marketing Management A South Asian, Perspective, Pearson Education.

PRACTICAL

Paper No.	:	1424(c)
Maximum Marks	:	100
Practical	:	3 practical/week (3 periods /practical)
Practical Load	:	36 practical/semester

OBJECTIVES

- To provide experiential training for practical job and career readiness.
- To enable students to participate in real life projects and develop the right skill set needed in a competitive market scenario.
- To understand the process and procedure for redressal under CPA and Alternative Redressal System
- To critically evaluate the role of Industry Regulation for consumer redressal
- To study consumer problems & methods of empowerment for consumer protection.
- To understand consumer with respect to market challenges.
- To develop skill in developing consumer education material.

UNIT I: INDUSTRY PROGRAMMING & PROJECT PRACTICALS

- Survey to explore different industries relevant to the course objectives
2
- Preparing a profile of relevant industries with focus on their policies and programs
2
- Presentation design exercises
2
- Interaction in industry programme
2
- Planning a project and execution
2
- Project presentation and evaluation
2

UNIT II: CONSUMER REDRESSAL SERVICE PRACTICALS

- Visits to
2

- Consumer Courts
- Lok Adalats
- Ombudsman
- Public Interest Litigation Process
- Case-studies on court cases / industrial remedies
3
- Case profiles of consumer complaints seeking redressal to various authorities
3
- Projects / term paper
3
- Preparing reports
1

UNIT III: MEDIA AND THE CONSUMER PRACTICALS

- Case studies on consumer protection 4
- IEC material for consumer education 2
- Developing training modules. 2
- Building and advertising programme. 2
- Media research & comparative evaluation. 2

SPECIALIZATION D - TRAINING AND DEVELOPMENT

HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT

THEORY

Paper No.	:	1422(d)
Max. Marks	:	100
Teaching Periods	:	4/week (periods)
Teaching Load	:	48 periods/ semester

OBJECTIVES

- To familiarize with different aspects of managing people in different organizations from the stage of acquisition to development and retention
- To understand the future trends in human resource management and development

CONTENTS

PERIODS

UNIT I: Introduction to human resource management

12

- Orientation to human aspect of management
- Concept, scope and importance of human resource management
- Changing role of HRM- empowerment, TQM, quality circle, BPR, human resources vs. human capital/ assets, International HR scenario.
- Researches in the area of human resource development

UNIT II: Recruitment: selection, placement and induction

12

- Factors affecting recruitments, sources of recruitment
- Basic selection model, psychological tests for selection, requirement of a good test for selection, interviewing, placement and induction.
- Assessing human resource requirement
- Human resource forecasting
- Work load analysis, job analysis, job description and specifications
- Job design approaches, job characteristics approach

UNIT III: Compensation management

12

- Performance appraisal: concept and objective, comparing actual performance with standard methods – reward systems, working climate
- Traditional and modern methods- behaviorally, anchored rating scale, job changes transfer, promotions and separations

UNIT IV: Human resource development (HRD) Audit

12

- Concept, An Overview of HRD activities
- Emerging issues in HRD: creating awareness and commitment to HRD,
- Industrial relations and HRD, utilization of HRD efforts
- Emerging trends and perspectives, future of HRD.
- Human Resource Audit

RECOMMENDED READINGS

- D' Cenzo, David A. and Stephen. P. Robbins. (2001) *Human Resource Management*, New Delhi: John Wiley and Sons
- Dessler, Garry, (1998) *Human Resource Management. 7th ed.* Prentice Hall of India
- Diwivedi, R.S. (2000) *Managing Human Resource: Personnel Management in Indian enterprises.* New Delhi: Galgotia
- Pareek, Udai and V. Sisodia. (1999) *HRD in the New Millenium.* New Delhi: Tata McGraw Hill
- Singh B.P. and T.N. Chhabra. (2000) *Personnel Management and Industrial Relations.* New Delhi: Dhanpat Rai and Co.

ELECTRONIC ENABLED TRAINING: OFFICE AND ADMINISTRATION

THEORY

Paper No.	:	1423(d)
Maximum Marks	:	100
Teaching Periods	:	4/week
Teaching Load	:	48 periods/ Semester

OBJECTIVES

- To understand the concept, application and evaluation of Electronic Enabled Training Systems
- To understand the concept, practice and management of electronic enabled training office and administration

CONTENTS

PERIODS

UNIT I: Training and Development Systems

12

- Training and Development systems for inter-personal skills
- Organizational knowledge, general knowledge skills, Specific individual Needs
- Psychological instruments as training tools – TAT, inventories, role play, psychodrama, coaching and counseling
- Training styles- co-training, RRA, PRA, ELC, field sessions and instruments

UNIT II: Electronic enabled training systems

12

- Concept and definition, types, benefits and challenges in using EETS; concerns in implementation of EETS
- Extension and learning renewals for EETS. Essentials of EETS equipment; hardware and software interconnectivity and link up issues.
- Concerns of maintenance and integration with contents; use of EETS and its up scalability
- Evaluation of the correlation between methodology and training objectives; way of obtaining participant feedback.

UNIT III: Electronic enabled Office and Administration

12

- The drivers of electronic enabled training office – knowledge explosion, just-in-time learning, globalization, technological advancements.
- Functions of training office/administration. Managing performance support – The concept of paperless office, technology solutions available to run paperless office – Electronic Performance Support Systems (EPSS), Learning Management System (LMS), Learning Content Management Systems (LCMS), advantages and disadvantages of each technology solution and the functioning of technologies,

UNIT IV: Paperless tools and technologies

12

- Application of paperless technologies in organizations.
- Ways of supporting performance using paperless technologies

RECOMMENDED READINGS

- Craig, Robert L. (Ed.). (1976) *Training and Development Handbook*, New York: McGraw Hill
- Prior, John, (1997) *Handbook of Training and Development*, Bombay: Jaico
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PRACTICAL

Paper No.	:	1424(d)
Maximum Marks	:	100
Practical	:	3 practical /week (3 periods/ practical)
Practical Load	:	36 practical/semester

OBJECTIVES

- To provide experiential training for practical job and career readiness.
- To enable students to participate in real life projects and develop the right skill set needed in a competitive market scenario.
- To familiarize with different aspects of managing people in different organizations from the stage of acquisition to development and retention
- To understand the future trends in human resource management and development
- To equip learners with use of electronic enabled training, office and administration systems

UNIT I: INDUSTRY PROGRAMMING & PROJECT PRACTICALS

- Survey to explore different industries relevant to the course objectives
2
- Preparing a profile of relevant industries with focus on their policies and programs 2
- Presentation design exercises
2
- Interaction in industry programme
2
- Planning a project and execution
2
- Project presentation and evaluation
2

UNIT II: HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT

PRACTICALS

- Case profile of people in different sectors and their job profiles
2
- Study of staffing in varied institutions – government, non-government, corporate

and private

3

- Conduct human resource audit

3

- Psychological tests for performance appraisal

4

UNIT III: ELECTRONIC ENABLED TRAINING OFFICE AND ADMINISTRATION

PRACTICALS

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

4

- Use of electronic enabled training, office and administration

8

DISSERTATION

Paper No.	:	1425
Max. Marks	:	150 (for Semester III & IV)
Periods/Week	:	4periods/ week
Teaching Load	:	48 Period/Semester

OBJECTIVE

- To undertake an independent piece of research work in a relevant are of Resource Management and Design Application.
- To continue the research work initiated in Semester III. Submit the Dissertation at the end of IV Semester.

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