

MBA-BF (512)

BUSINESS RESEARCH METHODS

Credit Hours: 2

LH: 32

Course Objectives

The objective of this course is to develop the research skills of the students in investigating into the business problems with a view to arriving at objective findings and conclusions and interpreting the results of their investigation in the form of systematic reports. The course will enable students to consider the complexity of the research issues, explore the available literature and apply concepts to real business scenarios.

Course Description

This course will equip students with a framework for understanding and analyzing the nature of Research/Business Research and its applicability in real life situation of business world. The major areas covered under the study are Basics of Research, Problem Identification, Research Designs, Measurement and scaling, Data Collection procedures and analysis followed by writing a research Proposal and Research Reports.

Learning Outcomes

Students who successfully complete this paper in MBA-BF will be able to:

- explore the foundation of research.
- enhance their' capacity to analyze the research problem.
- describe about the different types of research designs and their application.
- apply the concept of qualitative and quantitative approach of research with measurement and scaling techniques.
- conceptualize with different types of data collection and sampling methods with their practical use.
- use techniques of data collection and analysis for their research problem.

- enhance their capabilities to understand the types and format of proposal, research report and writing of research paper.

Unit I 3 LH

Basics of Research

Meaning, Objectives, Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method , Concept, Construct, Definition, Variables; Research Process, Nature and Scope of Business Research, Type of Business Research.

Unit II 3 LH

Problem Identification & Formulation

Identification of Research problem, Research objective Research Question, Literature Review: Process, Theoretical Framework, Citation and References'(APA) ; Hypothesis , Qualities of a good Hypothesis , Testing of hypothesis, Type I and Type II errors

Unit III 3 LH

Research Design

Concept and Importance in Research design, Features of a good research design , Exploratory Research Design: concept, types and uses; Descriptive Research Designs : concept, types and uses; Experimental Design: Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group.

Unit IV 5 LH

Measurement and scaling

Measurement: Concept of measurement, Problems of measurement in management research, Validity and Reliability; Levels of measurement – Nominal, Ordinal, Interval, Ratio; Attitude Scaling Techniques: Concept of Scale , Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales, Ranking Scales, Paired Comparison & Forced Ranking.

Unit V 8 LH

Data Collection

Secondary Data , Definition, Sources, Characteristics; Primary Data , Definition, Advantages and disadvantages over secondary data, Tools of Primary Data Collection, Observation method, Questionnaire Construction, Personal Interviews, Telephonic Interview, Mail Survey, Email-Internet survey. Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response; Characteristics of a good sample; Probability Sampling, Simple Random Sampling, Systematic Sampling, Stratified Random Sampling, Cluster Sampling & Multi-stage sampling; Non Probability Sample , Judgment, Convenience, Quota & Snowball methods; Determining size of the sample , Practical considerations in sampling and sample size.

Unit VI 8 LH

Data Analysis

Data Preparation: Editing, Coding, transformation of data, Basic data analysis, Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis , Cross tabulations ,Test of Significance: Small sample tests : t and F tests, Large sample test : Z test, Chi-Square tests : Goodness of fit and Independence of Attributes; Non-parametric tests : Sign test, Wilcoxon signed rank test, Run test, Man- Whitney U test, Kruskal Wallis H-test; Analysis of Variance : One way and two-way Classifications, Cluster and Factor analysis (Concept only)

Unit VII 2 LH

Report and Research Paper Writing

Proposal: Types and Contents; Type of research reports, Structure of Research report, Report writing and Presentation; Layout of a Research Paper, Paper writing and Presentation- Using of SPSS wherever concerned

Suggested Readings

Business Research Methods - Donald Cooper & Pamela Schindler, TMGH.

Foundation of Behaviour Research- Kerlinger, F.N., Surjeet Publication, New Delhi.

Business Research Methods- Zikmund,W.G., Thomson South-Western, New York: The Dryden Press.

Social Science Research and Thesis Writing- Pant, P.R., Buddha Academic Enterprises, Kathmandau.

Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.

Research Methodology for Management with SPSS, Majhi & Khatua, HPH

Research Methodology - C.R.Kothari.

MBA-BF (515)

COMMERCIAL BANKING OPERATIONS AND REGULATIONS

Credit Hours 3 **LH 48**

Course Objectives

The course provides an overview of the operating functions and overall theoretical knowledge required to manage commercial banking activities efficiently and to equip the students with necessary foundation to prepare financial statement, mitigate different types of ever changing risks, manage liquidity and reserve, deposit mobilization, assets and liabilities, capital requirement, agency functions and electronic banking. The course also aims to familiarize students with the banking regulations for commercial banks in Nepal.

Course Description

This course provides an overview of the functioning and managing banking activities, risk management for changing interest rates, liquidity and reserve management, managing and pricing deposits, managing assets and liabilities, the management of capital, lending policies and procedures, agency functions and electronic banking, field work and seminar on real estate and consumers loans provided by commercial banks in Nepal.

Learning Outcomes

The student who successfully completes this paper will be able to:

- impart the overall theoretical knowledge required to manage commercial bank efficiently at operating level in general.
- manage risk and liquidity, cash operations , assets and liabilities;
- follow banking regulations and deregulations;
- apply knowledge of Nepalese banking operations ideas in practical field.

Unit I

LH 4

Overview of banking system of Nepal

Origin and necessity of bank and financial institutions, an overview of Nepalese financial system, Role of banking institutions for socio-economic development

Unit II

LH4

International Banking

International Relationship, International saving and Investment, International mortgage, Islamic Banking, Foreign exchange and Payment Systems

Unit III

LH 10

Deposit mobilizations functions in commercial bank

Meaning and nature of bank's deposit, Types of deposit: Current, saving, Fixed call, Demand/notice Deposit product, Type and structure of charge, KYC, Card services: debit card, credit card, prepaid card, Deposit marketing and customer care services, Types of credits, lending policies and procedures, Security Valuation, Loan classification and provisioning, Non-performing loan and performing loan

Unit IV

LH 12

Managing risk and pricing deposits

Pricing deposit-related services: pricing deposits at cost plus profit margin, using marginal cost to set interest rates on deposits, and pricing based on the total customer relationship and choosing depository, and NRB directives regarding the deposit collection, mobilization and pricing, management of capital: Capital and risk, Risk mitigation, types of capital in use, calculation of capital requirement: Basel I, Basel II and Basel III, planning to meet capital needs and NRB directives and practice of Nepalese commercial Banks, Assets and Liabilities Management

Unit V

LH 5

Agency Functions of Banks

Fund transfer, Remittance services, Utility payment services, Advisory services, standing order from customer, Funded/non funded

Unit VI

LH 4

E- Banking

Concept of e-banking, Internet banking, Branch less banking, Tele/mobile banking, ABBS, ATM. Challenges from innovation

Unit VII

LH 6

Bank Regulatory Environment

Regulatory framework, Reason for bank regulations, Power and functions of bank regulator, Role of NRB in regulation, BAFIA, SEBON, Office of Company Registrar

Unit VIII

LH 3

Project work and seminar on Real Estate, Consumer Loan and Financial Statements of commercial banks

Suggested Readings:

Peter. S. R., *Commercial Bank management*, McGraw-Hill.

Mehrotra,S.J- *New Dimensions of Bank Management*, New Delhi: Skylark Publications.

Padmalatha,S. and Paul. J- *Management of Banking and Financial Services*

Dorling Kindersley.

Thapa R.B and Rawal, D., *Principles and practices of Nepalese Banking*, Buddha Academic Enterprises,Kathmandu, Nepal

Commercial Bank Management, A Harper- International Student. London.

Padmalatha S.Justin Paul.,*Management of Banking and Financial Services*, DorlingKindersley, India.

NRB (2015) Unified Directives

NRB Act 2002

BAFIA, 2063

MBA- BF (516)

ECONOMETRICS

Credit Hours- 3

LH: 48

General Objectives

Objective of the course is to introduce the students to basics of theory and application of econometric methods. This course introduces modeling techniques by using econometric methods and their applications in management discipline. Emphasis is on understanding and

interpreting relations among economic variables which have a direct impact on the way business is conducted in the world market. The course would take hands-on approach to help students get comfortable with working with dataset. The course would address the problems typically encountered in conducting empirical econometric research, in evaluating results and testing hypotheses in making predictions.

UNIT I

15 LH

The Basic Regression Model

Meaning of Econometrics and Regression Analysis, The Estimated Regression Equation, A Simple Example of Regression Analysis, Ordinary Least Squares: Estimating Single, Independent Variable Models with OLS, Estimating Multivariate Regression Models with OLS, Evaluating the Quality of a Regression Equation, Describing the Overall Fit of the Estimated Model; Example of the Misuse of R^2 , Learning to Use Regression Analysis: Steps in Applied Regression Analysis, Using Regression Analysis to Pick Restaurant Locations, The Classical Model: The Classical Assumptions, The Normal Distribution of the Error Term, The Gauss-Markov Theorem and the Properties of OLS Estimators, Standard Econometric Notation, Hypothesis Testing: The t-Test- Examples of t Tests, Limitations of the t-Test, The F-Test of Overall Significance, Using E-Views, STATA or Gretl wherever concerned for practical purpose.

UNIT II

20 LH

Violations of the Classical Assumptions

Specification: Choosing the Independent Variables, Omitted Variables, Irrelevant Variables, An Illustration of the Misuse of Specification Criteria, Specification Searches, Lagged Independent Variables; Specification: Choosing a Functional Form, The Use and Interpretation of the Constant Term, Alternative Functional Forms, Problems with Incorrect Functional Forms, Using Dummy Variables, Slope Dummy Variables; Multicollinearity: Perfect versus Imperfect Multicollinearity, The Consequences of Multicollinearity, The Detection of Multicollinearity, Remedies for Multicollinearity, Choosing the Proper Remedy; Serial Correlation: Pure versus Impure Serial Correlation, The Consequences of Serial Correlation, The Durbin-Watson d Test,

Generalized Least Squares; Heteroskedasticity: Pure versus Impure Heteroskedasticity, The Consequences of Heteroskedasticity, Testing for Heteroskedasticity, Remedies for Heteroskedasticity; Using EViews , STATA or Gretl wherever concerned for Practical purpose

UNIT III 13 LH

Extensions of the Basic Regression Model

Time-Series Models: Koyck Distributed Lag Models, Serial Correlation and Koyck Distributed Lags, Granger Causality, Spurious Correlation and Nonstationarity; Dummy Dependent Variable Techniques: The Linear Probability Model, The Binomial Logit Model, Other Dummy Dependent Variable Techniques; Simultaneous Equations: Structural and Reduced ,Form Equations, The Bias of Ordinary Least Squares (OLS),Two-Stage Least Squares (2SLS), The Identification Problem; Forecasting: Meaning of Forecasting, Complex Forecasting Problems, ARIMA Models; Statistical Principles: Describing Data, Probability Distributions, Sampling, Estimation, Hypothesis Tests, Using EViews , STATA or Gretl wherever concerned for Practical purpose.

Suggested Readings

Studenmund, A. H., *Using Econometrics: A Practical Guide*, 6th Edition. Addison Wesley.

Maddala, G.S., *Introduction to Econometrics*, Third Edition. Singapore: John Wiley & Sons.

Gujarati, D., *Basic Econometrics*, McGraw-Hill.

Pindyck, Robert S. and Daniel L. Rubinfeld. *Econometric Models and Economic Forecasts*, New York: McGraw-Hill, Inc.

Dougherty, Christopher, *Introduction to Econometrics*. Oxford University Press.

Wooldridge, Jeffrey, *Introductory Econometrics: A Modern Approach*.South-Western College Publishers.

MBA – BF (514)
Human Resource Management

Credit Hours- 2 **LH 32**

Course Objectives

The course aims to achieve a good insight into the theoretical discussions about the dynamics of human resource management and understand and critically discuss the many ways in which HRM contributes to the success and survival of an organization. Through the discussion on the various strategies that management needs to put in place to ensure effectiveness in the acquisition, utilization, training and development, maintain and reward employees students will be able to Identify and contribute to better decisions about the design of strategies for organizing cooperation and managing conflicts in workplace labor management relations.

Course Description

This course will equip students with framework for understanding and analyzing the nature of Human Resource Management works and the determining factors of HR management success. Major topics will include paradigm shifts in HR management concepts and practices like role of Managers, Human Assets dimensions, and HR research issues, Employee Empowerment, HR Interests, and Sustainability of HR, HRM Practices context of Nepal

Learning Outcomes

Students who successfully complete this paper will be able to:

- describe how the field of human resource management of business are changing including the roles of managers in business and corporate houses;
- explain the latest developments and contributions of human resource management theory, research and practice;
- demonstrate the value of emerging human resource management concepts and the implications for contemporary HRM practices in Nepal;
- assess the way knowledge of developed and shared within human resource management issues

- apply knowledge of HRM ideas to analyze human resources issues in Nepal

Unit I 8 LH

Introduction to HRM

Concept, Characteristics, Scope and function of HRM, Changing environment of HRM, Using HRM to Attain Competitive Advantages, The legal and Ethical Context of HRM, The Model of Strategic Change and HRM, HRM Paradigms; Universalism vs. Particularism, Trends in HRM and the Roles of HR Managers

Unit II 6 LH

Acquisition of Human Capital

Human Resource Planning and its linkage to Corporate Planning, Factors affecting HRP, Resourcing and Recruitment Methods, Selection Procedure its Validity and Socialization, Legal and Social Constraints on Employment, The Trend and the Reality of Nepalese Business Organization

Unit III 6 LH

Empowering and Development of Human Assets

Human Resource Development Concept, Training and Development Methods; on the Job and off the Job, Performance appraisal Process and Methods, Career planning and Succession Planning, Human empowering practices by Nepalese Business Organization

Unit IV 6 LH

Job Design and Analysis

Concept and Methods of Job Design and analysis, Job Evaluation and Rewards, Job Design and Job Analysis; Impact of job design on Motivation, Productivity and QWL, The reality of Job design and Analysis in case of Nepalese Business Organization

Unit V	6 LH
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Sustaining Employee Interest

Concept, Methods, Trends and determinants of Compensation, Union influence in compensation programs, Industrial relations context, Discipline and disciplinary procedures, Grievance procedures, Collective bargaining, , Issues and practices of labor management relation in Nepal

Suggested Readings

Ashwathappa, K. *Human Resource Management*, Tata McGraw Hill, New Delhi

Aswathappa K., and Sadhna Dash. *International Human Resource Management*. Mc Graw Hill, New Delhi

Cynthia D. Fischer, Lyle F Schoenfeldt, James B Shaw. *Human Resource Management*, Biztantra, New Delhi.

Gary Dessler. *Human Resource Management*. Pearson Education, New Delhi

Adhikari Dev Raj. *Human Resource Management*. Buddha Academic Enterprises Pvt. Ltd

Gupta. C.B. *Human Resource Management*. Sultan Chand & Sons, New Delhi

Luiz R. Gomez Mejia, David B. Balkin, Robert L. Cardy. *Managing Human Resource*, PHI Learning, New Delhi

Mamoria, C.B. and S.V. Gankar. *Human Resource Management*. Himalaya Publishing House, Mumbai,

Rao, P.L., *Comprehensive Human Resource Management*. Excel Bo

MBA-BF (511)

MARKETING MANAGEMENT

Credit Hours: 2

LH: 32

Course Objectives

The purpose of this course is to impart knowledge of marketing principles and service marketing scopes to the students and familiarize them with the prevailing marketing practices both in global and domestic context. After the completion of this course,

students will be capable of making marketing decisions and service marketing practices in order to pursue competitive advantage in their business enterprises.

Course Description

This course will equip students with framework for understanding and analyzing the nature of marketing works and the determining factors of marketing management success. Major topics will include paradigm shifts in marketing management concepts and practices like role of marketers, service marketing dimensions, marketing research issues, customer's expectation and their perceptions, marketing control service marketing in context of Nepal

Learning Outcomes

Students who successfully complete this paper will be able to:

- describe how the field of marketing management and service marketing of business are changing including the roles of marketers in business and service sector industries;
- explain the latest developments and contributions of marketing management theory, research and practice;
- demonstrate the value of emerging marketing management concepts and service marketing and the implications for contemporary marketing practices in Nepal;
- assess the way knowledge of developed and shared within marketing issues
- apply knowledge of management ideas to analyze service marketing issues in Nepal

Unit I

6 LH

Introduction

Marketing management: Meaning, Philosophies and Process; Customer Value and Satisfaction in Marketing; Value Delivery Network and Value Chain; Marketing challenges. Meaning and Nature of Services, Classification of Services and Marketing Implications, Service Marketing Triangle, Managing Services Encounter; Importance and Types of encounters, Marketing Planning for Services, Service and Technology, Services Marketing process.

Unit II	8 LH
Market Analysis and Formulation of Marketing Strategy	
Marketing Information System: Concept, Components; Marketing Environment: Micro and Macro Components; Buyer Behavior: Meaning, Process and Determinants; Competitor Analysis: Meaning, Process and Strategies; Market Research for Identifying Customers; Process of Market Segmentation; Identifying Market Segments and Selecting Target Market – Consumer Market and Business Market; Developing and Communicating the Positioning Strategies	
Unit III	6 LH
Execution of Marketing Strategy	
Concept and Components of Marketing Program; Product Development and Brand Positioning; Repositioning the Product in the Market through Product Life-Cycle Analysis; Selecting the Pricing Objective and Pricing Methods, Strategies for Both; Service and Product Managing Price Changes for Market Sustainability; Channel and Logistics Management Decisions; Selecting the Distribution Strategies; Promotion and Integrated Market Communication; Developing and Selecting the Promotional Strategies, Concept and Methods of Marketing Control	
Unit IV	6 LH
Customer Expectation and Perception of Services	
Concept: Expectation and Perception, Factors Influencing Customers Expectation, Customer Perception, Approaches and Dimensions of Service Quality, Service Gaps Models Research for understanding Customers Expectation, Criteria for as effective Services Research Programs, The Five Basic Methods of Marketing Research; Surveys, Focus Groups, Personal Interviews, Observation, Field Trials, Critical issues of consumers in Nepalese Business.	
Unit V	6 LH
Service Marketing in Nepal	
Service Marketing Environment in Nepal; Internal and External, Key Forces in Emerging Business Environment, Nature, Growth, Problems and Prospects of Service Marketing in	

Nepal , Major Service Sectors Industries in Nepal; Hospitality Services, Tourism Services, Banking Services; Health and Insurance Services, Communication and Information services, Construction and Transportation, Foreign Employment

Suggested Readings

Kotler, Keller, Koshy and Jha, *Marketing Management: A South Asian Perspective*, Pearson.

Aaker, *Strategic Market Management*, John Wiley & Sons.

Cravens, and Piercy, *Strategic Marketing*, TATA Mc-Graw-Hill.

Kotler, Kartajaya, and Setiawan, *Marketing 3.0*, John Wiley & Sons.

Koirala, *Marketing Management*, MK Publication.

Ramaswamy, and Namakumari, *Marketing Management*, Vikas Publication.

Stanton, and Walker, *Fundamentals of Marketing*, McGraw-Hill International Editions.

Zeithaml V. A. and Bitner M. J. .*Services Marketing*,. Tata McGraw Hill, New Delhi.

Lovelock C. H. & Wirtz, J. *Service Marketing: People, Technology, Strategy*. Pearson Education.

Hoffman, K. D. J. & Bateson, E.G. *Essential of Service Marketing: Concepts Strategies and Cases*, Thomson South Western.

Kurtz D. L. and Clow K. E. *Services Marketing*. Biztantra, New Delhi.

MBA-BF (517)

Management Information System

Credit Hours: 2

LH 32

Course Objectives:

The course is designed to discuss about the impact of information system in business process and in transforming business. It emphasizes on application of information to business management. The aim of this course is to bring home a systematic knowledge of the information system and its

use in management process so that it can be appreciated and understood for application in business and industry.

Course Description:

The course will provide business school students an in-depth look at how today's business firms use information systems to achieve corporate objectives. Information systems are one of the major tools available to business managers for achieving operational excellence, improving decision making and achieving competitive advantage. In this course, student will find the comprehensive overview of information systems used by business-firm.

Learning Outcomes

Students who successfully complete this paper will be able to:

- identify how information systems are transforming business and what is their relationship with respect to globalization;
- conceptualize why information system is essential for running and managing a business;
- appraise the systems that serve the different management groups in a business;
- assess the impact of information systems on organization;
- evaluate various majors of network security and infrastructures for managers
- demonstrate database management system and their use in improving business performance and decision making

Unit I

LH 5

Information System in Global Business

Perspectives on Information System: Concepts, dimensions and business perspective on information system; The Role of Information Systems in Business, Contemporary approaches to

information systems: technical approach, behavioral approach.

Unit II LH 8

Global E-business and Collaboration

Business Processes and Information Systems: business processes, how information technology improves business processes; Types of information system: systems for different management groups, system for linking the enterprise, systems for collaboration and social business: business benefits of collaboration and social business, building a collaborative culture and business process, tools and technologies for collaboration and social business; Information systems functions in business: information system department, organizing the information system functions.

Unit III LH 8

Databases and information Management

The database approach to data management: Database management system, locating data in databases, creating the databases, SQL: basics DDL and DML (select, from and where clause), DBMS components, Relational database model, emerging data models.

Unit IV LH 5

Network Security and Infrastructure for Managers

Introduction, Data and message Security, Reasons for Data and Message security, Firewalls and its types, Antivirus and its uses, Digital Signature, Digital Certificate, Internet, Intranet and Extranet, Bluetooth, LAN, MAN and WAN.

Unit V LH 6

Information System, Organizations and Strategy

Organizations and Information System, How information system impact organizations and business firms: economic impacts, organizational and behavioral impacts, implications for the design and understanding of information system.

Suggested Readings

Kenneth C. Laudon, Jane P. Laudon, *Management Information System, Managing the Digital Firm*, Fourteenth edition, Pearson education.

James A O' Brian, George M Marakas, Ramesh Behl, *Management Information System*, Tenth edition, McGraw Hill Education.

Turban, Rainer, Potter, *Introduction to Information Technology*, Second edition, Wiley.

MBA-BF(513)

OPERATIONS MANAGEMENT

Credit Hours: 2

LH: 32

Course Objectives

The course is designed to make students familiar with different types of production, material handling, maintenance management, inventory management, and quality management. It will also enhance the knowledge of students regarding process and resource management, appropriate tools and techniques needed for understanding the operational situation. The course also designed to make students to conceptualize about the supply chain and logistics management.

Course Description

For various types of operations that produce tangible goods or intangible services, the course covers issues and topics in operations management such as process measurement, bottleneck management, and service improvement. Process synchronization and improvement; statistical quality control techniques and six sigma approaches have been simplified under the course.

Learning Outcomes

After completion of the course, students will be able to:

- familiar about the operations management

- conceptualize about quality management
- provide the insight over the inventory management
- describe and apply maintenance management
- analyze supply chain management
- assess about the process and resource management

Unit I 6 LH

Introduction

Operations Systems ,Operations Strategy and Organizational Competitiveness ,Production Cycle, Classification of Operations, New Product Development, **Product Design, Plant Location, Layout Planning**, Modern Practices of Production Management, Desired Output, Limited Resources, Product Design Criteria, Work Study, MethodStudy, Work Measurement, Various Techniques of Method Study and Work Measurement ,**Operations Management in the Developing World**.

Unit II 7LH

Quality Management

The Concept of Quality and its Effect on Productivity, Quality Problems and CausesInspection V/S Quality: Seven Stages of Quality, **ISO 9000 & ISO 14000**, Quality Circles and Process Improvement teams,Seven Tools of QualityCircles, Pareto Chart, Cause and Effect Diagram, Histogram, Stratification, Scatter Diagram,Control Charts, Check Sheets, Total Quality Management (TQM),**Strategic implications of TQM, Six Sigma, POKAYOKE**.

Unit III 4LH

Maintenance Management

Concepts and Functions of Maintenance,**Different Types of Maintenance**: Breakdown,Scheduled, Preventive, Predictive, Condition Maintaining, TotalProductive Maintenance (TPM), Concept of OEE (Overall Equipment Effectiveness) and Problem,Concept of “5S” House Keeping.

Unit IV 5 LH

Inventory Management

Inventory Models, ABC Analysis, Just-in-Time (JIT) systems, Material Requirements Planning (MRP) ,Lead-time Management, ParetoPrinciples,Work in Process (WIP): Lean Manufacturing, Line Balancing, Statistical process Control(SPC), Economic Order Quality(EOQ) and **Breakeven Analysis to Reduce Total InventoryCost**.**Role of Information Technology in Supply Chain**

Unit V 7LH

Supply Chain Management

Basic Concept & Philosophy of Supply Chain Management, Various flows (Cash, Value and Information), Supply Chain Strategies ,Purchasing and Supplier Management , Measuring Supply Chain Performance ,,, Customer Relationship Management(CRM) Vs SCM, Benchmarking and Implementation, Outsourcing- Value Addition in SCM.

Unit VI 3LH

Service Operations and Resource Management

New Service Development, Managing Service Experiences,**Process Analysis and its Applications**,**Yield management**, Manufacturing and Service Process Selection, Optimizing Resource Allocation and Resource Portfolio.

Suggested Readings

Adam and Ebert, *Production and Operations Management*, New Delhi: Prentice-Hall of India Private Limited.

Dahlgaard Jens. J,Kristensen K and Kanji G.K. ,*Fundamentals of Total QualityManagement Process analysis and improvement*, London and New York: Taylor and Francis

Raghuram G. (I.I.M.A.) –*Logistics and Supply Chain Management* (Macmillan)

Krajewski and Ritzman, *Operations Management*,Delhi: Pearson.

Chase,Jacobs,Aquilano and Agrawal, *Operations Management for Competitiveadvantage*,New Delhi: Tata McGraw-Hill Publishing Company Limited.

Chopra, Sunil and Meindl, Peter. *Supply Chain Management: Strategy, Planning & Operation*. Pearson Education.

Donald J. Bowersox, David J. Closs and M. Bixby Cooper, *Supply Chain Management*. The McGraw Hill Cos.

Donald J. Bowersox and David J. Closs. *Logistical Management: The Integrated Supply ChainProcess*, Tata McGraw Hill, 17th Edition, 2008.

Heizer, J., Render, B., and Rajasekhar, J. (2008), *Operations Management*, Pearson Education.

Fitzsimmons and Fitzsimmons, *Service Management*, Irwin/McGraw-Hill.

Metters, King-Metters, Pullman, Walton, *Successful Service Operations Management* , Thomson.