

working capital - Cash, Receivables and Inventory Management, Internal Financing and Dividend Policy; Financial Modelling.

Nature and Scope of Production and Operations Management; Facility Location; Types of Manufacturing Systems and Layouts; Layout Planning and Analysis; Material Handling : Principles & Equipments; Line Balancing; Production Planning and Control in Mass Production, in Batch and Job Order manufacturing; Capacity Planning; Product Planning and Selection, Process Planning, Aggregate Planning and Master Production Scheduling; Maintenance Management, Work Study : Method Study and Work Measurement, Material Management, Material Management; An Overview of Material Management, Material Requirement Planning and Inventory Control; JIT; Purchase Management; Stores Management; Quality Assurance : Acceptance Sampling, Statistical Quality Control, Total Quality Management; ISO-9000.

Introduction to Electronic Commerce: Framework, applications; network infrastructure (including internet). Internet commercialization. Electronic payment system, inter-organizational commerce & intra—organizational commerce, EDI, value-added network, digital library;

Security, advertising & marketing on the internet, introduction to e CR.M. consumer search & resource discovery, computer based education & training, digital copyrights. Fundamental of mobile computation and wireless computation, multimedia & digits] video, software agents; characteristics & properties, technology, tote—script, agent language, applets & browsers.

An Introduction to business policy — Nature, Objective and importance of business policy; An overview of strategic management; Strategic decision making; Process of strategic 4ecision making. Types of planning systems - corporate planning, strategic planning and long range planning; Strategy Formulation, Company's mission, purpose and objectives; Corporate strategy - concept, significance and objectives; types of strategies; Environmental and organizational appraisal (Internal & external) techniques of business environment analysis. Strategic alternatives and choice; Business ethics and corporate strategy Concept of value chair and competitive advantage.

Strategy implementation - Designing organisational structure and activating strategies; Matching structure and activating strategy, Structural, Behavioural and Functional implementation. concept of synergy. Strategy Evaluation - Strategic evaluation and Control, Strategic and Operational Control; techniques of evaluation and control, Role of organisational system in evaluation.

Significance of Entrepreneur in Economic Development; Economic, Social and psychological need for entrepreneurship; Characteristics, qualities and pre – requisites of entrepreneur; The function of the entrepreneur in economic development of a Country; Methods and procedures to start and expand one's own business; Life cycle of new business and relationship with large enterprises; Achievement motivation; Environmental Factors affecting success of a new business; Reasons for the failure and visible problems for business.

Feasibility Study – Preparation of Feasibility Reports : Selection of factory location, Demand Analysis, Market potential measurement, Capital saving and project costing, Working capital requirements, profit and tax planning; Economic, Technical, Financial and Managerial Feasibility of Project.

Govt. support to new enterprise; Incentives; source of Finance; Role of Govt. and Promotional agencies in entrepreneurship development. Entrepreneurship Development Programmes; Role of various institutions in developing entrepreneurship in India (A brief description only). ****


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