

**SEMESTER – IV**  
**DURATION - 17 WEEKS**

<b>PRODUCTION AND OPERATIONS MANAGEMENT</b>	
<b>Unit-1</b>	<b>ISSUES IN PRODUCTION/ OPERATIONS MANAGEMENT</b> <ul style="list-style-type: none"><li>• Production/Operations Management – an overview</li><li>• Production System : Issues &amp; Environment</li><li>• Total Quality Management (TQM)</li></ul>
<b>Unit-2</b>	<b>FORECASTING</b> <ul style="list-style-type: none"><li>• Need and Importance of forecasting</li><li>• Qualitative methods of forecasting</li><li>• Quantitative methods of forecasting</li></ul>
<b>Unit-3</b>	<b>PRODUCTION SYSTEM DESIGN</b> <ul style="list-style-type: none"><li>• Capacity Planning</li><li>• Facilities Planning</li><li>• Work System Design</li><li>• Managing Information for Production System</li></ul>
<b>Unit-4</b>	<b>PRODUCTION PLANNING &amp; SCHEDULING</b> <ul style="list-style-type: none"><li>• Aggregate Production Planning</li><li>• Just-In-Time (JIT)</li><li>• Scheduling and Sequencing</li></ul>
<b>Unit-5</b>	<b>MATERIALS PLANNING</b> <ul style="list-style-type: none"><li>• Issues in materials management</li><li>• Independent demand system</li><li>• Dependent demand system</li></ul>
<b>Unit-6</b>	<b>EMERGING ISSUES IN PLANNING / OPERATIONS MANAGEMENT</b> <ul style="list-style-type: none"><li>• Total productive maintenance</li><li>• Advanced manufacturing system</li><li>• Computers in planning/operations management</li></ul>

<b>MANAGERIAL ECONOMICS</b>	
<b>Unit-1</b>	<b>INTRODUCTION TO MANAGEMENT ECONOMICS</b> <ul style="list-style-type: none"> <li>• Scope of Managerial Economics (Scarcity &amp; Choice)</li> <li>• The Firm : Stakeholders, Objectives &amp; Decision Issues</li> <li>• Basic Techniques</li> </ul>
<b>Unit-2</b>	<b>DEMAND AND REVENUE ANALYSIS</b> <ul style="list-style-type: none"> <li>• Demand Concepts and Analysis</li> <li>• Demand Elasticity</li> <li>• Demand Estimation and Forecasting</li> </ul>
<b>Unit-3</b>	<b>PRODUCTION AND COST ANALYSIS</b> <ul style="list-style-type: none"> <li>• Production Function</li> <li>• Cost Concepts &amp; Analysis I</li> <li>• Cost Concepts &amp; Analysis II</li> <li>• Estimation of Production and Cost Functions</li> </ul>
<b>Unit-4</b>	<b>PRICING DECISIONS</b> <ul style="list-style-type: none"> <li>• Market Structure (Barriers) and Condition for Optimisation</li> <li>• Pricing Under Pure Competition/Pure Monopoly</li> <li>• Pricing Under Monopolistic/Oligopolistic Competition</li> <li>• Pricing Strategies</li> </ul>
<b>Unit-5</b>	<b>COMPREHENSIVE CASE</b> <ul style="list-style-type: none"> <li>• Managerial Economic Decisions Under Current Environment</li> </ul>

<b>MANAGEMENT OF MARKETING COMMUNICATION AND ADVERTISING</b>	
<b>Unit-1</b>	<b>MARKETING COMMUNICATION AND ADVERTISING – BASIC CONCEPTS</b> <ul style="list-style-type: none"> <li>• Marketing Communication in Marketing</li> <li>• Communication – Key Concepts</li> <li>• Indian Media Scene</li> </ul>
<b>Unit-2</b>	<b>ADVERTISING CAMPAIGN PLANNING AND EXECUTION</b> <ul style="list-style-type: none"> <li>• Planning Communication Strategy</li> <li>• Advertising Campaign Planning – Strategic Consideration, Creative Consideration</li> <li>• Advertising Creativity : Campaign Planning and Execution</li> <li>• Advertising Research – Role and Trends</li> <li>• Measuring Ad Effectiveness – Definitions and Techniques</li> </ul>
<b>Unit-3</b>	<b>MEDIA PLANNING CONCEPTS</b> <ul style="list-style-type: none"> <li>• Media Concepts, Characteristics and Issues in Media Planning</li> <li>• Media Selection, Planning and Scheduling</li> <li>• Internet as an Emerging Advertising Media</li> </ul>
<b>Unit-4</b>	<b>MARKETING COMMUNICATION FORM</b> <ul style="list-style-type: none"> <li>• Managing Sale Promotion</li> <li>• Direct Marketing</li> <li>• Publicity and Public Relation</li> <li>• Social Marketing Communication</li> </ul>
<b>Unit-5</b>	<b>STRATEGIES FOR ADVERTISING AGENCIES</b> <ul style="list-style-type: none"> <li>• Function and Structure of Ad Agencies</li> <li>• Managing Client Agency Relationship</li> <li>• Strategies for Account Management</li> <li>• Legal and Ethical Issues in Advertising</li> </ul>

**(NCHMCT Component)**

All research/project work is devoted to hospitality related issues/policies.

<b>Unit-1</b>	<b>INTRODUCTION TO RESEARCH METHODOLOGY</b> <ul style="list-style-type: none"><li>• Importance of Research in Decision Making</li><li>• Defining Research Problem and Formulation of Hypothesis</li><li>• Experimental Designs</li></ul>
<b>Unit-2</b>	<b>DATA COLLECTION AND MEASUREMENT</b> <ul style="list-style-type: none"><li>• Methods and Techniques of Data Collection</li><li>• Sampling and Sampling Designs</li><li>• Attitude Measurement and Scales</li></ul>
<b>Unit-3</b>	<b>DATA PRESENTATION AND ANALYSIS</b> <ul style="list-style-type: none"><li>• Data Processing</li><li>• Statistical Analysis and Interpretation of Data – Non-Parametric Tests</li><li>• Multivariate Analysis of Data</li><li>• Model Building and Decision Making</li></ul>
<b>Unit-4</b>	<b>REPORT WRITING AND PRESENTATION</b> <ul style="list-style-type: none"><li>• Substance of Reports</li><li>• Report Writing and Presentation</li><li>• Presentation of Report</li></ul>

(2 weeks earmarked for counseling on above aspects which will enable a scholar to write a comprehensive research paper/dissertation, under the supervision of research guide before a scholar undertakes research activity or project research)

**SEMESTER – IV (Sales and Marketing)****WEEKLY TEACHING SCHEME**

Subject Code	Subject	Credits	Hours			
			L	T	GW/A	Total
MHA-17	Production and Operations Management	4	4	1	3	8
MHA-18	Managerial Economics	4	4	1	3	8
MHA-19	Sales and Marketing	4	4	1	3	8
MHA-21	Mentorship & Research Project (Dissertation)	8	-	1	-	1
Total		20	12	4	9	25

**SEMESTER – IV (Sales and Marketing)****EXAMINATION SCHEME**

Subject Code	Subject	Marks		
		IA	TEE	Total
MHA-17	Production and Operations Management	30	70	100
MHA-18	Managerial Economics	30	70	100
MHA-19	Sales and Marketing	30	70	100
MHA-21	Mentorship & Research Project:			
	a) Research Methodology	-	25	100
	b) Dissertation	-	75	
Total		90	310	400