

SEMESTER – IV
DURATION - 17 WEEKS

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

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

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

(NCHMCT Component)

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

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

(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