



Estd. 1916

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Crawford Hall, Mysuru- 570 005

Dated: 25th May 2016

No.AC6/387/2015-16

NOTIFICATION

27

Sub: Modification of Syllabus of Master of Business Administration (Interior Design) from the academic year 2016-17.

- Ref: 1. Decision of the Faculty of Commerce Meeting held on 19th February 2016.
2. Decision of the Academic Council Meeting held on 29th March 2016.

The Board of studies in Master of Business Administration (Interior Design) has recommended some modifications in the syllabus of Master of Business Administration- (Interior Design) Program from the academic year 2016-17.

The Faculty of Commerce and the Academic Council at their Meetings held on 19th February 2016 and 29th March 2016 respectively have also approved the above said proposal and the same is hereby notified.

The revised syllabus copy in Master of Business Administration (Interior Design) is annexed.

The contents may be downloaded from the University Website i.e., www.uni-mysore.ac.in

Draft Approved by the Registrar

Deputy Registrar (Academic)
27/5

To:

- 1) The Dean, Faculty of Commerce, Post Graduate Centre, Hemagangotri, Hassan.
- 2) The Chairman, Department of Studies in Commerce, Manasagangotri, Mysuru.
- 3) The Chairman, Board of Studies in Commerce (PG), DOS in Commerce, MGM.
- 4) The Chairman, Board of Studies in Business Administration (PG), BIMS, MGM.
- 5) The Chairman, Department of Studies in Business Administration, BIMS, MGM.
- 6) The Co-ordinator, Directorate of Out Reach and Online Programme, Parakalamath, MGM.
- 7) All the Principals of Affiliated Colleges running Post Graduate Programme.
- 8) The Director, College Development Council, Maharaja College Centenary Building, University of Mysore, Mysuru.
- 9) The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch, Academic Section, University of Mysore, Mysuru.
- 10) The Deputy Registrar/Assistant Registrar/Superintendent (Evaluation), UOM, Mysuru.
- 11) The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), UOM, Mysuru.
- 12) Office Copy.



REGULATIONS FOR

MBA – Interior Design

(Under specialized program)

1. Course title: Earlier proposed **MBA Interior Design and Management**. Now, program shall be called as **MBA Interior Design**

It is two years program consisting of four semesters; two semesters in each year. Candidate admitted to this course shall be governed by following rules and regulations

2. Eligibility, mode of selection

- A candidate who has passed any Bachelor's degree of three years duration, from a recognized University with overall 40% marks is eligible for admission to the first semester of the program.
- Eligibility is as per the norms of University of Mysore and Govt Karnataka.
- The candidates have to appear for multiple choice based entrance examination. The syllabus for entrance examination broadly covers subjects related to General Knowledge, Logical reasoning and Data interpretation, communication skills, mathematical ability, current affairs. In case candidates cleared MAT, KMAT, KCET, CAT, PG CET or any other entrance exams for management courses are exempted from appearing entrance exam.
- Selection of the candidates shall be for the course is based on the merit obtained after taking into consideration 50% of the total marks obtained from Entrance Test as well as Degree examination of all the three years.
- There shall be a total intake of 40 candidates.

3. Course content:

- The course of study for the MBA (Interior Design) comprises subjects, internship project work and field work as prescribed. The academic calendar shall be as notified by the university from time to time. Pedagogy includes PowerPoint Presentation, lecturing, case studies, group discussion, seminar, computer practical, internship, factory visit etc

4. Medium of instruction: -English.

5. Attendance, progress and conduct

- Each semester shall be taken as a unit for the purpose of calculating attendance.
- The students shall attend practical and theory classes as prescribed by the University during each semester.

- Minimum attendance of 75% of actual working hours is required in each paper, a student who doesn't satisfied the requirement of attendance shall not be permitted to write the examination in concern subject
- If the conduct/behaviour of the student is not found to be satisfactory, action will be initiated as per the University regulations.
- A candidate can take a maximum of four years for completion as per double the duration norms of University of Mysore.

6. Formation of Board of Examiners

- Chairman Board of Studies shall form Board of Examiners members consisting of Principal Partnership Institution, Head of the Concerned Department, Subject Faculties and University Representatives. The duties of Board of Examiners include setting question papers, conducting the examinations, valuation of answer scripts and submitting the marks list to University for result announcement.

7. Scheme of examination

- There shall be a University examination at the end of each semester.
- There shall be a term end examination of 3 hrs duration for each theory subject and 4 hrs duration for practical subject at the end of the semester except project VIVA VOCE
- Repeaters has to take exam during respective semesters
- **Question paper:** 3 sets for each subject shall be submitted by faculty handling respective subjects prior to one month of exam, both in hard and soft copy.
- **Valuation:** valuation will be done by respective subject experts selected by BOE
- Each subject is divided into internal assessment and end term exam with marks allotted as shown below

a) Total Marks -Theory papers	100 marks
i. External examination:	70 marks
ii. Continues Assessment	30 marks
<i>Continues Assessment (1st to 8th week)</i>	<i>15 marks</i>
<i>Continues Assessment (9th to 16th week)</i>	<i>15 marks</i>

(Continues Assessment Includes test, Presentation, Assignments and Portfolios)

- Each student has to score minimum of 40% in each papers.

b) Total marks –Practical papers 100 marks

i. External examination: 70 marks

ii. Continues Assessment 30 marks

Continues Assessment (1st to 8th week) 15 marks

Continues Assessment (9th to 16th week) 15 marks

(Continues Assessment Includes test, Presentation, Assignments and Portfolios)

- Each student has to score minimum of 40% in each papers.

c) Project work

- After the 3rd semesters 45 days including semester holidays each student shall under take project work and prepare project report (portfolio) strictly in accordance with the guidelines in their respective area under the supervision of a internal guide. The students are required to maintain a project work diary to be submitted for evaluation. the project report (portfolio) must be submitted before the commencement of fourth semester examination, failing which the student shall not be permitted to appear for the examination
- Project report (portfolio) completed during the semester will be evaluated, as follows
30 marks for Continues Assessment, 40 marks for project report (portfolio) by internal guide
VIVA VOCE for 30 marks will be conducted by internal and external examiner selected by BOE

8. Declaration of results:

- within 30 days of completion of examination declared result sheet will be submitted to university for approval
- If the students applies for revaluation it will be done after collecting nominal fees of Rs 500/- per paper
- If the students apply for challenge revaluation, the BOE appoints the subject expert to evaluate after collecting nominal fees of Rs 3000/- per paper.
- The results and grades of the MBA (ID) shall be declared as per the regulations of the Choice Based Credit System of University of Mysore.

9. Scheme of academics

I SEMESTER

PAPER	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory exam		Practical exam		Max	Min
						Max	Min	Max	Min	Max	Min		
IDM1.1	MANAGEMENT AND ORGANISATION BEHAVIOR	3	0	0	3	30		70	28			100	40
IDM1.2	MANAGERIAL ECONOMICS	2	0	0	2	30		70	28			100	40
IDM1.3	ACCOUNTING FOR MANAGERS	3	0	0	3	30		70	28			100	40
IDM1.4	MARKETING MANAGEMENT	3	0	0	3	30		70	28			100	40
IDM1.5	BUSINESS ENVIRONMENT AND CORPORATE GOVERNANCE	3	0	0	3	30		70	28			100	40
IDM1.6	MANAGERIAL COMMUNICATION	3	0	0	3	30		70	28			100	40
IDM1.7	INTRODUCTION TO DESIGN AND DRAWING (practical)	0	0	3	3	30				70	28	100	40
	TOTAL				20							700	

II SEMESTER

PAPER	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory exam		Practical exam		Max	Min
						Max	Min	Max	Min	Max	Min		
IDM2.1	HUMAN RESOURCE MANAGEMENT	3	0	0	3	30		70	28			100	40
IDM2.2	FINANCIAL MANAGEMENT	2	0	0	2	30		70	28			100	40
IDM2.3	BUSINESS RESEARCH METHODS	3	0	0	3	30		70	28			100	40
IDM2.4	BUMASTICS	3	0	0	3	30		70	28			100	40
IDM2.5	MANAGEMENT INFORMATION SYSTEM	3	0	0	3	30		70	28			100	40
IDM2.6	STRATEGIC MANAGEMENT AND BUSINESS LAW	3	0	0	3	30		70	28			100	40
IDM2.7	COMPUTER AIDED INTERIOR DESIGN (practical)	0	0	3	3	30				70	28	100	40
	TOTAL				20							700	

III SEMESTER

PAPER	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory exam		Practical exam		Max	Min
						Max	Min	Max	Min	Max	Min		
IDM3.1	ENTREPRENEURSHIP DEVELOPMENT	3	0	0	3	30		70	28			100	40
IDM3.2	OPERATION RESEARCH	3	0	0	3	30		70	28			100	40
IDM3.3	CUSTOMER RELATIONSHIP MANAGEMENT	3	0	0	3	30		70	28			100	40
IDM3.4	CONSTRUCTION MATERIALS	3	0	0	3	30		70	28			100	40
IDM3.5	CONSTRUCTION DETAILING	3	0	0	3	40		70	28			100	40
IDM3.6	INTERIOR SPACE PLANNING	3	0	0	3	30		70	28			100	40
IDM3.7	INTERIOR SERVICES	2	0	0	2	30		70	28			100	40
	TOTAL				20							700	

IV SEMESTER

PAPER	TITLE OF THE PAPER	Credits			Credits	Marks						Total	
		L	T	P		CA		Theory exam		Practical exam		Max	Min
						Max	Min	Max	Min	Max	Min		
IDM4.1	TOTAL QUALITY MANAGEMENT	3	0	0	3	30		70	28			100	40
IDM4.2	SERVICE MARKETING	3	0	0	3	30		70	28			100	40
IDM4.3	ESTIMATION AND COSTING IN INTERIOR DESIGN	3	0	0	3	30		70	28			100	40
IDM4.4	PROFESSIONAL PRACTICE IN CONSTRUCTION MANAGEMENT	4	0	0	4	30		70	28			100	40
IDM4.5	PROJECT REPORT	0	0	7	7	30		Project report (portfolio) completed during the semester will be evaluated, as follows 30 marks for Continues Assessment, 40 marks for project report (portfolio) by internal guide VIVA VOCE for 30 marks will be conducted by internal and external examiner selected by BOE, Minimum marks 28				100	40
	TOTAL				20							500	

I SEMESTER

MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Paper code: IDM1.1

OBJECTIVES

- To make students understand fundamental concepts and principles of management, Including the basic roles, skills, and functions of management
- To make students knowledgeable of historical development, theoretical aspects and Practice application of managerial process
- To understand the basic concepts and theories underlying individual behaviour besides Developing better insights into one's own self
- To make students aware of Individual behaviour in groups, dynamics of groups and team
- Building besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves

Module 1

Introduction:

Management: Introduction, definition of management, nature, purpose and Functions, levels and types of managers, managerial roles, skills for managers, evolution of Management thought, Fayol's fourteen principles of management and recent trends in Management. Review of a case study

Module 2:

Planning and Organizing:

Planning: Nature of planning, planning process, objectives, MBO, strategies, level of strategies, policies, methods and programs, planning premises, decision making, process of decision making, types of decisions, techniques in decision making.

Organizing: Organization structure, formal and informal organizations, principles of organizations- chain of command, span of control, delegation, decentralization, and empowerment. Functional, divisional, geographical, customer based and matrix organizations, team based structures, virtual organizations, boundary less organizations. Review of a case study

Module 3:

Controlling: Controlling, importance of controlling, controlling process, types of control, factors influencing control effectiveness. Review of a case study

Module 4:

Introduction: Organizational Behaviour: Introduction, definition, historical development, Fundamental principles of OB, contributing disciplines, challenges and opportunities. Review of a case study

Module 5:

Foundations of Individual Behaviour: Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities.

Personality: Meaning, formation, determinants, traits of personality, big five and MBTI, personality attributes influencing OB.

Attitude: Formation, components of attitudes, relation between attitude and behaviour.

Perception: Process of perception, factors influencing perception, link between perception and individual decision making.

Emotions: Affect, mood and emotion and their significance, basic emotions, emotional intelligence, self-awareness, self-management, social awareness, relationship management.

Module 6:

Motivation and Leadership:

Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories.

Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories-Fiedler's model, SLT, transactional and transformation leadership.

Module 7:

Group Behaviour: Definition, types, formation of groups, building effective teams. Conflict: Meaning, nature, types, process of conflict, conflict resolution.

Recommended books

- Essentials of Management-Koontz, 8/e, McGraw Hill

- Management: Text and Cases-VSP Rao, Excel BOOKS
- MGMT, An Innovative approach to teaching and learning Principles of Management, Chuck Williams, Cengage Publications, 2010
- Principles and practices of Management, Kiran Nerkar, Vilas Chopde, Dreamtech Press, 2011
- Management Theory & practice – Chandan J. S, Vikas Publishing House.
- Management Theory & Practice Text & Cases – Subba Rao P & Hima Bindu, Himalaya Publication.
- Stephen P Robbins, Timothy A. Judge, *Organizational behaviour*, , Neharika Vohra, 14th Edition, Pearson, 2012.
- Michael Butler, *Introduction to Organisational Behaviour*, Jaico Publishing House,
- Ashwathappa, *Organization Behaviour*, Himalaya Publication House
- Khanelwal, *ORGB - Nelson, Quick*, 2/e, Cengage Learning, 2012.
- Anada Das Gupta, *Organizational Behaviour* -, Biztantra, 2011.
- Arun Kumar and Meenakshi, *Organizational Behaviour: A modern approach*, VikasPublishing House, 2011.
- Rao V. S. P, *Organizational Behaviour* –Excel BOOKS, 2009.

MANAGERIAL ECONOMICS

Paper code: IDM 1.2

Objectives:

- To make students equipped with the managerial skill sets to give solutions to the real world business problems

Module – I Nature, Scope and fundamental Analysis of Managerial Economics

Nature and scope of managerial economics; Managerial Economist-Role and Responsibilities

Basic Economic tools in Managerial Economics –opportunity cost principle-incremental principle-principle of time perspective –discounting principle –equi-marginal principle; Objectives of firm - Alternative objectives of business firms

Module – II Demand and Elasticity Analysis

Demand –Demand Estimation; Various types of elasticity of Demand; elasticity estimation and its business application; Demand forecasting; methods of forecasting; purposes of forecasting; criteria of a good forecasting; Economic forecasting -methods of economic forecasting

Module – III Cost Analysis

Cost Analysis-Cost concepts and classifications; Cost control and Cost Reduction-tools of cost control; Areas of cost control; factors hampering cost control; approaches to cost reduction.

Module – IV Production Function

Production Functions –Production function with one variable output; production function with two variable inputs; optimal input combinations; managerial use of production functions

Module – V Market Structures

Different market structures; Monopoly; monopolistic; oligopoly; duopoly; price determination
Collusive behaviour of firms, cartel behaviour, Game theory and strategic behaviour

Module – VI Pricing Policies

Pricing Policies – Objectives of Pricing Policies; Role of cost in pricing; Demand elasticity and Price Policy; Consumer Psychology and Pricing; price as quality indicator; Fundamentals which affect Price

Decisions; General pricing strategies-cost plus pricing, Marginal cost Pricing, going rate pricing, customary pricing, sealed bid pricing; Special pricing techniques limit pricing; Peak load pricing and transfer pricing; Price forecasting

Block – VII Profit and Break Even Analysis

Profit planning- Break-Even-Analysis; Managerial uses of Break-Even Analysis-Policy guidelines from breakeven analysis; Profit forecasting-Spot projection; BEA; Environmental Analysis; Business Cycle and Business Policies; Operative aspects of macroeconomic policies

Recommended books

- D.M. Mithani (2015) “Managerial Economics: Theory & Application” Himalaya publications 2015, Seventh Edition
- D.M. (2010), “Managerial Economics (with Cases)” (2010), Himalaya publications 2010, Second Edition.
- Shankaran, (2006) Managerial Economics, Margam Publications, Chennai, 2006.
- H.L. Ahuja (2015), Macro Economics- Theory & policy, S. Chand Publishing
- Mote, Paul Gupta (2006), Managerial Economics, Tata McGraw Hill, 2006
- D.N. Dwivedi , Managerial Economics, Vikas Publications, New Delhi-2007.
- Varshney and Maheshwari (2006) Managerial Economics, S.Chand & Sons, New Delhi, 2006.
- Howard Davies, Pun-Lee Lam, (2001), “Managerial Economics-An Analysis of Business Issues” 3rd Edition, Pearson Publication,May 2001
- Sytse Douma, Hein Schreuder, (2012) Economic Approaches to Organisations, 5th Edition, Pearson Publication, 2012 Nov.
- Dominick Salvatore & Ravikesh Srivastava (2012), “Managerial Economics: Principles and Worldwide Applications”, Oxford publication 10 Feb 2012

ACCOUNTING FOR MANAGERS

Paper code: IDM 1.3

Objectives

- To explain fundamental accounting concepts, the elements of financial statements, and basic accounting vocabulary
- To explain and use the accounting equation in basic financial analysis and explain how the equation is related to the financial statements
- To prepare basic entries for business transactions and present the data in an accurate and meaningful manner
- To prepare basic financial statements and explain the articulation between the basic Statements
- To analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.

Module 1: Introduction to Accounting

Meaning of Accounting, Need and Types of accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Equation (problems on accounting equation).

Module 2: Preparation of books of Accounts

Journals, , ledgers and trial balance.

Module 3: Subsidiary Books & Cash Book

Subsidiary book, cash book- two column and three columns and petty cash book

Module 4: Valuation

Valuation of Fixed assets, depreciation accounting, valuation of inventories (as per respective accounting standards issued by Accounting Standard Board of Institute of Chartered Accountants of India)

Module 5: Preparation of Financial Statements

Preparation of final accounts of sole traders; Preparation of final accounts / statement of companies- both horizontal & vertical form of financial statements. (Basic problems on Final accounts of companies)

Module 6: Analysis of Financial Statements

Comparative, common size and trend analysis, Ratio Analysis, Preparation of financial statements using ratios, Preparation of Cash flow and fund flow Statement (only indirect method)

Module 7: Introduction to Cost Accounting

Introduction to cost Accounting- concepts and classification, Different types of cost, Preparation of cost statement (cost Sheet)

Recommended books

- Narayanaswamy R *Financial Accounting: A Managerial Perspective.*, 5th edition, PHI, 2014
- Maheswari S. N, Maheswari Sharad K. Maheswari *A Text book of Accounting For Management*, 2nd edition, Vikas Publishing house (P) Ltd. 2013
- Tulsian P. C *Financial Accounting*, 1st edition, Pearson Education 2002.
- Ambrish Gupta *Financial Accounting for Management: An Analytical Perspective*, 4th edition, Pearson Education 2009
- Raman B. S, *Financial Accounting Vol I & Vol II –*, 1st Edition, United Publishers, 2009.
- Bhattacharya *Essentials of Financial Accounting (Based on IFRS)*, 3rd edition, Prentice Hall India 2012
- Nitin Balwani *Accounting and Finance* Excel Books 2001.
- Dr. Jawaharlal, *Accounting for Management*, HPH 2011.
- Khan and Jain, *Management Accounting*, 5th Edition TMH 2010.
- Louderback and Holmen, *Managerial Accounting*, Cengage learning 2002.

MARKETING MANAGEMENT

Paper code: IDM1.4

Total theory hours: 56

Total Units-07

Objectives

- To give introduction, basic concepts, and techniques of marketing management
- To know the different behaviour of consumers
- To generate consciousness of marketing mix origins
- To analyse and solve marketing problems with changing business environment.

Module -I Introduction

Marketing Definition, nature, scope and importance of marketing, Approaches to the study of marketing and economic development, traditional and modern concept of marketing. Functions of marketing.

Module-II Management concept

Marketing and Marketing Management, Marketing Process Marketing mix - Marketing environment.- Consumer Markets and buying behaviour - Market segmentation and targeting and positioning.

Module-III New product Idea

Market Segmentation, Targeting, Positioning Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation Product Classification Product-Mix, Product Life Cycle Strategies, Product Diffusion Process, concept of a Product - Product Decisions - Product mix decisions – Brand, Brand Decision - New Product Development – Sources of New Product .idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle.

Module-IV Pricing

Pricing - Price Decisions - Pricing objectives - Pricing policies and constraints- Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy.

Module -V Marketing Channels

Nature of Marketing Channels, Channel Decision and Types of Channel flows - Channel functions - Functions of Distribution Channel– Structure and Design of Marketing Channels -Channel co-operation, conflict and competition – Retailers and wholesalers.

Module– VI Promotion

Promotion Decision - Promotion mix -Advertising and Sales Promotion, Advertising objectives, Advertising Decision, – Developing Advertising Programme – Role of Media in Advertising – Advertisement effectiveness - - Sales force Decision.

Module – VII Marketing Trends

Recent Trends in marketing E-business, Tele-marketing, M-Business, Relationship Marketing, Retailing, Concept Marketing and Virtual Marketing.

Recommended books

- Marketing Management: A South Asian Perspective – Kotler, Keller, Koshy & Jha, 13/e, Pearson Education, 2012
- Marketing Management, Ramaswamy V. S. & Namakumari S, 4/e, TMH, 2014
- Fundamentals of Marketing Management, Etzel M.J BJ Walker & William J. Stanton, 14/e, TMH, 2012
- Marketing Management Concepts & Cases, S.A.Sherlekar, HPH
- Marketing Management, Tapan Panda, 2/e, Excel Publication
- Marketing Management: An Applied Approach, Noel Capon & Siddharth Shekhar Singh, Wiley, 2014
- Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012
- Applied Case Studies in Marketing – Shajahan S, Primus BOOKS, 2011.
- Marketing Management – Karunakaran, HPH.
- Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas.
- Marketing- Lamb, Hair, Mc Danniel, 7/e, Cengage Learning 2012.
- Marketing: Marketing in the 21st Century - Evans & Berman, 2/e, Cengage Learning, 2005.

BUSINESS ENVIRONMENT AND CORPORATE GOVERNANCE

Paper code: IDM 1.5

OBJECTIVE:

- The present course aims at familiarizing the participants with various aspects of economic, social, political and cultural environmental factors influencing Indian business organizations.

Module 1:- Overview of business

Introduction: Concept, Nature and Scope of Business; Micro & Macro Indicators: forms of business enterprise Concept of business as a system; Business and Environment Interface; Business objectives; Business Ethics and Values; Code of Conduct and Corporate Governance.

Module 2:- Micro & macro environment

Indian Economy and Business environment: Nature and Scope, Structure of the Business Environment – Internal and External environment. Political and Legal Environment: overview, Philosophies, Political System. Economic Environment: overview, Nature of Indian Economy, Changes in recent times. Socio – Cultural Environment: Socio Cultural factors affecting the Business.

Module 3:- Private & public partnership

Structure of Indian Industry: Public and Private Sector Enterprises, Objectives of PSUs, Performance and shortcomings. Private Sector– growth, problems and prospects. SSI – Role in Indian Economy. Disinvestments in Indian public sector Units since 1991. Industry Analysis: Textiles, Electronics, Construction Automobile, FMCG, Telecom, Pharma Sectors.

Module 4:- Monetary policies

Indian Financial System : Monetary And Fiscal Policy, Economic Trends, Price Policy, Stock Exchange Of India, Role of regulatory institutions in Indian financial system – RBI and SEBI, National Income, Role of Industry in Economic Development, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation/Stagflation.

Module 5:- Global environment

Global environment: Meaning and levels of globalization, factors influencing globalization, Liberalisation/ Privatization and Disinvestments, Special Economic Zone (SEZ), concept of MNCs and TNCs, recent growth trends in major industrial segments.

Module 6:- Corporate governance

Introduction, Definition, A historical perspective of corporate governance, Issues in corporate governance, need and importance of corporate governance, benefits of good corporate governance, obligation to society, obligation to investors, obligation to employees, obligation to customers, managerial obligation, Indian cases.

Module 7:- Corporate social responsibility

Types and nature of social responsibilities, CSR principles and strategies, models of CSR, Best practices of CSR, Need of CSR, Arguments for and against CSR, CSR in Indian perspective, Indian examples.

Recommended books

- Misra S. K & Puri V. K. - *Economic Environment of Business* –, 6/e, Himalaya publishing house, 2010.
- Justin Paul. - *Business Environment: Text and Cases* - 3/e, McGraw Hill, 2011.
- Fernando A. C. - *Corporate Governance: principles, policies and practices* –2/e, Pearson, 2011.
- Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition).
- Suresh Bedi: Business Environment, Excel, New Delhi.
- Balachandran V, & Chandrashekharan V. - Corporate Governance, Ethics and social responsibility - 2/e, PHI, 2011.

MANAGERIAL COMMUNICATION

Paper code: IDM 1.6

Objectives

- This course provides essentials skills required to do effective business communication

Module 1: Introduction

Attributes of communication: Essentials of good communication. Process of communication; Receiver, sender, encoding, decoding, response; Barriers to communication: physical barriers, language (semantic barriers) socio-psychological barriers, cross cultural barriers methods to overcome the barriers.

Module 2: Objective and types of communication

Information, order, education and training, motivation, counselling, warning, request, complaint; horizontal, vertical, upward, downward communication; Channels of communication: formal and informal communication; advantages and disadvantages; Grapevine communication: introduction, advantages and disadvantages.

Module 3: Media and mode of communication

Media and Modes of communication: telephone, mobile phones, internet, print media, electronic communication, video conferencing, films, television, fax; methods of communication: verbal – oral and written; non verbal communication, body language, gesture, handshakes, posture, eye contact; graphics; Forms of communication one to one communication, group communication, types of group communication; problems of group communication.

Module 4: Marketing

Meeting: types of meetings: advantages and disadvantages of meetings; conduct of meeting, writing notice , agenda and minutes; Listening, importance of listening, steps in listening, blocks to effective listening, improving listening skills.

Module 5: Writing communication

Written Communication: Tactful use of language, handling negative-ness; active and passive voice; techniques of emphasis; Business letters, layout of business letters; parts of a letter, style of layout,

Types of business letters, personnel letters, enquiries and replies, orders and replies, complaints and claims, sales letters; Job applications, writing covering letter, writing resumes, letters to applicants.

Module 6: Summarization and Report writing

Uses of summarizing skills, Negotiation skills: Nature and need for negotiation, Factors affecting negotiation, negotiation strategies; Report writing: types of reports, structure of a report, parts, parts of a report; Presentations: layout of a presentation, advantages and disadvantages.

Module 7: Public relations and job interview

Public relations, objectives of public relations; internal public relations, external public relations; use of mass media in public relations; Interviews, purpose of interviews, types of interviews, candidate's preparation for the interview, role of the interviewer.

Recommended books

- Chaturvedi P. D, & Mukesh Chaturvedi, *Business communication: concepts, cases and applications* –,2/e, Pearson Education,2011
- Mary Ellen Guffey, *Business communication: process and product* –, 3/e, Cengage Learning, 2002.
- Communication – Rayudu C. S, HPH.
- Lesikar, Flatley, Business communication, Rentz & Pande, 11/e, TMH, 2010
- Penrose, Rasberry, Myers, *Advanced Business Communication*, 5/e, Cengage Learning, 2004.
- Lehman, DuFrene, Sinha *BCom* , Cengage Learning, 2/e, 2012
- Madhukar R. K, *Business communication*, 2/e, Vikas Publishing House.
- Ashraf Rizvi M, *Effective technical communication*, TMH, 2005.
- Sehgal M. K & Khetrupal V, *Business communication*, Excel BOOKS.
- Krizan, Merrier, Jones *Business communication*, 8/e, Cengage Learning, 2012.
- Raj Kumar, *Basic business communication*, Excel BOOKS, 2010.

INTRODUCTION TO DESIGN AND DRAWING

CODE -IDM1.7

Objectives: To develop student's skill in free hand drawings, sketching and compositions using different media.

UNIT- I: Elements of design

Point, line & composition, plane and volume, Analysis of solids and voids, Shape – natural, geometric and non-objective shapes, Texture – tactile and visual

UNIT-II: Principles of design

Contrast & Harmony, Scale & Proportion, Balance, Unity and variety

UNIT-III: Colour

Colour – colour wheel, Colour schemes , Psychology of colour, Shades and tints

UNIT-IV: Anthropometrics and Dimensioning

Basic anthropometrics, its study and the graphic representation, Proportions of male and female body on the basis of 7 ½ head, Functional dimensions

UNIT-V: Basic drawings

Lettering , Scales, Plans, Elevations & sections

UNIT-VI: Furniture layout

Furniture representation, Furniture dimensions, Clearance between furniture's, Types of furnitures

UNIT- VII: User space for different activities

Clearance for user space in drawing room, Clearance for user space in dining room, Clearance for user space in bedroom, Clearance for user space in kitchen

Recommended books

- By-M.Prathpa Rao, Interior Design Principal and Practice, Standard Publications, Delhi, 2010, 121Pages.

- By-Ahmad a. Kasu, Specification of Interior design, Iquara Publications, Delhi, 2011,
- By- Francis D.K.Ching,Corky Binggeli, Interior Design Illustrated, Wiley Publications,NewJersy,2005,345pages
- By M.C.Graw, Time saver Standards for Architectural Design Data, Publications, Delhi, 2011,918 Pages.

II SEMESTER

HUMAN RESOURCE MANAGEMENT

Paper code: IDM 2.1

OBJECTIVES

- To prepare the students to understand the changing environment and its implication for managing the Human Resources to achieve the competitive advantage and corporate excellence.
- To make the students to understand the linkages between corporate vision mission strategies policies and human resources management.
- To help the students to understand the intricacies of Human Resources management and acquire skills in effectively managing human resources in whatever functional areas of management they would be engaged

Module 1: Human Resource Management

Introduction, meaning, nature, scope of HRM. Importance and Evolution of the concept of HRM. Major functions of HRM, Principles of HRM, Organization of Personnel department, Role of HR, Manager. HRM's evolving role in the 21st century.

Module 2: Job Analysis & Human Resource Planning

Job Analysis: Meaning, process of Job Analysis, methods of collecting job analysis data, Job Description and Job Specification, Role Analysis.

Human Resource Planning: Objectives, Importance and process of Human Resource Planning, Effective HRP.

Module 3: Recruitment, Selection & Placement

Recruitment: Definition, Constraints and Challenges, Sources and Methods of Recruitment, New Approaches to Recruitment.

Selection: Definition and Process of Selection.

Placement: Meaning, Induction/Orientation, Internal Mobility, Transfer, Promotion, Demotion and Employee Separation.

Module 4: Training & Development, Performance Appraisal

Training and development: Training v/s development, Training v/s Education, Systematic

Approach to Training, Training Methods, Executive Development, Methods and Development of Management Development, Career and Succession Planning. Meaning of HRD, Importance of HRD, Difference between HRM & HRD.

Performance Appraisal: Concept of Performance Appraisal, the Performance Appraisal Process, Methods of Performance Appraisal, Essential Characteristic of an Effective Appraisal System

Module 5: International HRM

Introduction: The Enduring Context of IHRM; IHRM: Sustaining the International Business Operations; Recruitment and Selection process in International scenario, Training and Development of in multi cultural scenario; Repatriation and Knowledge Management;

Module 6: Organization Change

Organization Change: The need and importance of change, Forces of Change, Types of Change, characteristics of effective change programs, Models of Change, Resistance to change, How to Overcome resistance to change.

Module 7: Industrial relations

Industrial relations: Meaning, importance, Dunlop model of IR, Approaches to IR

Trade unions and trade unionism: Theories of trade unions, trade union law, trade unionism in India, issues and problems, employees associations, managerial unionism.

Introduction to labour Laws: Factories act 1948, workmen compensation 1923, ESI act 1948, Provident fund act 1952, Bonus act, 1965, Gratuity Act of 1972

Recommended books

- VSP Rao, *Human resource management*, EB
- Wayne F Cascio, *Managing human resources*, TMH
- Fisher, Schoenfeldt and James Shaw, *Human resource management*, Biztantra
- Raymond, John, Barry and Patrick, *Human resources management*, TMH
- Robert Mathis and John Jackson, *Human resource management*, Thomson
- Gary Dessler, *Human resource management*, Pearson
- Jyothi and Venkatesh, *Human resource management*, Oxford
- Angelo DeNisi and Ricky Griffin, *Human resource management*, Biztantra
- Wayne Mondy and Robert Noe, *Human resource management*, Pearson

FINANCIAL MANAGEMENT

Paper code: IDM 2.2

Objectives:

- To explain the basic functions and responsibilities of a financial department in a business/ firm;
- To elaborate the key decision areas in financial management-investment, financing, dividend and working capital management
- To explain the various techniques of evaluation of investment proposals
- To discuss the various factors to be considered in designing the target capital structure.

Module 1: Financial management

Introduction to financial management, objectives of financial management – profit maximization and wealth maximization. Changing role of finance managers. Interface of Financial Management with other functional areas.

Indian financial system – Primary market, Secondary market – stocks & commodities market, Money market, Forex markets. (Theory Only)

Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles (Theory only)

Module 2: Time value of money

Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization.

Module 3: Cost of Capital

Cost of capital – basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model). Cost of retained earnings. Determination of Weighted average cost of capital(WACC) and Marginal cost of capital.

Module 4: Investment decisions

Investment evaluation techniques – Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return. Estimation of cash flow for new project, replacement projects.

Module 5: Working capital management

Factors influencing working capital requirements. Current asset policy and current asset finance policy. Determination of operating cycle and cash cycle. Estimation of working capital requirements of a firm (Does not include Cash, Inventory & Receivables Management)

Module 6: Capital structure and dividend decisions

Planning the capital structure. Leverages – Determination of operating leverage, financial leverage and total leverage. Dividend policy – Factors affecting the dividend policy -dividend policies- stable dividend, stable payout.

Module 7: Emerging Issues in Financial management

Derivatives, Mergers and Acquisitions, Behavioural Finance, Financial Modelling, Financial engineering, risk management. (Theory Only)

Recommended books

- Prasanna Chandra , *Financial management* -, 8/e, TMH, 2011.
- R K Sharma and Shashi K Gupta, *Financial management*, Kalyani Publications -2012
- Khan M. Y.& Jain P. K *Financial management*, 6/e, TMH, 2011.
- Rajiv Srivastava and Anil Misra, *Financial management*, Second edition, Oxford University Press,2011
- Vanhorne, James C, *Financial management & policy*-. , 12/e, Pearson, 2002
- M Pandey, *Financial management*, Vikas Publications -2013
- Brigham & Houston, *Fundamentals of financial management*, 10/e, Cengage Learning
- Damodaran, *Corporate finance*, , 2/e, Wiley India (P) Ltd., 2000
- Paresh P., Shah, *Financial management*, 2/e, Biztantra.
- Sheeba Kapil, *Fundamentals of financial management*, Pearson, 2013

BUSINESS RESEARCH METHODS

Paper code: IDM 2.3

Course Objective

- The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and earn out business research using scientific methods and prepare research report(s) / paper (s).

Module 1 Business Research

Meaning, types, process of research- management problem, defining the research problem, formulating the research Hypothesis, develop the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.

Module 2 Types of Business Research Design

Exploratory and Conclusive Research Design Exploratory Research: Meaning, purpose, methods – secondary resource analysis, comprehensive case methods, expert opinion survey, focus group discussions. Descriptive Research - Meaning, Types

Experimental research design – Meaning and classification of experimental designs- Pre experimental design, Quasi-experimental design, True experimental design, statistical experimental design.

Observation Research – Meaning – Uses – Participation and Non-participation – Evaluation – Conducting an Observation study – Data collection

Module 3: Sampling

Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non Probability Sampling– convenience sampling- judgemental sampling, snowball sampling- quota sampling – Errors in sampling.

Module 4: Data Collection

Primary and Secondary data

Primary data collection methods - Observations, survey, Interview and Questionnaire, Qualitative Techniques of data collection. Questionnaire design – Meaning - process of designing questionnaire.

Secondary data -Sources – advantages and disadvantages

Measurement and Scaling Techniques: Basic measurement scales-Nominal scale, Ordinal scale, Interval scale, Ratio scale. Attitude measurement scale - Likert's Scale, Semantic Differential Scale, Multi-Dimensional Scaling.

Module 5: Preparing the Data for Analysis

Editing, Coding, Classification, Tabulation, Validation
Analysis and Interpretation

Module 6: Hypothesis

Meaning, Types, characteristics, source, Formulation of Hypothesis, Errors in Hypothesis Parametric and Non Parametric Test: T-Test, Z-Test, F-Test, (Theory Only)
Statistical Analysis: Bivariate Analysis (Chi-Square only), Multivariate Analysis (Theory Only)

Module 7: Report writing and presentation of results

Importance of report writing, types of research report, report structure, guidelines for effective documentation. Identify the problem and collect relevant literatures and data for analysis. Data Interpretation and report writing: Short and Long reports. Report presentation methods, ex: Power Point Presentation, etc

Recommended books

- C R Kothari, Vishwa Prakashan ,*Research methodology*,2002
- Donald R. Cooper & Pamela s Schindler *Business research methods.*, TMH/9e/2007
- SL Gupta and Hetesh Gupta, *Business research methods*, McGraw hill – 2012
- Naresh K Malhotra, *Marketing research*, Pearson Education /PHI/5e/2007
- J K Sachdeva, *Business research methodology*, HPH-2e-2011
- William M C Trochi, *Research methods*, Biztantra, 2/e, 2007
- O R Krishnaswami, M Ranganatham *Methodology of research in social sciences*,HPH, 2007
- Deepak Chawla and Neena Sondhi, *Research methodology – concepts and cases*, Vikas Publication – 2011
- C Murthy, *Research methodology*, Vrinda Publication – 2011
- O R Krishnaswami, M Ranganatham *Methodology of research in social sciences*,HPH, 2007
- Deepak Chawla and Neena Sondhi, *Research methodology – concepts and cases*, Vikas Publication – 2011
- C Murthy, *Research methodology*, Vrinda Publication - 2011

BUMASTICS

Paper code: IDM 2.4

OBJECTIVE

- To introduce analytics as a tool for business decision making
- To learn multivariate statistical methods to explain or predict the measured values
- To familiarize the use of project management evaluation techniques
- To orient the students with research tools

Module 1:- Mathematical basis for managerial decision making,

Matrices, Functions linear, quadratic exponential applications, Differentiation, Maxima & Minima
Emphasis on cost and revenue functions, Fundamentals of integration, Ratio and Proportion.

Module 2

Statistics and scope,

Application of Statistics in Managerial Decisions making, Definition of Statistics, Descriptive
Statistics: Measures of central tendency - Problems

Module 3:- Measures of dispersion

Karl Pearson correlation, Spearman's Rank correlation, simple and multiple regressions (problems on
simple regression only)

Module 4:- Probability Distribution:

Concept and definition - Rules of probability – Random variables – Concept of probability distribution
– Theoretical probability distributions: Binomial, Poisson, Normal and Exponential – Baye's theorem
(No derivation) (Problems only on Binomial, Poisson and Normal)

Module 5:- Time Series Analysis & Index Numbers:

Introduction and Objectives of Time Series-Variations in Time Series-Methods of Estimating Trend-
Laspeyre's, Paasche's, Fisher's and CPI

Module 6 :-Sampling,

Sampling distributions, Introduction to central limit theorem Estimation, confidence interval,

Module 7:- Hypothesis testing

Basic concept, Hypotheses testing for mean and proportions for small and large samples, ANOVA ONE WAY AND TWO WAY, NON parametric tests, Chi square, sign test, run test, median test rank sum test

Recommended books

- J.K.Sharma, *Business statistics*, Pearson Education, Second edition 2008.
- S. C. Gupta, *Fundamentals of statistics*, Himalaya Publishing House, 6/e, 2004
- James R. Evans, *Business analytics – methods, models and decisions*, Prentice Hall, 1st edition, 2013, ISBN – 978-0-13-295061-9
- Purba Halady Rao, *Business analytics – an application focus*, PHI Learning, 2013, ISBN 978- Statistics , Levin and Rubin, Perason, 7e
- S. P. Gupta, *Statistical Methods*, Sultan Chand & Sons, 2002
- Aczel and Sounderpandian, *Complete Business Statistics*, 6/e, Tata-McGraw Hill, 2006
- Anderson, Sweeney, William, *Statistics for Business and Economics*, Thomson James Lattin, Douglas Carroll and Paul Green,

MANAGEMENT INFORMATION SYSTEM

Paper code: IDM 2.5

Objectives:

- The primary objective of this course is to familiarize the student with basic concepts of information technology, introduce the student to business processes and latest business applications and enhance decision making capabilities through information systems.

Module 1 Introduction to Information Systems

Organization and information systems, Applications in Business, Business processes and its importance in MIS. Managers & Activities- Roles and activities, Decision making in Information system, Decision structure; Data Information systems & Strategic implications; Data and Information, System approaches, Organizational sub-systems, support system.

Module 2 Computer Fundamentals

Basic concepts of computer, Development of computer systems, Input/output devices, Generations of computer, Types of computer. Computer storage and memory- RAM/ ROM, Secondary storage devices, Hardware and software, Types of software. Computer Networks- Types of Networks- LAN, WAN, MAN, Internet and intranet, connecting to Internet, Internet Applications, Search Engines, and Network Topology. Disk operating system- DOS, Structure of DOS, BIOS, Functions of operating systems, Types of OS.

Module 3 Information system categories

Transaction processing systems (TPS): Processing types, Batch processing, Real time processing; MIS and Office Automation systems; Traditional and automated systems, Office information system integration, Collaborative systems and office management; Decision Support systems- Characteristics, Communication and data driven DSS. Expert system and executive information systems- Building blocks of expert system, EIS and its business applications.

Module 4 System Development life cycle

SDLC stages, Processes.

SDLC Models: Water fall model, Iterative model, spiral model, V-Model, Agile and RAD model. Decision table and structure diagram- Balanced decision tables, structure chart and flow chart Database- categories of database, RDBMS, database options and features, database administration.

Module 5 Electronic Business

E-commerce, e-commerce at various verticals, e-commerce in India. Electronic Commerce models, Business to consumer and consumer to business model, growth and challenges; Value Chain in electronic commerce, cycle of electronic commerce, e-commerce and business processes, online shopping and virtual community. Electronic commerce in fashion and apparel industry- an over view.

Module 6 Enterprise Resource planning

Evolution-MRP-I & MRP-II, ERP-I & ERP-II. Supply chain management systems, Logistics and inventory management systems, Information in supply chain management; Customer Relationship Management systems and Knowledge management systems- Design and implementation. ERP implementation process and challenges.

Module 7 Computer Security and ethics

Information security: Security challenges and threats, Hacking, cyber theft, software piracy, Piracy of intellectual property; Computer Security management, Virus, worms, spyware, anti-virus and firewall; Internal and external threats in an organization; Cyber terrorism.

Recommended books

- Kenneth J Laudon, Jane P. “*Management information systems*”, Laudon, Pearson/PHI,10/e, 2007
- W. S. Jawadekar, *Management information systems* “,Tata McGraw Hill Edition, 3/e, 2004
- James A. O’ Brien “Introduction to information system”, Tata McGraw Hill, 12th Edition.
- S.Sadagopan, “*Management information systems*”, PHI, 1/e, 2005
- Effy Oz, Thomson “*Management information systems*”, Course Technology, 3/e, 2003
- Lynda M AppleGate, Robert D Austin, *Corporate information strategy and management*, Tata McGraw Hill, 7th Edition.

STRATEGIC MANAGEMENT AND BUSINESS LAW

Paper code: IDM 2.6

Objectives:

- To explain, core concepts in strategic management to provide examples of their relevance and use by actual companies
- To focus on what every student needs to know about formulating, implementing and executing business strategies in today's market environments
- To equip students to have the glimpses of various business legislations in the global environment and to make students understand legislations and enabling them to assert their rights emerging out business at the same time knowing the compliance of legal requirements of business transactions.

Module 1: Meaning and Nature of Strategic Management

Its importance and relevance. Characteristics of Strategic Management. The Strategic Management Process. Relationship between a Company's Strategy and its Business Model.

Module 2: Strategy Formulation

Developing Strategic Vision and Mission for a Company – Setting Objectives – Strategic Objectives and Financial Objectives – Balanced Scorecard. Company Goals and Company Philosophy. The hierarchy of Strategic Intent – Merging the Strategic Vision, Objectives and Strategy into a Strategic Plan.

Module 3: Analyzing a Company's External Environment

The Strategically relevant components of a Company's External Environment – Industry Analysis – Industry Analysis – Porter's dominant economic features – Competitive Environment Analysis – Porter's Five Forces model – Industry driving forces – Key Success Factors – concept and implementation.

Module 4: Analyzing a company's resources and competitive position

Analysis of a Company's present strategies – SWOT analysis – Value Chain Analysis – Benchmarking Generic Competitive Strategies – Low cost provider Strategy – Differentiation Strategy – Best cost provider Strategy – Focused Strategy – Strategic Alliances and Collaborative Partnerships – Mergers and Acquisition Strategies – Outsourcing Strategies – International Business level Strategies.

Module 5: Introduction to business law in India

Growth and Sources of Business Laws-Scope of Business Law- Essential elements of the legal system- Law and the legal system; Sources of law; The law of obligations; The Indian Contract Act, 1872-The Indian Sale of Goods Act 1930-The Partnership Act 1932-The Negotiable Instruments Act, 1881-The Industries (Development & Regulation) Act 1951-The Companies Act-1956-The MRTP Act-1969-The Prevention of Food Adulteration Act-1954-The standards of Weights and Measures Act 1958-The Packaged Commodities Rules-1975-The Consumer Protection Act-1986

THE INDIAN PATENT ACT, 1970 & 2004: Patent, patentee, Inventions and Non inventions, EMR, grant of patent, opposition to patent, surrender of patent, infringement of patent, Copy right and design

Module 6: The Information Technology Act and Foreign Exchange Management

THE INFORMATION TECHNOLOGY ACT, 2000: Significance of E- Commerce and E governance, paperless society importance terms in IT Act, digital signature, certifying; authority, computer resources, cyber crimes, offences and penalties;

FOREIGN EXCHANGE MANAGEMENT ACT, 1999: Definition of Foreign Exchange, money changer, rules regarding ownership of immovable property, money laundering, hawala transaction, directorate of enforcement, penalties and offences.

MODULE: 7 WOMEN AND HUMAN RIGHTS ACT WORK-PLACE AND ENVIRONMENT PROTECTION ACT, 1986

WOMEN AND HUMAN RIGHTS AT WORK-PLACE: Gender Equality, harassment of women in organisation, types, fundamentals rights, nature of human rights, NHRC, UN protocol on Human Rights, Job reservation in private sectors, discrimination, whistle blowing, pros and cons, Supreme Court on protecting women rights at workplace.

ENVIRONMENT PROTECTION ACT, 1986: concepts of environment, environment; pollution, environment pollutants, hazardous substance, occupier, types of pollution; global warning, causes for ozone layer depletion, remedies, powers and rules of central; government to protect and promote environment in India.

Recommended books

- S.S. Gulsan (2006) “ Business Law”, 3rd Edition, Excel Books, 2006

- Akhileshwar Pathak (2009), “Legal Aspects of Business”, 4th edition, Tata McGraw - Hill Education
- K.R. Bulchandani(2012), Business Law for Management, 6th edition, Himalaya Publishing House Pvt. Ltd.
- P.K. Goel,(2006) “Business Law for Managers”, Biztantra/Wiley India, 2006
- C L Bansal (2007),” Business and Corporate Laws”, Excel Books, 2007
- Sarvanvel and S. Sumathi (2005) “Business Law for Management”, Himalaya Publishing House Pvt. Ltd, 2005
- M.C Kuchhal & Vivek Kuchha (2013) “Business Law”, S.Chand (G/L) & Company Ltd; Sixth edition (2013)
- Bose D. Chandra (2008) “Business Law”, PHI Publications (2008)
- Crafting and Executing Strategy, Arthur A. Thompson Jr., AJ Strickland III, John E Gamble, 18/e, Tata McGraw Hill, 2012.
- Strategic Management - Analysis, Implementation, Control, Nag A, 1/e, Vikas, 2011.
- Strategic Management, Kachru U, Excel BOOKS, 2009. 31
- Strategic Management, Saroj Datta, jaico Publishing House, 2011.
- Contemporary Strategic Management, Grant, 6/e, 2012, Wiley India.

COMPUTER AIDED INTERIOR DESIGN

Paper code: IDM2.7

Objectives:

- To understand general use of computers and use of computer for design of 2 dimensional objects.

UNIT-I: Fundamentals of CAD

Tool bars, Page set up, Unit setting, osnap setting

UNIT-I: Basic Drawings.

Lines pline,pline spline, Circles, arc, & donut, Polygon, ellipse, rectangle, ERASE Selection tools

UNIT-III: Basic editing objects

Copy, move, Mirror, offset array, Rotate, scale, stretch, Trim and extend chamfer, fillet

UNIT-IV: Setting out of properties

Hatch, Layer setting, Dimensions, Texts

UNIT-V: Advanced object creation

Block creation and editing, Union, subtract & intersecting, 3d mirror and rotating, Revolve Extrude

UNIT-V: Advanced features

Import images, Templates, Design centre, Rendering

UNIT-VII: page setup & plot styles.

Layouts, Plot styles, Scale setting, Page settings

Recommended books

By K.R.Gopalkrishna, Computer Aided Engineering Drawing,A.Prakash,and A.P Pradeep Publishers, Bangalore,2013,431Pages.

III SEMESTER

ENTREPRENEURSHIP DEVELOPMENT

Paper code: IDM 3.1

Total theory hours: 56

Total Units: 07

Objectives:

- This course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business

Module-1 Concept and Emergence of Entrepreneurship

Entrepreneurship: concept, knowledge and skills requirement; Characteristics of entrepreneurs, Role of entrepreneurship in economic development; Value addition and Employment Creation Entrepreneurship process, factors impacting emergence of entrepreneurship; Managerial V/S entrepreneurial approach and emergence of entrepreneurship; Women Entrepreneurship in India - Growth and Possibilities; Entrepreneurship Development in Urban India

Module-2 Starting Business

Starting the venture, generating business idea sources of new ideas; methods of generating ideas, creative problem solving, opportunity recognition; environment scanning ;competitor and industry analysis,

Module-3 Feasibility Study

Feasibility study, market feasibility; technical/operational feasibility; financial feasibility;

Module-4 Business Plan

Business plan; preparing project report; presenting business plan to investors; Why Business Plans Don't Get Funded: An Entrepreneurial Perspective; Community Environment for Entrepreneurship; Functional plans,

Module-5 Marketing and Manpower Planning

Marketing plan -marketing research for the new venture; steps in preparing marketing plan, contingency planning; organizational plan – form of ownership; designing organization structure, job design, manpower planning; financial plan; cash budget, working capital; proforma income statement; proforma cash flow, proforma balance sheet, break even analysis;

Module-6 Small Scale Industries and Financial Institutions

Meaning and Growth of MSEs; Small Scale Industries; Significance; problems and remedies; Industrial Policies; foreign direct investment (FDI); Sources of finance, debt or equity financing, commercial banks; venture capital, Financial Institutions supports Entrepreneurs,

Module- 7 National Skill Development Programs for Entrepreneurship

National Policy for the Development of Women Entrepreneurs in India; National Skill Development; Skill Development in India: Vocational Education and Training System; supporting entrepreneurs

Recommended books

- Allen, Kathleen R, (2006) “*Growing And Managing a Small Business An Entrepreneurial Perspective*” Publisher- Houghton Mifflin College Div
- Madhurima Lall & Shika Sahai (2008) *Entrepreneurship, Excel Publication, 2nd edition*
- Arun Mittal & S L Gupta (Author) (2011), “*Entrepreneurship Development*”, International Book House Pvt. Ltd. (2011)
- G.R Krishna, Nobert Koubek, A.K. Singh, Nagendra.S (2011) “*Entrepreneurship And Development*”, Edited Book, SITA publications , Mumbai, 2011
- Rajeev Roy (2011) “*Entrepreneurship*” Oxford Higher Education, Aug-2011

OPERATIONS RESEARCH

Paper code: IDM 3.2

Module I: Introduction to Operations Research.

Definition, Scope of Operations Research, characteristics, advantages and limitations. Quantitative approach to decision making, models & modelling in Operations Research.

Module II: Linear programming

Structure of linear program model, Assumption, Advantages, Limitations, General mathematical model, Guidelines for formulation of linear programming model, graphical method, algorithm (Only illustrative problems) Duality in linear programming..

Module III Transportation problem

General structure of transportation problem, methods of finding initial basic feasible solution (NWCM, LCM & VAM), test for optimality (MODI Method), degeneracy (theory only), Assignment problems, Introduction, General structure. problems on minimization & maximization

Module IV: Decision theory

Decision under uncertainty- Maxmin & Minmax, decision under Risk- Expected Value, decision tree problems. Job Sequencing- N Jobs-two machines and N Jobs-three machines, 2 jobs-M machines cases.

Module V Theory of games

Formulation of game models, Two person Zero sum games & their solution, $2 \times N$ and $M \times 2$ games, pure strategy games with saddle point, Mixed strategies (Graphical and algebraic methods), Limitations of game theory.

Module VI Simulation

Process of simulation, types of simulation, steps in simulation process, Monte Carlo simulation, application in queuing, inventory, finance, marketing and HR areas, Advantages & Disadvantages.

Module VII Queuing theory

General structure of queuing system, operating characteristics of queuing system, Queuing models (Problems on M/M/1)

Module VIII Project management

Structure of projects ,phases of project management-planning, scheduling, controlling phase, work break down structure, project control charts, network planning, PERT & CPM ,Network components & precedence relationships, critical path analysis, probability in PERT analysis, theory of crashing. Practical Components:

Recommended books

- Sharma S. D, Kedar Nath, *Operations Research: Theory, Methods and Applications*, Ram Nath & Co.
- *Operations Research: An Introduction* Taha H. A, 9/e, PHI 39
- Sharma J. K, *Operations Research: Theory and Applications*, 4/e , Macmilan, 2010
- Vohra N. D, *Operations Research*, 4/e, TMH, 2010.
- Anand Sharma, *Operations Research*, HPH.
- Anderson Sweeney, Williams, *Quantitative Methods for Business*10th edition, Cengage, 2011
- Frederick S. Hillier, Gerald J. Lieberman, *Introduction to Operations Research*, 9/e, Tata McGraw-Hill, 2011.
- Kalavathy S, *Operations Research*; 3/e, Vikas Publishing House.
- Samuel J. Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margrett M. Sutton with MR Gopalan, *Project Management*, Wiley India, 2011.
- Kothari C R, *An Introduction to Operations Research - 3/e*, Vikas Publishing House, 2011.
- Anitha H. S, *Operations Research* –Excel Books, 2010.

CUSTOMER RELATIONSHIP MANAGEMENT

Paper code: IDM 3.3

Objectives

- To understand the working concepts and principles of CRM
- To understand and manage Customer Relationship.
- To understand trends of CRM as an IT enabled function

Module: I Introduction to CRM

History of CRM, Definition and concepts of CRM, Marketing Era - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling -Service Level Agreements (SLAs).

Module: II Marketing concepts in CRM

CRM in Marketing, importance of CRM- One-to-one Relationship Marketing - Cross Selling & up Selling- Customer Retention, Behaviour Prediction - Customer Profitability & Value -Channel Optimization - Event-based marketing.

Module: III CRM and Customer Services

CRM and Customer Service - The Call-Centre, Call Scripting - Customer Satisfaction Measurement. Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation.

Module: IV E-CRM

CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

Module: V CRM Analysis

Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts- Data analysis - Market Basket Analysis (MBA), Personalization and Collaborative Filtering.

Module: VI CRM Implementation

CRM Implementation - Defining success factors - Preparing a business plan requirements, Choosing CRM tools –and approaches- Managing customer relationships

Module: VII CRM Strategy and scenario

Re setting the CRM strategy. Selling CRM internally - CRM development Team - comparison of Indian and international scenario.

Recommended books

- Alok Kumar Rai, *Customer relationship management concept & cases*, Prentice Hall of India Private Limited, New Delhi. 2011
- S. Shanmugasundaram, *Customer relationship management*, Prentice Hall of India Private Limited, New Delhi, 2008
- Kaushik Mukherjee, *Customer relationship management*, Prentice Hall of India Private Limited, New Delhi, 2008
- Jagdish Seth, et al, *Customer relationship management*
- V. Kumar & Werner J., *Customer relationship management*, Willey India, 2008

CONSTRUCTION MATERIALS

Paper Code: IDM3.4

Objectives: To understand the building materials and its construction.

DETAILED SYLLABUS:

UNIT-I: building terminology

Walls –bearing and load bearing walls, Openings, Floors, Roofs

UNIT-II: brick & stone masonry

Types of stones, Dressing of stones / finishes& its application in interiors, Types of bricks – Traditional, wire cut, moulded bricks and its sizes, Bricks in Interiors

UNIT-III: Cement / mortar and its application

Types of cement, Mortar – its properties, Types of mortar – lime mortar, cement mortar, Concrete and admixture

UNIT-IV: Timber and its usage in construction

Timber – as a building material-Seasoning & preservation of timber, Hardwood & softwood. Fibre board, Industrial timber – ply woods B.B, Market survey – sizes & rates, brands

UNIT -V: Ferrous and Nonferrous materials

Steel, Steel – uses in Building construction, Aluminium, Applications of Aluminium in interiors.

UNIT -VI: Glass and window treatment

Shutters, draperies and curtains, Blinds, shades used for windows, Different types of fabrics suitable for window treatment, Glass – different types and its uses.

UNIT -VII: Paints and Wall Finishes

Paint characteristics, its ingredients. method of application, painting process, Water based paints, Cement paints, Oil based paints, oil paints

Reference books

- Sushil Kumar, Building Construction ,Standard Publishers Distributors, Delhi Pg : 812
- S.P. Arora, S.P. Bindra ,Text book of Building Construction, Dhanpat Rai Publications New Delhi
- Gurcharan Singh, Building materials ,Standard Publishers Distributors , Delhi , Pg : 1378
- Rangwala , Building Construction ,Charotar Publishing House Pvt. Ltd. ,Gujurat , Pg : 752

CONSTRUCTION AND DETAILING

Paper Code: IDM3.5

Objective: To give introduction to building and interior element and construction methods and materials

UNIT-I: Arches & Lintels

Classification of arch – according to shape, Classification of arch – according to material, Lintels – classification according to material, Classification of arch according to number of centres

UNIT-II: Doors

Types of doors based on materials. Types of doors based on method, Types of doors based on design, Special types of doors

UNIT-III: Windows

Types of windows based on materials, Types of windows based on method, Types of windows based on design, Special types of windows

UNIT-IV: Staircases

Terminology, Types of stairs – straight, dog-legged, circular, spiral, Stairs of different material – timber, steel, RCC, Balustrades and hand rails

UNIT-V: False ceiling

Types of false ceiling & Materials for false ceiling, Wooden & gypsum board false ceiling, Plaster of Paris & False ceiling, PVC and decorative sheets False ceiling

UNIT-VI: Carpentry joints

Principles, classification and Terminology in joints, lengthening & widening joints, angle & oblique joints, bearing & framing joints

UNIT-VII: Partitions and structural glazing

Block partitions, Metal stud partition, Gypsum board partition, Glazed partitions

Reference books

- Sushil Kumar, Building Construction ,Standard Publishers Distributors, Delhi Pg : 812
- S.P. Arora, S.P. Bindra ,Text book of Building Construction, Dhanpat Rai Publications New Delhi
- Gurcharan Singh, Building materials ,Standard Publishers Distributors , Delhi , Pg : 1378
- Rangwala , Building Construction ,Charotar Publishing House Pvt. Ltd. ,Gujurat , Pg : 752

INTERIOR SPACE PLANNING

Paper code: IDM3.6

Objective:

- To understand the basic procedure of analysing the design.

DETAILED SYLLABUS:

UNIT-I: Program development

Data collection, Analysis – activity and dimension, Synthesis – zonal and block diagram, Execution

UNIT-II: Space development

Building conceptual concepts, Present preliminaries, Develop final plan, Present final plan using

UNIT-III: Construction documents

Revised final design, Construction plans, electrical plans, Furniture plan

UNIT-IV: Consult with consultants

Acoustical consultant, Lighting consultant, Plumbing consultant, Ac consultant

UNIT-V: Space development in residential buildings

Literature & case study, Data collection & area analysis, Zonal and block diagram, Design development

UNIT-VI: Space development in commercial buildings

Literature & case study, Data collection & area analysis, Zonal and block diagram, Design development

UNIT-VII: Space development in institutional buildings

Literature & case study, Data collection & area analysis, Zonal and block diagram, Design development

Reference books

- By-M.Prathpa Rao, Interior Design Principal and Practice, Standard Publications, Delhi, 2010, 121Pages.
- By-Ahmad a. Kasu, Specification of Interior design, Iquara Publications, Delhi, 2011,
- By- Francis D.K.Ching,Corky Binggeli, Interior Design Illustrated, Wiley Publications,NewJersy,2005,345pages
- By M.C.Graw, Time saver Standards for Architectural Design Data, Publications, Delhi, 2011,918 Pages.
- By M.C.Graw Time Saver Standards for Building Types, Hill Book Company Publications,

INTERIOR SERVICES

Paper Code – 3.7

Objectives:

- To impart the knowledge and skills required for understand the internal building services and their integration with interior design

UNIT-I: Lighting and ventilation

Daylight factor & Guidelines for good natural lighting, Factors affecting illumination /Reflection and transmission, Different types of lighting arrangements, Principles of lighting /Luminous intensity of light sources

UNIT-II: Lighting fixtures of wiring

Types of fixtures and luminaries & Lighting accessories, Protection devices & Earth protection, Guidelines for electric distribution system, Types of intercoms and PABX systems

UNIT-III: Calculation of artificial lighting and electrical wiring

Recommended level of illumination, Guidelines for lighting design & Lumen method of design, Wiring process & Wiring layout of a house, Wiring plan and symbols/legend

UNIT-IV: Air conditioning – need and different types

Need and atmospheres conditions for human comfort, Process of air conditioning & system, Window units & Split air conditioners – floor, wall and ceiling, Installation practices for air cooled units

UNIT-V: Water supply

Systems of water supply, Calculation of water supply needs regiments & storage, Water supply in multi storage building, water supply drawings and symbols

UNIT-VI: Sanitation

Drainage system, types of plumbing systems, Septic tank/Inspection chambers / man hole, Different types of sanitary fixtures Toilet planning /detailing

UNIT-VII: Fire protection

Causes of fire and preventive measure, Fire resisting construction, Responsible of designer towards fire resistance & requirements, Interior detailing for fire protection

Reference books

- By-Ahmad a. Kasu, Specification of Interior design, Iquara Publications, Delhi, 2011,
- By- Francis D.K.Ching, Corky Binggeli, Interior Design Illustrated, Wiley Publications, New Jersey, 2005, 345 pages
- By M.C.Graw, Time saver Standards for Architectural Design Data, Publications, Delhi, 2011, 918 Pages.

IV SEMESTER

TOTAL QUALITY MANAGEMENT

Paper code: IDM4.1

Module 1 Introduction

Introduction to TQM, Meaning of the terms quality, quality control and quality assurance, importance of quality, quality dimensions of products and services, quality and competitive advantage, cost of quality, TQM, Evolution of TQM, Basic principles of TQM, TQM VS Traditional management, advantages of TQM

Module 2 Quality control and improvement tools

Quality Control tools: Introduction, 7 tools of quality control (Old & New) Poka-yoke, Quality Function Deployment

Module 3 Benchmarking and Kaizen

Benchmarking Definition, reasons for benchmarking, types of benchmarking, process of benchmarking, Benefits of benchmarking, Obstacles to successful benchmarking Concept of Kaizen and its applications

Module 4 Quality Management Systems (QMS)

Introduction, meaning of QMS, ISO; 9000, Benefits of ISO, ISO 9000-2008 series, implementation of ISO 9000; Problems related to ISO 9000, QS 9000, Need for QS 9000, QS 9000 series; ENVIRONMENTAL MANAGEMENT SYSTEM (EMS), ISO 14000 series; Benefits of ISO 14000, Integrating ISO 9000 & 14000, SEI-CMM level 5

Module 5 Six Sigma

Introduction to Six Sigma Historical developments, statistical framework for six sigma, Training for Six Sigma, Benefits of Six Sigma, Six sigma and TQM. Overview of master Black \$ green Belt

Module 6 TQM models and Quality Awards

Deming-Deming's chain reaction, Deming's principles, deadly sins, PDCA cycle, Juran's Quality trilogy, Juran's breakthrough sequence Quality Awards : Introduction, Need for Quality Awards,

Deming Prize and its features, MBNQA and its features, European quality award and its features, Golden peacock award, TQM models.

Module 7 Business Process Re-engineering (BPR)

Introduction, Need for BPR, Implementing BPR, Steps in BPR, Re-engineering Vs. TQM, BPR Vs. Kaizen, Re-engineering the structure, Human reengineering, change management and BPR, BPR and IT, Advantages and Limitations, Indian examples of BPR

RECOMMENDED BOOKS:

- James R. Evans, *Management and control of quality*, 8/e 2012, CengageLearning
- Dale.H. Besterfield, *Total quality management*, 3rd Edition, PearsonEducation
- G. Nagalingappa & ManjunathVS, *Total quality management text and cases*, Excelbooks.
- Shridhar Bhat, *Total quality management*, Himalaya Publication119
- Poornima M.Charantimath, *Total quality management*, PearsonEducation.

SERVICE MARKETING

Paper code: IDM 4.2

OBJECTIVE:

- To acquaint the students to the uniqueness of the services characteristics and its marketing implications.
- To discuss measure and analyse several facets in the area of services marketing essential for the success of a service sector firm.
- To expose the students to marketing in various services industries of India.

Module 1:- INTRODUCTION

Introduction to services: Concepts, Contribution & reasons for the growth of services sector, Difference in goods and service in marketing, Myths about services, Characteristics of Services, Concept of service marketing triangle, Service marketing mix, GAP models of service quality. Marketing challenges in service industry.

Module 2:- FOCUS ON CONSUMER

Consumer behaviour in services: Search, Experience and Credence property, Customer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services.

Customer perception of services: - Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.

Module 3:- CUSTOMER EXPECTATION

Understanding customer expectation through market research: Key reasons for GAP 1, Using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies Relationship marketing, Evaluation of customer relationships, Benefits of customer relationship, levels of retention strategies.

Module 4:- SERVICE STANDARDS

Leadership & Measurement system for market driven service performance- Key reasons for GAP 2- service leadership- Creation of service vision and implementation, Service quality as profit strategy.

Service design and Positioning – Challenges of service design, new service development – types, stages. Service blue printing- Using & reading blueprints.

Service positioning – positioning on the five dimensions of service quality, Service Recovery.

Module 5:- SERVICE DESIGNING

Employee role in service designing: Importance of service employee, Boundary spanning roles, Emotional labour, Source of conflict, Quality –productivity trade off, Strategies for closing GAP 3.

Customer's role in service delivery- Importance of customer & customer' srole in service delivery, Strategies for enhancing- Customer participation, Delivery through intermediaries- Key intermediaries for service delivery, Intermediary control strategies.

Module 6:- DEMAND & CAPACITY

Managing demand and capacity – Lack of inventory capability, Understanding demand patterns, Strategies & Tools for matching capacity and demand, coping with fluctuating demand, waiting line strategies.

Module 7:- SERVICE QUALITY MANAGEMENT

Pricing of services- Role of price and value in provider GAP 4, Role of non-monitory cost, Price as an indicator of service quality Approaches to pricing services, pricing strategies.

Recommended books

- Services Marketing-Valarie A. Zeithmal & Mary Jo Bitner, 5/e, TMH, 2011.
- Services Marketing: Operation, Management, and Strategy-KennethE Clow & David L Kurtz, 2/e, Biztantra, 2007.
- Services Marketing: The Indian Perspective-Ravi Shankar, Excel BOOKS, 2006
- R. Srinivasan, ” Services Marketing — The Indian context”, First Edition, Prentice Hall of India, 2004
- Rajendra Nargundkar - Services Marketing - 3/e, TMH, 2010.

ESTIMATION AND COSTING IN INTERIOR DESIGN

Paper code: 4.3

Objectives:

- To develop skills of estimating and costing for the interiors and different methods of estimation

UNIT-I: Cost estimation

Cost influences and construction costs, Ff and e, Contractors overhead and profit, Professional fees taxes and contingencies

UNIT-II: Methods of estimation

Introduction, Square footage, Parameter, Item - wise – take - offs

UNIT-III: Specification

Types of specifications – introduction, Prosperity specification, Based – bid specifications, Descriptive specifications

UNIT-IV: Writing of specification

Guidelines for writing specifications, Coordination with the construction drgs, Checklist for specification, Specification for civil works, carpentry, flooring, lighting & plumbing

UNIT-V: Detailed estimation of house civil work

Walls. Doors and Windows, Plastering, Flooring, Paintings

Unit-VI: detailed estimation of house interior

Wood work, Plumbing fixtures, Lighting fixtures, Furnishings

UNIT-VII: detailed estimation of house with specification

Specification for civil works with quantity-painting, plastering, flooring, Specification for wood work with quantity, Specification for plumbing fixtures and lighting, Specification for Furnishings

Reference books

- B.N.Datta, *Estimation and costing* , Publications, 2010, Delhi, 415 Pages

- Sandeep mantra, Practical building construction and its management.Publications,2010,Delhi,565 Pages

PROFESSIONAL PRACTICE IN CONSTRUCTION MANAGEMENT

Paper Code: 4.4

THEORY - 60HRSPRACTIACL –00HRS

Objectives: To impart knowledge of practice in the construction industry. To develop the knowledge of management, administration and organization including duties and responsibility.

UNIT-I: Ways of Practice

Working in established and small firm – advantages and disadvantages, Joining a show room – advantages and disadvantages, Freelance work – advantages and disadvantages, Partnership and associate ship– advantages and disadvantages

UNIT-II: Interior Designer & Clients

Ideal client& Bad client, searching for a client, Role of an interior designer and necessity, Project execution

UNIT-III: Tendering & Arbitration

Tendering for a project, The work order, Arbitration, Professional bodies and arbitration

UNIT- IV: Code & ethics

Code of professional conduct of interior designs, Payment of subscription, Members and their responsibility Trade members, Associate and fellow members.

UNIT-V: Study of management and organization

Study of management and organization including duties & responsibility, Objectives of project management, Classification Principles and functions of management, Types of business organization with their merits and demerits

UNIT-VI: Project Planning

Pre-tender planning, Planning during tendering, Post tender advantage, Bar chart, their advantages and limitations, Mile stone chart, Networks analysis – cpm& pert with problems.

UNIT-VIII: Project scheduling controlling& Valuation

Construction schedule (related to interior design field), Labour schedule, Material schedule, Financial schedule Equipment schedule, Organization schedule

Reference books

- By -Sandeep mantra, Practical building construction and its management.Publications,2010,Delhi,565 Pages
- By-Ahmad a. Kasu, Specification of Interior design, Iquara Publications, Delhi, 2011,
- By- Francis D.K.Ching,Corky Binggeli, Interior Design Illustrated, Wiley Publications,NewJersy,2005,345pages

INDUSTRIAL APPRENTICESHIP

Paper Code – 4.5

Objectives:

The objectives of the internship are to enable students to gain knowledge on functioning of architectural / interior enterprise through on job training in various reputed architectural / interior organizations for 45 days.

PROJECT WORK

Paper Code: 4.6

Objectives: The objectives of the project work are to enable students to gain knowledge on functioning of interior / architectural enterprises.

UNIT-I: Analysis

Introduction to topic, Scope of the topic, Literature case study, Case study

UNIT-II: Synthesis

Introduction to topic, Data collection, Requirements and area chart, Concept presentation, Bubble diagram

UNIT-III: Design Development

Architectural Plan, Furniture layout development, flooring plan development, lighting plan development

UNIT-IV: Elevation development

Corridor elevations, Common area elevations, Inside elevations, Details of elevations

UNIT-V: Sections & details

Common area sections, Detailed sections, Details of furniture's, Detailed sections of joints

UNIT-VI: Project report

Scope of the topic, Literature case study & Case study, Design Process, Conclusions

UNIT -VI: Estimation of a project

Civil work estimation, Wood work estimation, Lighting plumbing &Furnishing estimation, Labour, material, & organisation schedules