

**DKTE Society's**  
**TEXTILE & ENGINEERING INSTITUTE**  
**(An Autonomous Institute)**  
**Rajwada, Ichalkaranji 416115**

**DEPARTMENT: MASTER OF BUSINESS ADMINISTRATION**

**CURRICULUM**

**Master of Business Administration (Textile) Program**

**First Year**

With Effect From

2017-18



**First Year PG Program in MBA-Textile  
Semester-I**

Sr. No	Course Code	Name of the Course	Teaching Scheme				Credits
			Theory Hrs/Week	Tutorial Hrs/Week	Practical Hrs/Week	Total	
1	MTL117	Principles of Textile Management	3	1	-	4	4
2	MTL118	Management Accounting	3	1	-	4	4
3	MTL119	Business Statistics for Managers	3	1	-	4	4
4	MTL120	Fibre to Yarn Manufacturing	3	1	-	4	4
5	MTL121	Information Technology for Managers	3	1	-	4	4
6	MTL122	Organizational Behaviour	3	1	-	4	4
7	MTL123	Business Law	3	1	-	4	4
8	MTL124	Managerial Communication and Soft Skills	3	1	-	4	4
Total			24	8	0	32	32

**MBA (TEX) First Yr. SEM- I**  
**MTL117: Principles of Textile Management**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1.	To know the role of manager and functions of management
2.	To gain a basic understanding of principles of management including planning, organizing.
3.	To gain a basic understanding of concepts for managing people including staffing, directing and controlling
4.	To develop an awareness about management practices and trends.

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1.	Understand the role of manager and functions of management.
2.	Understand the principles of management including planning, organizing.
3.	Understand the basic concepts for managing people including staffing, directing and controlling
4.	Understand management practices and trends.

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<b>Introduction To Management</b> <ul style="list-style-type: none"> <li>- Meaning, definition and importance of management in textile.</li> <li>- Functions of Management</li> <li>- Functional Area of Management</li> <li>- Principles of scientific management by F.W.Taylor and Henry Fayol.</li> <li>- Elements of scientific management</li> <li>- Contribution of F.W.Taylor</li> <li>- Contribution of Peter Drucker</li> </ul>	<b>13</b>
<b>Unit 2.</b>	<b>Planning</b> <ul style="list-style-type: none"> <li>- A) Meaning, Steps in planning process,</li> <li>- Types of Planning. limitations of planning</li> <li>- B) Decision making-Meaning, Definition, Process of decision making</li> </ul>	<b>13</b>

<b>Unit 3.</b>	<p><b>Organizing</b></p> <ul style="list-style-type: none"> <li>- Meaning, Definition, Steps in organizing process</li> <li>- Forms of Organization-</li> <li>- Features, advantages and limitations</li> <li>- Organization Structure and its importance</li> <li>- Departmentalization- Process, need and importance</li> <li>- Authority-Definition, features</li> <li>- Delegation-Meaning, Definition, Importance and advantages</li> <li>- Responsibility-Meaning, Definitions, Elements</li> <li>- Types of Organization Structure in textile industry.</li> </ul>	<b>13</b>
<b>Unit 4.</b>	<p><b>Controlling In Textile</b></p> <ul style="list-style-type: none"> <li>- Meaning, Process, types of control</li> <li>- Techniques of Control in textile industry</li> </ul> <p><b>Management In Future</b></p> <ul style="list-style-type: none"> <li>- Management Challenges and tasks. Skills needed by textile managers in future</li> <li>- Changes In managerial functions and new managerial systems in textile industry.</li> <li>- Relevant Case studies in textile.</li> </ul>	<b>13</b>

<b>Reference Books</b>	
<b>1.</b>	Koontz and Weirich (2009), "Essentials of Management", 5th Ed TATA McGraw hill publishing.
<b>2.</b>	L.M. Prasad (2011) "Principles of Management Sultan Chand & Sons."
<b>3.</b>	T,Ramasamy (2010),"Principles of Management", 1st Ed, Himalaya Publishing House
<b>4.</b>	Robbins Stephen P. and Decenzo David (2002) , "Fundamentals of Management"-3rd Ed Pearson Education
<b>5.</b>	P C Tripathi and P N Reddy (2012) , "Principles of Management",5 <sup>th</sup> Ed McGraw hill publishing.
<b>6.</b>	Sherlekar S.A (2016), "Modern Business Administration and Management", 4th Ed Himalaya Publishing.

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**MBA (TEX) First Yr. SEM- I**  
**MTL118: Management Accounting**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives -</b>	
1.	To understand the conceptual basis for accounts.
2.	To understand the orientation to financial statements.
3.	To Study and understand the Cost Accounting.
4.	To Study and understand the Management Accounting.

<b>Course Outcomes -</b>	
At the end of the course students will be able to-	
1.	Understand the forms of Business Organizations, Basic framework of Accounting, Branches of Accounting, Fraud and Ethical Issues in accounting.
2.	Understand and will be able to prepare financial statements.
3.	Understand and will be able to prepare cost sheets and will be able to manage inventory by different inventory valuation methods.
4.	Understand and will be able to prepare marginal costing statements and make decisions based on CVP analysis.

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<b>Conceptual Basis For Accounts</b>  Introduction, Meaning and definition, understanding forms of Business Organizations, Basic framework of Accounting, objectives and purpose of Accounting information, users of Accounting information, Branches of Accounting, Fraud and Ethical Issues in accounting.	<b>13</b>
<b>Unit 2.</b>	<b>Module Two: Orientation To Financial Statements</b>  Income statement, Balance sheet and notes to accounts – Terms and Jargons in financial statements, Accounting concepts and conventions.	<b>13</b>
<b>Unit 3.</b>	<b>Cost Accounting:-</b>	<b>13</b>

	Meaning, objectives, scope, importance and advantages, Elements of cost: - Material, Labour and overheads; preparation of Cost sheet. Inventory valuation methods, Depreciation Methods - Straight Line Method and written Down value method.	
<b>Unit 4.</b>	<p><b>Management Accounting</b></p> <p>Management Accounting - Concept, meaning, Definition, Features, Functions. CVP Analysis - Contribution, PV Ratio, BEP, Margin of Safety, Angle of incidence.</p> <p>Difference between financial and cost accounting and Management Account</p>	<b>13</b>

**Note: - Theory all units, Problems on- 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> Chapter.**

<b>Reference Books</b>	
1	L.S.Porwal , “Accounting Theory – An Introduction”, Tata McGraw Hill, New Delhi, 1994.
2	B.I. Benerjee, “Financial Policy and Management Accounting”, World Press, Calcutta, 1993. Hingarani,
3	N.L and Ramanathan, “Management Accounting”, 5th edition, New Delhi, Sultan Chand, 1992. Horngreen Charles etc.
4	R.Narayanaswamy, “Financial Accounting – A Managerial Perspective”, PHI, New Delhi 2000 1st Edition.
5	M N Arora, “Cost Accounting – Principles and Practices” , Vikas Publishing House. Khan and Jain, “ Management Accounting”, Tata McGraw Hill Publishing , New Delhi 1993- 3rd Edition
6	S.N. Maheshwari, “ Corporate Accounting for Managers”, Vikas Publishers
7	Jain S. P and Narang K L, “Financial Accounting” , Kalyani Publishers.
8	Gupta R. L & Radhaswamy M, Sultan, “Advanced Accountancy”, Chand Publications.
9	Maheswari S. N, Maheswari Sharad K. Maheswari, “Accounting For Management”, Vikas Publishing house (P) Ltd.
10	Walter W. Meigs, “Accounting for Management – Planning and Control”, Tata McGraw Hill, New Delhi.
11	Narayanaswamy, “Financial Accounting: A Managerial Perspective”, R, 5/e , PHI, 2014
12	Jain S.C. and Narang K.L. “Advanced Cost Accounting”
13	Jawahar Lal, “Advanced Management Accounting” S.Chand (G/L) & Company Ltd (30 September 2009)
14	Jawahar Lal, Seema Shrivastava- “Cost Accounting” McGraw Hill Education; 4 edition (25 September 2008)

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**MBA (TEX) First Yr. SEM- I**  
**MTL119: Business Statistics for Managers**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1.	To acquaint students with the basic ideas underlying statistical methods at an introductory level.
2.	To make students understand certain mathematical and statistical tools of business decision making.
3.	To help students to solve real life business problems by formulating mathematical models.
4.	To inculcate in students the belief that Statistics is important for scientific research.

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1.	Understand the basic things underlying statistical methods at an introductory level.
2.	Gain an insight into framework of different mathematical and statistical tools.
3.	Apply statistical and mathematical tools to diverse business problems.
4.	Understand the significance of the subject in scientific research.

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<b>Application of quantitative methods in managerial decision making.</b> Data Processing and Analysis: Classification, Summarization of Data, Frequency Distribution., Types of central tendency (Examples only on Mean and Median). Measures of Dispersion- Absolute and Relative measures (Examples). <b>Correlation:</b> Definition of correlation, Types of correlation, Karl Pearson's correlation coefficient & its interpretation (continuous data be omitted), Spearman's Rank correlation. Regression- Meaning of regression, Simple and multiple regression (problems on simple regression only)	<b>13</b>
<b>Unit 2.</b>	<b>Mathematical Tools for Managers.</b>	<b>13</b>

	<p><b>Functions and Derivatives:</b> Linear, Quadratic and Exponential functions. Increasing and decreasing functions, Newton's divided difference formula to find form of a function. Meaning of derivatives, Examples of first order derivatives (Trigonometric functions be avoided), Managerial applications of functions. Derivative as a measure of rate of change, applications in economics, Elasticity, Total, Marginal and Average Curves, Maximum and Minimum of functions.</p> <p><b>Mathematics of finance:</b> Interest calculation, annuity, present value annuity, present value concept in investment.</p>	
<b>Unit 3.</b>	<p><b>Time series and index numbers.</b></p> <p><b>Time series:</b> Basic concept, meaning, components of time series, three years and five years moving averages.</p> <p><b>Index numbers:</b> Concept, methods of measuring index, base year formulas for predicting index number. Concept of Statistical Quality Control (SQC), X- bar chart, R-Chart.</p>	<b>13</b>
<b>Unit 4.</b>	<p><b>Probability Distribution.</b></p> <p>Concept and definition of probability. Rules of probability. Revision of Probabilities using Baye's formula. Theoretical probability distributions: Binomial, Poisson, Normal and Exponential. Sampling methods, random, stratified, cluster and probability proportional to size, Sampling distributions, Sampling Design- various probability and non-probability methods.</p>	<b>13</b>

<b>Reference Books</b>	
1	Dinesh Khatter and S.R.Arora (2001), "Business Mathematics With Applications", S.Chand Publications.
2	S.C. Gupta and V.K.Kapoor (2000), "Fundamentals of Mathematical Statistics", 10 <sup>th</sup> Revised Ed, S.Chand Publications.
3	S.C. Gupta (2014), "Fundamentals of Statistics", 7 <sup>th</sup> Revised and Enlarged Ed, Himalaya Publishing House.
4	Richard I. Levin & David S. Rubin (1997), "Statistics for Management", 7 <sup>th</sup> Ed, Published by Prentice Hall.
5	V.K. Khanna, Q. Zamiruddin, S. K. Bhambri, (2009) "Business Mathematics", 2 <sup>nd</sup> Ed, Vikas Publishing House Pvt Limited.

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**MBA (TEX) First Yr. SEM- I**  
**MTL120: Fibre to Yarn Manufacturing**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1.	To make students learn basics of textile fibres and yarns.
2.	To give the student knowledge of textile fibre and yarn classification.
3.	To study textile yarn manufacturing process sequence and yarn numbering systems.
4.	To learn about blow room, carding, draw frame and combing process, Ring frame and winding.
5.	To know the details of new spinning systems of yarn formation.

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1	Gain an understanding of various types of fibers and yarn in textile industry.
2	Understand yarn manufacturing process starting from blow room to winding in detail.
3	Understand yarn numbering and count calculations.
4	Analyze recent trends textile yarn formation.
5	Compare yarn properties of ring spun, open end, airjet and dref spinning.

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<b>Classification of fibre and yarns:-</b> <ul style="list-style-type: none"> <li>• Definition of textile fiber.</li> <li>• Definition of yarns (Filament, Textured yarn, Spun Staple),</li> <li>• Fiber characteristics required for spun yarn production.</li> </ul> <b>General information:-</b> Cotton Fiber Cultivation & Ginning:- <ul style="list-style-type: none"> <li>• Brief description of cotton cultivation, pricking, ginning, bale packing.</li> <li>• Cotton varieties &amp; their characteristics. Framework of MBA</li> <li>• Process flow chart for conversion of staple fibers into yarns.</li> </ul>	<b>13</b>
<b>Unit 2.</b>	<b>Yarns Numbering System:-</b> <ul style="list-style-type: none"> <li>• Direct system, indirect system, study of Tex Denier, English, Metric, Worsted, Woolen etc.systems.</li> <li>• Study of folded yarn, resultant yarn count calculations, and calculations</li> </ul>	<b>13</b>

	of fancy yarn. • Introduction to conversions between different systems of yarn numbering.	
<b>Unit 3.</b>	<b>Spinning Preparatory:-</b> • Mixing & Blow room – Objects of mixing, blow room, opening & cleaning,. Machines used opening & cleaning. Chute feed system. • Carding – Objects of carding, construction of carding machine, • Draw frame – Concept of drafting, requirement of doubling, and objectives of draw frame. • Comber Preparatory – Machine sequences used for comber preparatory, objectives of comber preparatory.	<b>13</b>
<b>Unit 4.</b>	<b>Spinning &amp; Winding:-</b> • Speed frame – Objectives of speed frame, description of machine, delivery package, Twisting system. • Ring Spinning Frame – Objectives of ring frame , description of machine • Winding – Objectives, Yarn Passage and Yarn Fault removal at winding, Package details.  <b>New Spinning Systems :-</b> Introduction to • Compact spinning system. • Rotor spinning system. • Dref spinning system • Air Jet spinning system. • Twist less pinning system Comparative study of yarn characteristics among above spun yarns.	<b>13</b>

<b>Reference Books</b>	
<b>1</b>	Dr. H.V.S. Murthy, Introduction to textile fibers and Natural Fibers. Textile Association Publication, 1995.
<b>2</b>	V.A.Shenai, Textile Fibres – Vol.-I by, Sevak Publications, Bombay, 1971.
<b>3</b>	Prof.A.R. Khare, Cotton Carding and Drawing.
<b>4</b>	W. Klein, Vol. 1 – 3, The Technology of Short Staple Spinning, A Practical Guide to Combing, Drawing and Roving frame, The Textile Institute Manchester, U.K., 1998.
<b>5</b>	T.K.Pattabhiraman, “Essential Facts of Practical Cotton Spinning”, Mahajan Publisher, Ahmedabad, 2005.
<b>6</b>	Textile Learner website.
<b>7</b>	T. K. Pattabhiraman Cotton Spinning Calculations-, 1979, Soumaya Pub, Bombay.

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**MBA (TEX) First Yr. SEM- I**  
**MTL121: Information Technology for Managers**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1.	To understand basic concepts of IT and components of IT
2.	To understand Network topologies and internet terminologies
3.	To understand E-commerce and E-business activities.
4.	To understand advantages of DBMS and types and application of DBMS
5.	To understand basic concepts of Data Warehousing and Data Mining

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1.	Understand basic concepts of IT and components of IT
2.	Understand Network topologies and internet terminologies
3.	Understand E-commerce and E-business activities
4.	Understand advantages of DBMS and types and application of DBMS
5.	Understand basic concepts of Data Warehousing and Data Mining

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<b>Introduction to Computers:</b> Hardware - Software –System Software, Application Software and Packages. Fundamentals of operating system- Windows, Unix/Linux. Computer Network- Types of Network, TCP/IP, FTP, Internet - use and types of search Engines, Intranet, and Extranet. IT Applications in management	<b>13</b>
<b>Unit 2.</b>	<b>E- Business</b> Concept, Definition, Architecture of E-Business, E-Commerce: - Definition, concept, types and Applications of E- Commerce.E-Business Models and Applications E- Banking: - Definition, Need and Significance of E-Banking, Security Threats and control measures in e-payment systems. E-Governance, need scope and importance, applications of E-Governance.	<b>13</b>

<b>Unit 3.</b>	<b>Introduction to Database Management System</b> Concept, Definition, Advantages, Limitations of DBMS Database Scheme, Database Models – Hierarchical Network and relational, Role of DBA, Normalization (upto 3NF), Applications of DBMS in Business organization, Database Architecture. Introduction to Data warehousing and Data Mining with architecture and process	<b>13</b>
<b>Unit 4.</b>	<b>Offices Packages</b> Software Packages, Microsoft <b>Word</b> – Mail merge, project and seminar writing, Page formatting, and document formatting, Microsoft <b>Excel</b> – Formulas, Graphs, Basis statistical formulae. Microsoft <b>PowerPoint</b> – Creating effective presentations. Microsoft Access - Creating a database, Basic queries and hands on experience. <b>HTML</b> – Home page designing.	<b>13</b>

<b>Reference Books</b>	
1.	Rajaraman, V. (2004). Introduction to Information Technology. PHI.
2.	Turban, Rainer and Potter (2003). Introduction to information technology. John Wiley and sons.
3.	Sinha, P.K., Priti Sinha (2002). Foundation of computing. BPB Publications.
4.	Ram, B. (2003). Computer Fundamentals. New Age Publications
5.	Database Management Systems, by Raghu Ramakrishnan, Johannes Gehrke.
6.	E-Business & E-Commerce Paperback by Dr. P. Rizwan Ahmed

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**MBA (TEX) First Yr. SEM- I**  
**MTL122: Organizational Behaviour**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	05
SE-II	05
SEE	70
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1.	To Study and understand basics of OB like discipline, foundation and approaches to organization behavior.
2.	To Describe the individual behavior, personality, attitude, values and learning with different aspects respectively.
3.	To Study and understand motivation, individual and group conflict, stress and leadership with different aspects respectively.
4.	To Study and understand the micro perspective of OB like organizational culture, organizational change, OD , diversity etc.

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1.	Understand the basics OB like discipline, foundation and approaches to organization behavior.
2.	Understand the individual behavior, personality, attitude, values and learning with different aspects respectively.
3.	Understand the motivation, individual and group conflict, stress and leadership with different aspects respectively.
4.	Learn the micro perspective of OB like organizational culture, organizational change, OD, diversity etc.

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<b>Introduction to OB :</b> Organization –reason of existence, OB-Definition, Nature, Foundations of OB, Disciplines contributing to OB –Psychology, Sociology, Anthropology, Social Psychology, Economics & political Science, approaches to the study of OB-Human Resource Approach, Contingency Approach, Productivity Approach & System Approach,	<b>13</b>

<b>Unit 2.</b>	<b>Micro Perspectives of OB:</b> Individual behaviour: Personal factors-Biographical characteristics & Learned characteristics, Environmental factor & Organisational factor. Personality- concept, Nature, determinants of personality, development of personality-Freudian and Erikson's stages. Perception- meaning, nature & process. Attitude-concept, components of attitude, measurement of attitude, Values- concept, types of values, sources of values. Learning concept, principles, process	<b>13</b>
<b>Unit 3.</b>	<b>Micro &amp; Macro Dynamics of OB:</b> Motivation-concept, theories of motivation-Maslow, Herzberg, ERG, Individual conflict & group interpersonal conflict, conflict resolution. Stress-Causes effect & coping strategy, Leadership, - theories of leadership-Trait, Behavioural, Managerial grid, and Role of leadership.	<b>13</b>
<b>Unit 4.</b>	<b>Macro Perspective of OB:</b> Organisational Culture, Organisational Change, Organisational Development & development techniques, Organisational Behaviour – A global approach, issue of culture, manage in diversity within & across the cultures.	<b>13</b>

<b>Reference Books</b>	
<b>1</b>	K . Ashwathppa (2016) Organizational Behaviour -Text ,Cases& Games 12th Ed Himalaya Publishing House.
<b>2</b>	Stefen Robins (2013) Organizational Behaviour -Concept & controversies & Applications 15th Ed Pearson Education Canada.
<b>3</b>	Fred luthans (2010) Organizational Behavior, 12th Ed - McGraw-Hill Education.
<b>4</b>	McShane (2003) Organizational Behaviour 2 nd Ed –McGraw-Hill Education.
<b>5</b>	John Ivancevich , Robert Konopaske , Michael Matteson -(2013) Organizational Behavior and Management 10 th Ed - - McGraw-Hill Education.

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**MBA (TEX) First Yr. SEM- I**  
**MTL123: Business Law**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1.	To understand the contract in business and contract of Sale of Goods act
2.	To understand the Law relating to Negotiable Instruments Act and Consumer Protection Act
3.	To understand the Law relating Companies, Trademarks and Patents Act
4.	To understand Law relating to Information Technology Act
5.	To understand Law relating to Right to Information Act

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1.	Understand different types of contract in business and contract of sale of goods act.
2.	Understand Negotiable Instruments and Consumer Protection Act
3.	Understand the Law relating to Indian Companies Act, Trademarks and Patents Act
4.	Know the Law relating to Information Technology Act
5.	Know the Law relating to Right to Information Act.

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<b>Business Contract</b> <b>(A) Law relating to Indian Contract Act, 1872:</b> Formation of Contract-Essentials of a Valid Contract- Performance of Contract-Discharge of Contract and Remedies for Breach of Contract <b>(B) Law relating to Sale of Goods Act, 1930</b> Essentials of contract of Sale of Goods- Conditions and Warranties- Performance of Contract of Sale-Unpaid Seller and his rights	<b>13</b>
<b>Unit 2.</b>	<b>Negotiable Instruments and Consumerism</b> <b>(A) Law relating to Negotiable Instruments Act, 1881</b> Negotiable Instruments: Meaning and Characteristics-Kinds of Negotiable Instruments-Holder and Holder in due course-Transferability and	<b>13</b>

	Assignment of Negotiable Instruments-Crossing of cheques and Bouncing of cheques <b>(B) Law relating to Consumer Protection Act, 1986:</b> Definition of consumer-Who can file a complaint?- Grounds on which a complaint can be filed?- Unfair Trade Practices-Consumer Disputes and Redressal Agencies, Drafting of consumer complaint.	
<b>Unit 3.</b>	<b>Law relating to Indian Companies and Trademarks and Patents Act</b> <b>(A) Indian Company Act,:</b> Salient features of a company-Types of companies-Memorandum and Articles of Association- Corporate Veil-Doctrine of Ultra-Virus-Doctrine of Indoor Management-Merger, Acquisition and Winding up of companies, <b>(B) Trademarks and Patents Act:</b> Importance of protection of intellectual property, Copy rights and related rights, trademarks and rights arising from trademarks registration , Conceptual understanding of patents, copyrights, trademarks and designs.	<b>13</b>
<b>Unit 4.</b>	<b>Information Technology and Right to Information</b> <b>(A) Law relating to Information Technology Act, 2000:</b> Introduction and objectives of Information Technology Act, 2000- Authentication, attribution and legal status of electronic record- Digital Signature-Cyber crimes and penalties <b>(B) Law relating to Right to Information Act, 2005:</b> Nature and scope of Right to Information Act, 2005- Legal provisions relating to right to information.	<b>13</b>

<b>Reference Books</b>	
1.	M.C. Kuchhal (2013) "Business Law" ,6 <sup>th</sup> Edition, Vikas Publishing House Pvt. Ltd.
2.	B. S. Moshal (2008) "Business and Industrial Law", Latest Edition, Ane Books India.
3.	S.N. Kulkarni (2008), ' Laws Regulating Business', Diamond Publications
4.	Dr. Farroq Ahmed (2011), 'Cyber Laws in India', 4 <sup>th</sup> edition, Pioneer Books
5.	S.S. Gulshan (2010), "Mercantile Law", 3 <sup>rd</sup> Edition, Paperback.
6.	Dr. S. C. Tripathi (2015), "The Consumer Protection Act", 5 <sup>th</sup> Edition, Paperback
7.	R.P. Maheshwari and S.N. Maheshwari (1983), "Principles of Mercantile Law", 6 <sup>th</sup> Edition, National Pub. House
8.	N.D. Kapoor (2016), "Elements of Mercantile Law", Latest Edition, Paperback
9.	S.K. Dasgupta (1984) "Commercial and Industrial Law", Sterling Publishers Private Limited.
10.	A.K. Sen and J.K. Mitra (2006) "Commercial and Industrial Law", 7 <sup>th</sup> Edition, World Press.
11.	S.N. Pathar, (2015) "Right to Information Act", 2015 Edition, Hardback.
12.	K. R. Bulchandani (1984), "Business Laws", 8 <sup>th</sup> Edition, Himalaya Publishing House
13.	G. K. Kapoor, S. S. Gulshan (2008) "Business Laws", New Age International
14.	P. Narayanan, (2015), "Intellectual Property Law", 3 <sup>rd</sup> Edition.

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**MBA (TEX) First Yr. SEM- I**  
**MTL124: Managerial Communication and Soft Skills**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1	To understand importance, process, barriers and techniques of effective communication.
2	To learn to write all types of business letters and reports effectively.
3	To understand the importance of oral and non verbal communication in business
4	To understand the importance of presentation skills and digital communication.

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1	Make effective communication by following the proper process, by overcoming the barriers and by using techniques of effective communication.
2	Write different types of business letters and reports.
3	Participate in group discussions effectively and also prepare to face the interviews by practicing sound oral communication and proper non verbal communication.
4	Give presentations and seminars and also use digital communication properly.

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<b>Introduction of Communication</b> Meaning-Objectives of communication - Importance of communication in management- Principles of communication- Forms of communication- Process of communication- Barriers of effective communication- Techniques of effective communication- Communication in conflict resolution.	<b>13</b>
<b>Unit 2.</b>	<b>Written Communication</b> A) Types of Business Letters - Inquiries, Quotations, Orders, Complaints, Circulars, Application Letter, Bio-data, Interview Letters, Letter of Reference, Letter of Appointments, Letter of Confirmation, Letter of Promotion, Letter of Retrenchment, Letter of Resignations, Writing memos. B) Report writing – Objectives of reports -Types of reports- Components	<b>13</b>

	of formal reports-Business Reports. C) Meetings – Notice – Agenda, Resolution & minutes.	
<b>Unit 3.</b>	<b>Oral Communication and Non Verbal Communication</b> A) Oral Communication-Effective Listening-types of listening - Dos and Don'ts of listening. Speaking as communication skills- Dos and Don'ts of Speaking – Principles of speaking - Group discussions & Interviews as tools of oral communication. B) Non Verbal Communication - Body Languages, Gestures, Postures, Facial Expressions, Dress Codes.	<b>13</b>
<b>Unit 4.</b>	<b>Unit 4. Presentation skills and Digital communication</b> A) Ethics in managerial communication B) Presentation skills - What is a presentation – Elements of presentation – Designing & Delivering Business Presentations – Advanced Visual Support for Managers C) Digital communication – Application of Electronics media & communications, Telecommunication, Teleconferencing, video conferencing, SMS, Social Media, FAX, E-mail.	<b>13</b>

<b>Reference Books -</b>	
1	Meenakshi Raman and Prakash(2012), <i>Business Communication, 2<sup>nd</sup> Ed</i> , Oxford Publication.
2	Krizan, Merrier, Jones, (2012), <i>Business Communication, 8<sup>th</sup> Ed</i> -Cengage Learning.
3	Mary Ellen Guffey, (2002), <i>Business Communication: Process and Product, 3rd Ed</i> -Cengage Learning.
4	Ashraf Rizvi M(2005), <i>Effective Technical Communication</i> , TMH.
5	Raj Kumar (2010), <i>Basic Business Communication, 3<sup>rd</sup> Ed</i> , Exel Books.
6	Asha Kaul, (2009), <i>Business Communication, 2<sup>nd</sup> Ed</i> - PHI Learning.
7	Satya Swroop Debashish and Bhagaban Das, <i>Business Communication, 1<sup>st</sup> Ed</i> - PHI Learning.
8	Pradhan & Thakur, <i>Business Communication</i> .

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**First Year PG Program in MBA - Textile  
Semester-II**

Sr. No .	Course Code	Name of the Course	Teaching Scheme				Credits
			Theory Hrs/ Week	Tutorial Hrs/ Week	Practical Hrs/ Week	Total	
1	MTL125	Marketing Management	3	1	-	4	4
2	MTL126	Financial Management	3	1	-	4	4
3	MTL127	Human Resource Management	3	1	-	4	4
4	MTL128	Fabric Manufacturing	3	1	-	4	4
5	MTL129	Indian Textile Industry	3	1	-	4	4
6	MTL130	Textile Market Domestic & International	3	1	-	4	4
7	MTL131	Business Research Methods	3	1	-	4	4
8	MTL132	Chemical Processing & Finishing	3	1	-	4	4
Total			24	8	0	32	32

**MBA (TEX) First Yr. SEM-II**  
**MTL125: Marketing Management**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
5.	To understand the concept, scope, importance and environment of marketing.
6.	To understand consumer behavior analysis and market segmentation, targeting & positioning.
7.	To understand product mix and price mix strategies.
8.	To understand place mix and promotion mix strategies. .

<b>Course Outcomes</b>	
At the end of the course students will be able to	
5.	Understand the importance of marketing in business in given environmental factors.
6.	Understand different factors which influence consumer buying behavior and how to segment, target and position the market.
7.	Understand various elements of product and price mix and also different strategies of product and price to be used in business.
8.	Understand various elements of place and promotion mix and also different strategies of place and promotion to be used in business.

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<p><b>Introduction to Marketing</b></p> <p>Introduction, Definitions of market and marketing, Nature and scope of marketing, The exchange process, Elements of marketing concept, Functions of marketing, The core concepts of marketing, Company orientation towards market place, Marketing Environment: Micro and Macro marketing environment, Techniques used in environment analysis, Marketing to the 21st century customer, Marketing planning and Marketing planning process, Forecasting and demand measurement</p>	<b>13</b>
<b>Unit 2.</b>	<p><b>Consumer Behavior Analysis and Market Segmentation, Targeting &amp; Positioning</b></p> <p>A. Consumer Behavior Analysis:</p>	<b>13</b>

	<p>Meaning and Characteristics, Importance, Factors influencing consumer behavior, Consumer purchase decision process, Buying roles, Buying motives, Factors influencing consumer behavior.</p> <p>B. Market Segmentation, Targeting &amp; Positioning : Segmentation-Meaning and concept, benefits of segmentation, Bases for market segmentation, Consumer goods market segmentation, Industrial goods market segmentation. Targeting - Meaning, Market targeting strategies. Positioning - Meaning, Product differentiation strategies, Tasks involved in Positioning</p>	
<b>Unit 3.</b>	<p><b>Product &amp; Pricing Strategy</b></p> <p>A. Product decision and strategies – Meaning of product, Types of products, product mix decisions, product line decisions, Product life cycle concept, New product development, Branding and packaging decisions – Concept of Branding and packaging, Advantages and Disadvantages of branding and packaging, features and functions of packaging.</p> <p>B. Pricing decision – Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies- Value based, Cost based, Market based, Competitor based, Pricing Procedure.</p>	<b>13</b>
<b>Unit 4.</b>	<p><b>Promotion &amp; Distribution Strategy</b></p> <p>A. Integrated Marketing communication – Concept and role of IMC, Promotion mix: Advertising and publicity – Objectives, Ad Budget, AIDA Model, Advertising copy, Deciding media, Evaluating advertising effectiveness, Personal selling – Nature and process. Sales promotion – Nature, importance and techniques, Direct marketing- Meaning, Features, Functions, Basic Concepts of E-Commerce, E-Business. Publicity - Meaning, Objectives, Types, Functions of Public relations, Factors affecting IMC mix.</p> <p>B. Distribution Strategy -Importance of channels of distribution, Alternative channels of distribution, channel design decision and channel management decision, selecting an appropriate channel, Logistic management.</p>	<b>13</b>

<b>Reference Books</b>	
1	Kotler, Keller, Koshy and Jha (2012 ), ‘Marketing Management,; South Asian Perspective’, 13 <sup>th</sup> Ed, Pearson Education.
2	Ramaswamy V. S. & Namakumari (2014), ‘Marketing Management’, 4thEd, TMH.
3	Tapan Panda (2014), ‘Marketing Management’, 2nd Ed, Excel Publication.

4	Arun Kumar & Meenakshi N (2012), 'Marketing Management', 2 <sup>nd</sup> Ed, Vikas publication.
5	Neelamegham S, 'Marketing in India: Text and Cases', 4 <sup>th</sup> Ed, Vikas publication.
6	Shajahan S (2011), 'Applied Case Studies in Marketing', 3rd Ed, Primus Books.
7	Shajahan S (2011), 'Applied Case Studies in Marketing', 3 <sup>rd</sup> Ed, Primus Books.

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**MBA (TEX) First Yr. SEM-II**  
**MTL126: Financial Management**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1.	To understand the conceptual basis for financial management.
2.	To understand the techniques of financial statement analysis.
3.	To study and understand the short-term financing and investment decisions.
4.	To study and understand the long-term investment decisions.

<b>Course Outcomes</b>	
At the end of the course students will be able to-	
1.	Understand FM department and will function well as a financial manager.
2.	Understand and will be able to do financial statement analysis with the help of Ratio Analysis.
3.	Understand and will be able to make short term financial decision by preparing working capital statement.
4.	Understand and will be able to make long term financial decision by preparing different Capital budgeting statements with different methods.

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<b>Introduction To Financial Management:-</b> Introduction, meaning, objectives, Scope of financial management Finance functions, Structure of finance department, Emerging role of the finance manager, Profit maximization to wealth maximization approach, Sources of Finance.	<b>13</b>
<b>Unit 2.</b>	<b>Techniques Of Financial Statement Analysis:-</b> Comparative financial statements, Trend analysis, Common size statement, Ratio Analysis-Classification of ratios, - Liquidity ratios, Leverage ratios, Activity ratios, Profitability ratios, Inter firm and Intra firm financial Analysis, Interpretation of Ratios.	<b>13</b>
<b>Unit 3.</b>	<b>Short-Term Financing And Investment Decisions:-</b> Nature and need of working capital, determinants of working capital estimation of working capital, financing of working capital	<b>13</b>
<b>Unit 4.</b>	<b>Long-Term Investment Decisions</b> Capital budgeting Nature and significance, Techniques of capital budgeting - Payment method, Accounting rate of return, Net Present Value, Profitability Index, Internal rate of return.	<b>13</b>
<p><b>Note:- Theory all units. Problems on-</b> Unit No. 2<sup>nd</sup>, 3<sup>rd</sup>, &amp; 4<sup>th</sup>.</p> <p><b>Practical Components:</b></p> <ul style="list-style-type: none"> <li>• Identifying the small or medium sized companies and understanding the Investment Evaluation techniques used by them.</li> <li>• Using the annual reports of selected companies, students can study the working capital Management employed by them. Students can also compare the working capital Management of companies in the same sector.</li> </ul>		

<b>Reference Books</b>	
1)	Khan and Jain – “Financial Management- <b>Theory And Problems In Financial Management</b> ” McGraw Hill Education; 2 edition (5 May 1999)
2)	Prasanna Chandra- “ <b>Financial Management: Theory and Practice</b> ” Tata McGraw Hill Education (1 November 2007)
3)	I.M. Pandey – "Financial Management" Vikas (5 May 2016) - <b>11th Edition</b>
4)	P.V. Kulkarni, B.G.Satyaprasad- “Financial Management”-Himalaya Publishing House (Edition 2007)
5)	Sheeba Kapil- “Financial Management”-Pearson Publication First edition (1 December 2010)

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**MBA(TEX) First Yr. SEM-II**  
**MTL127: Human Resource Management**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1.	To understand the basics introduction of HRM, basic requirements of HRM and difference between PM and HRM.
2.	To understand the HRP, job analysis, recruitment and selection and compensation management along with different aspects respectively.
3.	To study and understand the training, career planning, performance appraisal, mobility of employees and absenteeism concept.
4.	To study and understand the industrial health and safety and HR in new era with different new HR concepts.

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1.	Understand the basics introduction of HRM, basic requirements of HRM and difference between PM and HRM.
2.	Understand the HRP, job analysis, recruitment and selection and compensation management along with different aspects respectively.
3.	Understand the training, career planning, performance appraisal, mobility of employees and absenteeism concept.
4.	Learn the industrial health and safety and HR in new era with different new HR concepts.

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>



<b>Unit 1.</b>	<b>Introduction to Human Resource Management (HRM):-</b> Meaning, objectives, importance, Scope of HRM, <b>Nature</b> of HRM, functions-operative and managerial, challenges. Qualifications and qualities of HR Manager. Personnel Management Vs. Human Resource Management, .HR policies –need and advantages, Organization of HR department	<b>13</b>
<b>Unit 2.</b>	<b>Talent Acquisition and Compensation:-</b> HRP- Objectives and Process, Problems in HRP, Benefits of HRP,HRP at different levels Job Analysis-Process, job description and job specification, Recruitment- policy, sources of recruitment, Selection-Selection Process. Induction of new employees. Compensation Management- objectives, Components, Wage theories	<b>13</b>
<b>Unit 3.</b>	<b>Development and Appraising the Employees: -</b> Training- Meaning, importance and process. Need for training, Career Planning: - prerequisites and advantages, Succession Management. Performance Appraisal – Meaning, importance and process, Mobility of employees:- Internal and External, Absenteeism –types and calculation, causes	<b>13</b>
<b>Unit 4.</b>	<b>HR in new ERA-</b> Industrial accidents-causes, safety programmes Industrial health and occupational diseases, HR accounting and auditing, HRIS, Flexitime, Dual career, Glass ceiling of employees, Moon. Moonlighting of employees, International HRM and Cross Culture(only conceptual knowledge), Emerging concepts like Employee Engagement & Employer Branding.	<b>13</b>

<b>Reference</b>	
<b>1</b>	Human Resource Management. by Ghos and Biswanath, Vikas Publication House, New Delhi 2009
<b>2</b>	Human Resource Management, by P. Subbarao, Himalaya Publication House New Delhi.
<b>3</b>	Human Resource Management, Text and Cases by K.Asawthapa, Tata McGraw Hill, New Delhi.6 Edition.
<b>4</b>	Human Resource Management and Human Relations by Michel V.P.Himalya Publication House, Mumbai.

**MBA (TEX) First Yr. SEM-II**  
**MTL128: Fabric Manufacturing**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1.	To know the fabric manufacturing process.
2.	To gain a basic understanding of fabric terminologies
3.	To gain a basic understanding of warp preparatory process i.e. warping and sizing.
4.	To develop an awareness of types of looms

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1.	Understand the fabric manufacturing process
2.	Understand the fabric terminologies.
3.	Understand the warp preparatory process i.e. warping and sizing.
4.	Understand about weaving and knitting.

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<p><b>Introduction</b></p> <p>Introduction to fabric forming such on weaving, knitting and non-woven. Brief general discussion about processes involved in these methods</p>	<b>13</b>
<b>Unit 2.</b>	<p><b>Flow chart for woven fabric</b></p> <p>Basic terminologies like Warp, Weft, End, Pick, Selvedge</p>	<b>13</b>
<b>Unit 3.</b>	<p>Objects and passage of yarn through Beam Warping Machine. Objects and need of Sectional Warping Machine. Objects and need of Sizing, Functions of various important parts like creel, sow box, drying system, and head stock.</p>	<b>13</b>
<b>Unit 4.</b>	<p><b>Fabric Forming –</b></p> <p>i) <b>Weaving</b> – Classification of looms. Concept of weaving of fabric. Passage of warp through the plain loom. Various motions used on loom. Shedding, Picking, Beat Up –Let off , Take Up motion. Limitations of Shuttle Loom. Features of Automatic Loom, Principles of picking of Projectile, Rapier, Air Jet and Water Jet.</p> <p>Four point inspection system of fabrics.</p> <p>ii) <b>Knitting</b> – Comparison of Knitting with Weaving. Structure of single jersey, Rib &amp; Interlock fabrics. Types of stitches and their functions.</p> <p><b>Fabric Structure</b> – Introduction to interlacement of threads, methods of representation of warp weft interlacement on graph paper. Classification of weaves. Structure of plain, twill and satin weaves and end use.</p> <p>ii) Market price of fabrics and actual cost of fabrics. Factors influencing costing of fabrics.</p> <p>Activity-Collect samples of different type of woven fabrics. Stick them in your Record Book. Observe these samples carefully, identify their weaves and note down in your record book.</p>	<b>13</b>

<b>Reference Books</b>	
<b>1.</b>	R. H. Wright (1970), “. Modern Textile Design and Production”, National Trade Press, London.

<b>2.</b>	V. Gordev, P Volkov, L Blinov (1987), "Cotton Weaving", Mir PUB.
<b>3.</b>	D.B.Ajgaonkar, Talukdar, Weaving, Machines, Mechanisms & Management.
<b>4.</b>	Prof. N. N. Banerjee (1982), "Weaving Mechanism", Textile Book House
<b>5.</b>	Prof. D.B. Ajgaonkar), "Knitting Technology", Navneet Prakashan.
<b>6.</b>	ATC Robinson, R. Marks (1976) ), "Woven Cloth Construction", extile Institute Pub, Manchester

**MBA (TEX) First Yr. SEM-II  
MTL129: Indian Textile Industry**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1.	To develop an awareness of multiple approaches of Indian textile industry.
2.	To learn about the structure of Indian textile Industry.
3.	To understand current position of textile industry in India.
4.	To gain a basic understanding of fibre to fabric supply chain

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1.	Develop an awareness of multiple approaches of Indian textile industry.
2.	Learn about the structure of Indian textile Industry.
3.	Understand current position of textile industry in India.
4.	Gain a basic understanding of fibre to fabric supply chain.
5.	Understand the scope of technical textile and area of application of technical textiles

<b>Course Contents</b>	

Unit No.	Topics	Hrs
<b>Unit 1.</b>	<p><b>Structure of Indian Textile Industry</b></p> <p>Composite Mills and decentralized sector - Spinning - - Weaving - Knitting - Fabric Finishing- Clothing units and their Concentration patterns - Share in the market (Cotton Textiles, Synthetic Textiles - Wool Textiles - Jute Textiles - Silk Textiles). Area wise production and sales patterns. Famous textile cities in India and available textile products.</p>	<b>13</b>
<b>Unit 2.</b>	<p><b>Current position of Textile Industry in India</b></p> <p>Current measures for Textile Industry, Future Prospects, India's major competitors in the world, Problem faced by Textile Industry in India, fragmentation. , Effects of recession on Indian Textile Exports. Indian textile industry and its share in GDP.</p>	<b>13</b>
<b>Unit 3.</b>	<p><b>The Supply Chain (Textile and Apparel)</b></p> <p>Complete fibre to fabric supply chain study for textile industry - Competitiveness of Indian .Textile and Apparel industry - Challenges and opportunities for Indian Textile and Apparel industry. Distribution channel for export and domestic market.</p>	<b>13</b>
<b>Unit 4.</b>	<p><b>Technical Textiles</b></p> <p>Definition and scope of Technical Textiles - present status and future of Technical Textiles - Areas of Application of Technical Textiles. Textiles in Defence - Textiles in Transportation - Textile Reinforced Composite Materials - Space suits - Geo textiles – Raw material Requirement– Production facilities and Properties, Relevant Case studies.</p>	<b>13</b>

<b>Reference Books</b>	
1.	Shuji Uchikawa (1998), "Indian Textile Industry: State Policy, Liberalization and Growth Hardcover" , Manohar Publishers and Distributors.
2.	Roshan Shishoo(2012 ), "The Global Textile and Clothing Industry: Technological Advances and Future Challenges" ,Woodhead Publishing Ltd.
3.	Rajesh D. Anandjiwala (2007), "Textiles for Sustainable Development", <u>Nova Science Publishers Inc.</u>
4.	B.Shaho (1993), "Problems and Prospects of Textile Industry in India",Mittal Publications; 1ST edition.
5.	Abid Hussain Committee, (1990), "To Review the Progress of Implementation of the Textile Policy", announced on 61 h June 1985, New Delhi.

6.	Goswami Omkar (1985), "Indian Textile Industry, 1970-1984: An Analysis of Demand and Supply, Economic and Political Weekly", Vol. XX(38).
7.	Government of India (1985), "Statement on Textile Policy: June 1985", Ministry of Supply and Textiles, Department of Textiles.
8.	Government of India (1989), "Report of the Working Group on Textile Industry" .

**MBA (TEX) First Yr. SEM-II**  
**MTL130: Textile Market Domestic and International**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1.	To make students learn marketing of textile products in India
2.	To give the student knowledge of textile policies, rules and regulations about various sectors of Indian Textile Industry.
3.	To study textile value chain of Indian Textile Industry.
4.	To learn about recent trends in textile industries globally.
5.	To know the details of international regulations and quota free regime.

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1	Gain an understanding of various sectors of Indian textile industry.
2	Understand sector wise textile policies and legal / ethical issues in marketing of textiles.
3	Understand the textile marketing concept and selling process.
4	Analyze recent trends in textile industry in India.
5	Gain textile export opportunities in world market.

<b>Course Contents</b>		
Unit No.	Topics	Hrs

<b>Unit 1.</b>	<p><b>Marketing of Textiles</b> Practices of marketing and sales applied to the textile industry. Textile value chain. B2B - B2C - C2C marketing. Consumer behaviour – Selling process and relationship marketing - Visual merchandising, concept and importance. Textile market: structure and its functionalities – Yarn Market, Fabric Market and Market research.</p>	<b>13</b>
<b>Unit 2.</b>	<p><b>Indian Textile Policy and New Initiatives</b> Government policies- Vision - Handloom sector - Power loom sector – Cluster approach and Development - New Initiatives such as Industrial Investment and Promotional Policies – Special Purpose Vehicles - Historical study of salient features of Govt. Textile policies announced till date. Union Textile Policy - 2000</p>	<b>13</b>
<b>Unit 3.</b>	<p><b>Legal and Ethical Issues &amp; Analysis of Textile Industry</b> Guidelines for legal and ethical issues in marketing of textiles. Impact of environmental issues Procedure of sales contract for fiber - yarns and fabric. EOU related policies. Import Export Procedures and documentation.  Analysis of Strength - Weakness - Opportunity and Threats: (SWOT Analysis) Force field analysis Favourable and Unfavourable configurations - and: Negative forces - Positive forces and balancing forces with reference to Handloom - Power loom - composite mills and garment sector.</p>	<b>13</b>
<b>Unit 4.</b>	<p><b>International Regulations</b> Quotas - Duties - tariffs in textile industry. International strategic alliances-Impact of WTO -MFA laws- ATC Government regulations - import and export opportunities and regulations. Global trade practices related with textile industry Overview of Textile policies of major countries like USA - CHINA - EU - South East Asia - NAFTA and their impact on Indian textile exports.</p>	<b>13</b>

<b>Reference Books</b>	
<b>1.</b>	Tirthankar Roy, Economic reforms and the textile industry in India.
<b>2.</b>	Kotler P., Keller K., Koshy A., Jha M Marketing Management: A South Asian Perspective, Pearson Prentice Hall.
<b>3.</b>	Ramswamy V. S., Namakumari S. Marketing Management, Macmillan Publishers India Ltd. – Rajan Saxena, Marketing Management, Tata McGraw Hill Publication.
<b>4.</b>	<a href="http://www.textilescommittee.nic.in">www.textilescommittee.nic.in</a>
<b>5.</b>	<a href="http://texmin.nic.in/">http://texmin.nic.in/</a>
<b>6.</b>	<a href="http://www.handlooms.nic.in/">www.handlooms.nic.in/</a>
<b>7.</b>	Pradeep Joshi, Apparel and Textile Exports: Strategies For WTO Era. CBS publication; 1ST edition (1 December 2006).
<b>8.</b>	Rosemary Crill, Textiles From India :The Global Trade, Seagull Books, Kolkata, 2006.

**MBA (TEX) First Yr. SEM-II**  
**MTL131: Business Research Methods**

<b>Teaching Scheme</b>	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

<b>Evaluation Scheme</b>	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

<b>Course Objectives</b>	
1	To understand the research fundamentals
2	To understand the research design and sampling
3	To understand the data collection methods and analysis
4	To understand the interpretation and report writing

<b>Course Outcomes</b>	
At the end of the course students will be able to	
1	Understand different fundamentals of research
2	Know research design and selection of samples for research
3	Know the data collection methods and analysis of data
4	Understand the interpretation of research and report writing

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs</b>
<b>Unit 1.</b>	<b>Research Fundamentals:</b> Meaning, Objectives, Importance, Motivation in research, Types of research, Research Approach, Research process, Scope of research in management.	<b>13</b>
<b>Unit 2.</b>	<b>Research Design &amp; Sampling Design-</b> Features of good research design, Types of Research Design, Basic principles of experimental design. Sampling Design, Steps in sample design, Characteristics of a good Sample design, Random samples & Non random sampling design, Determining size of sample, Statistical design, Measurement & scaling techniques- Measurement scales, Errors in measurement. Scaling & Scale construction technique.	<b>13</b>



<b>Unit 3.</b>	<b>Data Collection and Analysis:</b> Methods of data collection, Primary data – Schedule and questionnaire, Construction of schedule and questionnaire align with objectives framed, Collection of secondary data. Processing and analyzing data – Descriptive Analysis (Mean, Mode, Median, Standard Deviation, and Variance Analysis) Inferential Analysis (‘Z’ test’s’ test, Chi- Square test), Testing of hypothesis – Procedure for hypothesis testing, Parametric and Non parametric test of hypothesis, Confidence level, Descriptive and Inferential statistics.	<b>13</b>
<b>Unit 4.</b>	<b>Interpretation and Report Writing:</b> Report writing, Importance, Methods of report writing, Layout of a project report, Interpretation of data, Techniques of Interpretation.	<b>13</b>

Reference Books	
1	C. R. Kothari (2013)'Research Methodology', Second Revised Edition, New age international (P) Ltd.
2	S.Mohan, R. Elangovan , ' Research Methodology in Commerce', Deep & Deep, New Delhi
3	R. Panneer Selvan, 'Research Methodology', PHI
4	Jai Narain Sharma, 'Research Methodology The Discipline & Its Dimensions', Deep & Deep, New Delhi
5	Gopal Lal Jain, 'Research Methodology Methods, Tools & Techniques', Mangal Deep Pub. Jaipur
6	Dr. Raj Kumar, 'Methodology of Social Sciences Research', Book Enclave, Jaipur
7	Donald Cooper & Pamela Schindler, 'Business Research Methods', 9 <sup>th</sup> Edition, TMGH

**MBA (TEX) First Yr. SEM-II**  
**MTL132: Chemical Processing and Finishing**

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
<b>Total</b>	<b>100</b>

Course Objectives	
1.	To describe the importance of various preparatory process in chemical processing of textiles.

2.	To explain various dyeing techniques and printing methods and styles used for colouration of textiles.
3.	To elucidate various mechanical and chemical finishes used for finishing of textiles
4.	To describe challenges related to techno economics aspects in chemical wet processing

**Course Outcomes**

At the end of the course students will be able to

1.	Describe the importance of various preparatory process in chemical processing of textiles.
2.	Explain various dyeing techniques and printing methods and styles used for colouration of textiles.
3.	Elucidate various mechanical and chemical finishes used for finishing of textiles
4.	Describe challenges related to techno economics aspects in chemical wet processing

<b>Course Contents</b>		
<b>Unit No.</b>	<b>Topics</b>	<b>Hrs.</b>
<b>Unit 1.</b>	<p><b>Introduction &amp; Preparatory processes</b></p> <p>Introduction to wet processing of Textile, Present status of Indian processing industry, Importance of pre-treatment, various pre-treatment sequences for yarn, woven, Knits, synthetics &amp; their blends, Importance of grey inspection, Point system, Object of singeing, various types of singeing machines for woven and knitted fabrics, Objects of resizing, , Objects of scouring, various processes occurring during scouring, Objects of bleaching, Bleaching of Cotton, Polyester fabrics, bleaching of coloured woven goods. Concept of Batch wise, Semi- Continuous &amp; continuous methods of scouring and bleaching. Object of mercerization, Changes brought about by Mercerization, Introduction to costing of preparation of fabrics.</p>	<b>13</b>
<b>Unit 2.</b>	<p><b>Coloration of textiles</b></p> <p>Importance of dyeing, Common terms used in dyeing like % shade, MLR, % expression, etc. Types of dyes used for coloration of different types of textiles, dyeing of cotton with direct, reactive &amp; vat dyes, Polyester dyeing with disperse dyes, various dyeing methods, Package dyeing machine, Jigger, winch machine, Padding mangle, Soft airflow jet dyeing, Fastness properties of textiles dyed with various dyes &amp; its importance for quality assurance. Introduction to costing of the dyeing process. The difference between dyeing &amp; printing, styles of printing, methods of</p>	<b>13</b>

	printing, Concept of digital printing, Introduction to costing of the printing process.	
<b>Unit 3.</b>	<b>Finishing of textiles</b> Objects of finishing, Types of finishes & finishing, Examples of Mechanical & Chemical finishing, Importance of functional finishing in textiles, Concept of garment finishing. Introduction to costing of finishing processes.	<b>13</b>
<b>Unit 4.</b>	<b>Current issues in processing</b> Challenges in the wet processing industry, Reprocessing, Reasons for reprocessing, Effect of reprocessing on cost, quality & customer satisfaction. Pollution in wet processing industry, Concept of Eco friendly processing.	<b>13</b>

<b>Reference Books</b>	
1.	Chemical Processing of Textiles, preparatory processes and dyeing by Nodal Centre for Up gradation of Textile Education
2.	Chemical Processing of Textiles – Preparatory processes & Dyeing by Dr. C.V. Koushik,
3.	Bleaching, Dyeing & Chemical Technology of textile fibres by S.R. Trotman.
4.	Chemistry and technology of fabric preparation and finishing by Dr. C. Tomasino, NCSU, USA.
5.	Textile Finishing by Heywood.
6.	Environmental Issues – Technology option for Textile Industry Edited by R. B. Chavan, Indian Journal of Fibre & Textile Research Special Issue - March, 2001
7.	Eco-friendly Textiles Challenges to Textile Industry – Textile Committee.