

INDUSTRIES BASED

ADVERTISING MANAGEMENT

Part1: Advertising Foundations		Chapter13: Copywriting
Chapter1: Introduction to advertising	Part3: Advertising Media	Chapter14: Design & Production
Chapter2: Advertising Role in marketing	Chapter8: Print and Out-Of-Home Media	Part5: Integration & Evaluation
Chapter3: Advertising and Society	Chapter9: Broadcast Media	Chapter15: Direct Response
	Chapter10: Interactive and Alternate media	Chapter16: Sales Promotion & Events
Part2: Planning & Strategy	Chapter11: Media Planning and Buying	Chapter17: Public relations
Chapter4: How Advertising Works		Chapter18: Special Advertising Situations
Chapter5: Strategic research	Part4: Creative Advertising	Chapter19: Evaluation & Effectiveness
Chapter6: Strategic Planning	Chapter12: The creative Side	
Chapter7: The Consumer Audience		

AGRICULTURE MANAGEMENT

Part1: Introduction	4. Types of Business Organizations	
2. Brief History of Indian agriculture	5. The Indian Monetary system	Part2:
3. Types of Economic systems	6. Macro-profile of the Indian Economy	7. Human Resources in Agriculture
		8. Natural Resources

9. Capital Resources	18. Market Structures	25. Achieving the Goals for Agriculture Policy
10. Indian Farming Operations		
	Part4:	Part5:
Part3:	19. Economic Aspects of the Firm Supply Business	26. The Federal Reserve System: History, Organization and Functions
11. Specialization and Comparative advantage	20. Food and Fiber Marketing	27. Input-Output Functions
12. Physical Production Relationships	21. Marketing Channels of Farm Products	28. Principles of Agribusiness Management
13. Costs and Revenue	22. Costs of Marketing Food and Fiber Products	29. International Trade and Agriculture
14. Levels of Output	23. Consumption of Agriculture Products	30. Economic Development in Economic Areas of the World.
15. Supply Concepts		
16. The Demand Concept		
17. Interaction of Demand and Supply Prices	24. Economic setting for Indian Agriculture Policy	

Aviation Management

1. Aircraft Manufacturing – air business industry	Management	Report.
2. Economy and Aviation	5. Aviation Supporting Organizations	
3. Aviation management Structures	6. State regulatory Aviation Management	
4. International Aviation Principal Ma	7. Liberalization, Privatization and Globalization in Civil Aviation Industry.	
	8. Naresh Chandra Committee	

ARCHITECTURAL MANAGEMENT

1. Architectural Management and Practice
2. Design Management
3. Project Management
4. Facilities Management
5. Value Engineering and Quality
6. Computing in Architecture
7. Education
8. Human Resources

BANKING MANAGEMENT

- | | | |
|---|--|--|
| <ol style="list-style-type: none"> 1. The Changing Environment of Banks 2. The Role of Banks 3. The Environmental Impacts of Banking 4. Driving Forces to take action 5. Actions taken by bank 6. The role of government in banking 7. The dynamic and Changing role of Banks 8. Sustainable banking at UBS | <ol style="list-style-type: none"> 9. The Environmental Policies of Banks 10. Investment Banking: Environment Demands 11. Environment risk management Processes in investment banking 12. Environment Opportunities in asset management 13. Efficient use of resources leads to economic and environmental benefits | <ol style="list-style-type: none"> 14. The screening and Evaluation Process 15. Future trends in banking 16. A green package to promote Environmental management systems 17. Future Developments 18. Sustainable Banking 19. Ecological and social impacts of service channels |
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BIO-TECHNOLOGY MANAGEMENT

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| <ol style="list-style-type: none"> 1. General Introduction 2. Scope and Importance 3. Biotechnology and Developing Countries 4. Recombinant DNA technology | <ol style="list-style-type: none"> 5. Plant biotechnology 6. Agriculture biotechnology 7. Industry and Fermentations 8. Animal Biotechnology | <ol style="list-style-type: none"> 9. Energy and Environment 10. Regulatory issues in Biotechnology |
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BPO MANAGEMENT

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|--|---|---|
| 1. Prime and executive Organizational Measures | 7. Model of Business Oriented Implementation | 12. standard Software based BPO concept |
| 2. Goal | 8. Aggregating the Implementation Process Model | 13. Material flow related supplement |
| 3. Procedures | 9. Outlook | 14. Detailing the BPO concept |
| 4. Supporting Methods and IT tools | 10. Defining the Scope of the standard Software | 15. Defining the Migration Plan |
| 5. Live start of standard Software | 11. Determining the Implementation strategy | 16. Prime and Executive IT Measures |

BUSINESS ADMINISTRATION

1. Global Business Management
2. International Business: Forms & Facets
3. International Economic Tendencies
4. International Economic trends
5. International Economic Institutions
6. Regional Economic Integration
7. International Economic Principles
8. Multinational Corporation: Company Cases
9. Global Business Management
10. A Review

CALL CENTER MANAGEMENT

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|------------------------------------|------------------------------------|-----------------------------------|
| 1. The Vibrant inbound environment | 2. Planning & Management Framework | 3. Understanding Inbound dynamics |
| | | 4. Leadership in Digital age |

CONSTRUCTION MANAGEMENT

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|--|------------------------------------|--------------------------|
| Part I. Elementary Building Construction | 2. Deep excavations | 7. Partitions |
| | 3. Stone Masonry | 8. Arches |
| | 4. Brick Masonry | 9. Lintels |
| | 5. Shoring and Underpinning | 10. Doors and Windows |
| 1. Foundations | 6. Damp Proofing and water Leakage | 11. Stairs |
| | | 12. Roofs |
| | | 13. Floors and Floorings |

Part2. Advanced Building
Construction

14. Pile Foundations
15. Acoustics
16. Fire protection in building
17. Cofferdams
18. Mechanical equipments
19. Formwork
20. Pointing and plastering
21. Structural steelwork
22. Ventilation

CORPORATE FINANCE MANAGEMENT

1. Overview of Corporate Finance
2. Financial statement & Long term Financial planning
3. Valuation of Future cash flows
4. Capital Budgeting
5. Risk and returns
6. Cost of Capital and long term financial policy
7. Corporate finance
- (a) Risk Management
- (b) International corporate finance
- (c) Option valuation
- (d) Leasing

CORPORATE LAW

1. Introduction: Historical Background, Constitution of India, Company law
2. Directors: Role, Board Elections and Appointments, Contracts, register, position
3. Board of Directors: Constitution Committee, Standards, restrictions, auditing, SEBI requirements, remuneration.
4. Managerial personnel: Role, appointments, investigations, secretarial practice.
5. Company secretary: Role, Appointments, Company secretary.
6. Accounts of the Company: need, annual account, filing, balance sheet of holding.
7. Audit of accounts: Role, appointments, removal, power, audit, branches, report.
8. Investments, Loans guarantees by company
9. Compromise, Arrangements and Reconstructions.
10. Operations and Mismanagements
11. Compulsory winding up
12. Voluntary winding up
13. Winding up for general position
14. Investigation and Penalties
15. Authorities under the act.
16. Secretarial practice
17. Competition Act, 2002.
18. Foreign Exchange management Act, 1999
19. Interpretation of statutes

CYBER LAW MANAGEMENT

1. Early development of digital computer
2. potential and Problems
3. Object and Scope of IT Act
4. Encryption
5. Authentication of Electronic records and Electronic Governance
6. Certifying Authorities
7. Domain name Disputes and Trademark Law
8. Electronics Commerce
9. Cyber Regulations Appellate Tribunal
10. Cyber Crimes

DAIRY MANAGEMENT

I.

The Dairy Industry

1. History of Dairying
2. Breeds of Dairying Cattle
3. Dairy Industry Overview
4. Milk Marketing and Pricing
5. Employee management

II. Concepts in Genetic Improvement

6. Dairy records and Programs
7. Fundamentals of Dairy Genetics
8. Selecting Herd Sires
9. Herd Strategies for Genetic Improvement

III. Concepts in Dairy Nutrition

10. The Ruminant Digestive System
11. Fundamentals of Dairy Nutrition
12. Protein and energy Requirements
13. Requirements of Minerals, Vitamins and Water

IV. Concepts in Dairy Feeds

14. Fundamentals of Hay Quality
15. Haymaking System
16. Grazing System and Pasture Management
17. Ensiled Feeds
18. Silage Quality
19. Silage Storage System

V. Concepts in Reproductive Physiology

20. Fundamentals of Female Reproduction
21. Heat Deduction and Estrus Synchronization
22. Pregnancy and Parturition

VI. Concepts in Lactation Physiology

23. Anatomy and Physiology of the Mammary Gland
24. Lacto genesis
25. Milk Letdown Reflex
26. Milking procedure and Process
27. Milk Quality

VII. Concepts in Dairy Health and disease

28. Fundamentals of BioSecurity
29. Major Infectious Diseases

30. Infections of the Mammary Gland
31. Health and Care of the Hoof
32. External parasites.

VIII. Concepts in Dairy Cow Comfort

33. Fundamentals of the Dairy Cattle Welfare and Behavior
34. Housing Issue of the Dairy Cattle
35. Assessing Cow Comfort
36. Manure management Practices

IX. Integration Disciplines Dairy Management Systems

37. Managing Pre-Weaned Calves
38. Managing Replacement heifers
39. Managing Metabolic disorders
40. Managing Lactating Cows

E-Business Systems

1. Building Information age businesses for the 21st Century.
2. The embedding stage of Electronic commerce.
3. Web evaluation
4. Supply chain management
5. Online Auction: A Closer Look
6. The great Experiment: Pricing on the Internet

7. Virtual Trade Fairs: An emerging internet Applications
8. Planning Business to Business E-Procurement Market places
9. Internet Evolution and Social impact.
10. Electronic Commerce partnerships between Businesses
11. The Covered bazaar on the internet Culturally
12. Electronic government

13. Paradigm for financial Modernization in E commerce
14. Knowledge Management in E Service
15. Preventing and detecting Fraud
16. protecting a Border less World
17. The Critical role of independent security Audits.
18. Trusted electronic market Transactions.

E-COMMERCE

Part1.

1. Internet Basics and Models
2. Introduction to Ecommerce Management
3. Understanding the Internet
4. Business Model Design

5. Types of Business Models
6. E-Auctions
7. Amazon.Com: a Business History
8. The B.Com Case Two: - A Business History

Part2.

9. E-Customer
10. Distribution of Logistics
11. personalization
12. Permission marketing
13. Online Community
14. Conducting online research
15. Linux and open Source: Case Five

Part3.

16. Internet
17. Government and E-Society
18. The internet and Public Policy

Part4.

19. Peering into the Future
20. Peer-to-Peer System

21. Mobile Commerce
22. Managing E-Commerce in the Future

ENERGY MANAGEMENT

1. The Value of energy management
2. Some suggested principles of Energy management

EFFECTIVE ENERGY MANAGEMENT

3. Energy management program
4. Organizational structure
5. Energy policy
6. Planning
7. Audit planning
8. Educational Planning
9. Reporting

ENERGY AUDITING

10. Energy Auditing Services
11. Basic Components of energy Audit
12. Specialized Audit tools
13. Industrial Audits
14. Commercial audits
15. Residential Audits

ECONOMIC ANALYSIS

16. Objective
17. Sources of funds
18. Tax Considerations
19. Time Value of money Concepts
20. Project measures of Worth

BOILERS AND FIRE SYSTEMS

21. Analysis of Boilers and fire Systems
 22. Key element of Maximum Efficiency
- ### FUEL CONSIDERATIONS

23. Direct contact Technology for hot Water production

STEAM AND CONDENSATE SYSTEM

24. Thermal properties of steam
25. Estimating Steam usage
26. Steam traps and their Application

COGENERATION

27. Cogeneration system Design and analysis
28. Computer program

WASTE HEAT RECOVERY

29. Waste heat surveys
30. Waste heat Exchangers

BUILDING ENVELOPE

31. Principles of envelope analysis HVAC System

ENVIRONMENTAL STUDIES

1.

2. MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

What is Environment?

Scope of Environmental Science

Interlinked Environmental Factors

Global Environmental Issues

3. NATURAL RESOURCES

Classification of Natural Resources

Forest Resource

Water Resources

Mineral Resources

Land Resources

Energy Resources

Food Resources

4. THE ECOSYSTEMS

Concepts of an Ecosystem

Ecosystem Functioning

Productivity of Ecosystem

Ecological Pyramids

Major Ecosystems

5. BIODIVERSITY AND ITS CONSERVATION

Levels of Biodiversity

Value of Biodiversity

Global Biodiversity

Hot Spots of Biodiversity

Threats to Biodiversity

Endemic Species of India

6. ENVIRONMENTAL POLLUTION

Air Pollution

Water Pollution

Soil Pollution

Thermal Pollution

7. SOCIAL ISSUES AND ENVIRONMENT

Urban Problems Related to Energy

Water Conservation

Resettlement and Rehabilitation

Environmental Ethics

Wasteland management

Environmental Legislation

Wildlife (Protection) Act, 1972

Public Awareness

8. HUMAN POPULATION AND ENVIRONMENT

Population Growth

Population Explosion

Human rights

Value Education

AIDS

Women and Child Welfare

EVENT MANAGEMENT

1. Understanding the Market
2. Recognizing Local conditions as key in obtaining Events
3. Private promoters and major events
4. Which Communities should host events?
5. Matching the Events to the markets
6. How to Evaluate Consumer Needs and

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|-----|--|-----|--|
| | schedule and right events | | |
| 7. | The relationship between Sales and the event's success | 14. | Generating the Big ideas |
| 8. | The Economic impact: Competing for the prize | 15. | The Funding Difference |
| 9. | The key to attracting an event | 16. | The return of Sponsorship |
| 10. | Seven rules to follow in Submitting the proposal | 17. | Sponsorships are no Longer Charity |
| 11. | Recognizing the importance of cash Flow | 18. | Confusion over Sponsorship |
| 12. | The ins and outs for Biding | 19. | Selling an unusual Event |
| 13. | The Bidding Process | 20. | pooling Sponsorships |
| | | 21. | Corporate Sponsorships |
| | | 22. | The local level impact |
| | | 23. | How to Liven up an event |
| | | 24. | Measuring Risk |
| | | 25. | What Sponsors Get |
| | | 26. | Generating Funds and where they go |
| | | 27. | Discounts and the Cost of the Venue |
| | | 28. | What makes Good TV Coverage? |
| | | 29. | How to Recognize Promotional opportunities |
| | | 30. | The role of advertising |
| | | 31. | The impact and value of Radio |
| | | 32. | Where print Advertising Fits |
| | | 33. | The Final Accounting |
| | | 34. | Sending Final media Communication |

EXPORT MANAGEMENT

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|----|---|-----|--|--|-----|---|
| 1. | Export-Import Trade: Introduction to Regulatory Framework | | Documentary Credits | | 15. | Customs Clearance of Export Cargo |
| 2. | Export Preliminaries | 8. | Business Risk Coverage | | 16. | Negotiation of Documents with Banks |
| 3. | Documentation Framework | 9. | Cargo Insurance | | 17. | Procedures and Documentation for Availing Export Incentives |
| 4. | International Business Contracts | 10. | Foreign Exchange Regulations | | 18. | Processing of an Export Order |
| 5. | Terms of Payment | 11. | Quality Control & Reshipment Inspections | | 19. | World Shipping |
| 6. | Instruments of Payments & Methods of Financing Exports | 12. | Role of Clearing and Forwarding Agents | | 20. | Containerization |
| 7. | Uniforms Customs & Practice for | 13. | Excise Clearance of Cargo | | 21. | Machinery for Consultation |
| | | 14. | Shipment of Export Cargo | | 22. | Air Transport |
| | | | | | 23. | International Set-Up |

EXPORT MARKETING

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|---------------------------------------|----------------------------------|-----------------------------------|
| 1. Introduction to Export marketing | 6. EXIM Policy of India | 13. Export procedure part I |
| 2. India's Export Trade | 7. Product planning-I | 14. Export procedure part II |
| 3. International marketing | 8. product planning-II | 15. Export Documentation |
| 4. preliminaries for starting Exports | 9. Export pricing Costing | 16. Export promotion Organization |
| 5. Export marketing organizations | 10. Export Finance | |
| | 11. Export Financing Institution | |
| | 12. Method of payment | |

FASHION MANAGEMENT

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|--|---|---|
| 1. Globalization: An introduction to Fashion Markets and Fashion Marketing | 18. Developing a research agenda for the Internationalization for Fashion retailing | wear Fashion store choice Decision |
| 2. Fashion markets and Fashion Marketing | 19. Who are the Internationalization Fashion retailers? | 32. Research design |
| 3. The Changing Business Environment | 20. Where are fashion retailers developing international operations? | 33. What is Fashion? |
| 4. Globalization and Economic growth | 21. When does Fashion retailer internationalization occur? | 34. Fashion trends |
| 5. Government Policies in global context | 22. Why Fashion retailers internationalize? | 35. Fashion seasons |
| 6. Demand for textile and Clothing products | 23. How are fashion retailers Developing international operations | 36. Retailer's research |
| 7. The Structure of Clothing retailing in the EU – Routes of market | 24. The new Consumer | 37. Role of Fashion forecasting |
| 8. Consumer Expenditure of Clothing | 25. The retail Response | 38. Innovation Management in creating new Fashions |
| 9. The balance of trade | 26. The role of Store image | 39. Mapping the creative design process |
| 10. Labor Costs | 27. Introduction and Core Concepts | 40. Creative Design |
| 11. UK Government support for the Industry | 28. Company profile | 41. Future innovation management practices |
| 12. Implications for Fashion marketing | 29. Selfridges: now and in the Future | 42. The mechanisms of Fashions |
| 13. Supply chains | 30. Selfridges: there framework for success | 43. The environment that fashion designer works within |
| 14. Managing product Costs | 31. Current study on the importance of store Environment to Consumer's casual | 44. the fashion design Process |
| 15. Sourcing decisions | | 45. Consumer and their negative selves, and the implications of fashion marketing |
| 16. Supplier partnerships and alliances | | 46. Symbolic Consumption |
| 17. Time to market | | 47. Strategic potential via Marketing Communications |
| | | 48. The making and Marketing of a trend |

FINANCE MANAGEMENT

1. Financial Management Nature and Scope
2. Time Value of Money
3. Valuation Of Securities
4. Capital Budgeting
5. Risk Analysis in Capital Budgeting
6. Capital Structure
7. Leverages
8. Sources Of Finance
9. Cost Of Capital
10. Dividend Policy
11. Working Capital
12. Working Capital Finance
13. Cash Management
14. Receivable Management
15. Inventory Management
16. Lease Financing And Hire Purchasing

FINANCIAL INSTITUTION MANAGEMENT

Part1. AN OVERVIEW

1. The nature and role Financial system
2. An Introduction to Security analysis
3. The Indian Financial System on the eve of Planning
4. An Overview of the Indian Financial System in the post – 1950 period
5. Financial sector performance

Part2. REGULATORY AND PORMAOTIONAL INSTITUTIONS

6. The reserve bank of India
7. The securities and Exchange board of India

Part3. BANKING INSTITUTIONS

8. Commercial Banks
9. Co-operative Banks

Part4. NON BANKING FINANCIAL INTERMEDIATRIES AND STATUTORY FINANCIAL ORGANIZATIONS

10. Small Saving PF and Pension Funds
11. Insurance Companies
12. Unit Trust of India and Mutual Fund
13. Miscellaneous non banking financial intermediaries
14. Public deposits with non banking Companies
15. Non banking Statutory financial organizations

Part5. MARKETS

16. Call money market
17. Treasury Bill Market
18. Commercial bills market

19. Market for commercial papers and certificates of deposits
20. The discount Markets
21. Markets for financial guarantees
22. Government securities Market
23. Industrial securities Markets
24. Market for futures, option and other financial derivatives

Part6. INTERNATIONAL DIMENSIONS OF FINANCIAL MARKETS

25. Foreign Exchange Markets
26. Foreign Capital Flow

Part7. INTRESTS RATES

27. Theory of the level and Structure of Interest rates
28. Interests rate in India

FOREIGN EXCHANGE MANAGEMENT

1. Credit risk
2. Risk in foreign Exchange Business
3. Derivates
4. Bank frauds
5. Disaster Recovery
6. Audit of foreign exchange
Payment and settlement System

HARDWARE MANAGEMENT

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| <ol style="list-style-type: none"> 1. Fundamentals 2. Working on PC 3. Motherboards 4. Processor 5. Memory 6. Floppy disk drives 7. High Capacity Floppy
disk Drives 8. Removable Hard Disk
Drive | <ol style="list-style-type: none"> 9. Tape Drive 10. CD-ROM Drives 11. CD Writer 12. DVD Writer 13. HDD Interface 14. HDD Drives 15. Video Adaptors 16. Displays 17. sound Adaptors | <ol style="list-style-type: none"> 18. Speaker and
Headphones 19. Keyboard 20. Mice and Trackballs 21. Parallel
communication 22. USB Communication 23. power supply 24. Back up power supply 25. Building a PC |
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HEALTH MANAGEMENT

<p>Chapter1:</p> <p>An Overview of the US Health System</p> <p>Health Expenditure</p> <p>Hospitals</p> <p>Ambulatory Care</p> <p>The new Organizations in Town</p> <p>Chapter2:</p> <p>The Health care industry</p> <p>A Managerial model</p> <p>The Non-Profit sector</p>	<p>Government</p> <p>Goal Clarity</p> <p>The management role</p> <p>Chapter3:</p> <p>Setting objectives in the Health industry</p> <p>Real state Goals</p> <p>Goal setting</p> <p>Identitification of Organizational Goal</p> <p>Chapter4:</p>	<p>Management in Industry and Health Care</p> <p>Expectations from managers</p> <p>Values and Ethics in Management</p> <p>On becoming the CEO</p> <p>Chapter5:</p> <p>The Board of directors</p> <p>Board role and responsibility</p> <p>Board Effectiveness</p>
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Chapter6: Structure and Staffing of Health Care	The Budgetary Process	Medicare and Medicaid fraud and abuse
Central concepts	Chapter8: Legal Imparities for Health care Administrators	Chapter10: Corporate Compliance: The case Law
Staffing	Backgrounds	
Evaluation	Roles	Chapter11: Strategic Planning
Chapter7: Financial Management of Health care Organizations	Contracts	Environmental analysis
Financial Components of Health care Institutions	Chapter9: Corporate Compliance	The Balanced Scorecard Approach
Special issues	False claims Act	Strength and weakness analysis

HOLISTIC MANAGEMENT

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|---|--------------------------------------|------------------------------|
| 1. Introduction | 4. The Ecosystem that Sustain us all | 7. Some Practical guidelines |
| 2. Four Key Insights | 5. Testing your Decision | 8. New Perspectives |
| 3. The power lies in the holistic goals | 6. Completing the Feedback Loop | 9. Conclusion |

HOSPITAL MANAGEMENT

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|---|---|---|
| 1. Planning the Hospital | 7. Permanent Hospital Organization | 12. Furnishing and Equipping the Hospital |
| 2. Planning for the new Hospital | 8. Operational Plan and functional Plan | 13. Building Contract |
| 3. Guideline Principle in Planning the Hospital | 9. The design team | 14. purchase of capital Equipment |
| 4. Preliminary Survey | 10. Design Development Stage | 15. ready to operate stage |
| 5. Financial Planning | 11. Planning the Hospital Building | 16. Before opening the Hospital |
| 6. Equipment Planning | | |

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| 17. Facility Master Planning | 34. Labor and Delivery Suite | 52. Laundry and Linen service |
| 18. Profiles of some Hospitals | 35. Physical therapy | 53. Housekeeping |
| 19. organization of the Hospital | 36. Occupational Therapy | 54. Volunteer department |
| 20. Management of the Hospital | 37. recreational Therapy | 55. Engineering Department |
| 21. Financial Management Unit | 38. Pulmonary Medicine | 56. Maintenance Department |
| 22. Hospital information system | 39. Planning and design Nursing | 57. Clinical engineering |
| 23. Nursing Service Administration | 40. Pediatric Nursing Unit | 58. A/C and Water Supply |
| 24. Human Resource Management | 41. Obstetrical Nursing Unit | 59. sanitary system |
| 25. Public relations department | 42. Psychiatric Nursing Unit | 60. Centralized Medical gas System |
| 26. Marketing | 43. isolation room | 61. Communication system |
| 27. Outpatient services | 44. ICU | 62. Solid Waste Management |
| 28. Emergency services | 45. CCU | 63. Transportation |
| 29. Clinical Laboratories | 46. Newborn Nurseries | 64. Safety and Security in Hospital |
| 30. radiological services | 47. Planning design | 65. Disaster and Disaster preparedness plan |
| 31. Diagnostic Radiology | 48. Medical Records Department | 66. Strategies for Sars Treatment |
| 32. Nuclear Medicine | 49. Central sterilization and Supply department | 67. Hospital Internal and Staff |
| 33. Surgical Department | 50. Material Management | |
| 68. Setting | 51. Food Service Department | |

HOSPITALITY MANAGEMENT

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|---|---------------------------------------|--|
| 1. Introduction | 7. Managed Services | 12. Marketing, Human resources and Culture |
| 2. Tourism | 8. Beverages | 13. Planning |
| 3. The Hotel business | 9. Recreations & Leisure | 14. Organizing |
| 4. Hotels and rooms Division Operations | 10. The gaming Entertainment industry | 15. Communication and Decision Making |
| 5. Hotel operations: Food and Beverage Division | 11. Meeting and Conventions | 16. Motivation |
| 6. Restaurant Operation | | 17. Control |

HOTEL MANAGEMENT

1. Evolution of Hotel Industry
2. Objectives and Policies
3. Introduction to Hotel Groups
4. History of Hotel Management
5. Organization of Hotel
6. Housekeeping, Safety and Sanitation
7. Front Office Management
8. Maintenance of Accounts
9. Room Occupancy Rate Management
10. Marketing Functions
11. Purchasing and store Management
12. Restaurant Development
13. Arrangement of Kitchen and Dining Room
14. Role of supporting services
15. Menus and Menu Planning
16. Guidelines for Room and Food Services
17. Equipment in Kitchen
18. Problems and Prospects of Hotel Industry

INFORMATION TECHNOLOGY

<ol style="list-style-type: none"> 1. 2. Introduction to Information Technology 	<ol style="list-style-type: none"> Types of Operating Systems 	<ol style="list-style-type: none"> 6. Excel Based Decision Models
<p style="padding-left: 40px;">Why Information Technology?</p> <p style="padding-left: 40px;">Management Roles.....</p>	<p style="padding-left: 40px;">Programming Languages</p> <p style="padding-left: 40px;">Application Software....</p>	<p style="padding-left: 40px;">Getting Started</p> <p style="padding-left: 40px;">Selecting a Cell</p> <p style="padding-left: 40px;">Formulas</p> <p style="padding-left: 40px;">Basic Functions</p> <p style="padding-left: 40px;">Sorting Data</p> <p style="padding-left: 40px;">Copying Formula.....</p>
<ol style="list-style-type: none"> 3. Strategic Information Systems 	<ol style="list-style-type: none"> 5. Networks and Telecommunication Systems 	<ol style="list-style-type: none"> 7. Access Based Database Systems
<p style="padding-left: 40px;">Uses of information Systems</p> <p style="padding-left: 40px;">Strategic Information systems....</p>	<p style="padding-left: 40px;">Networks</p> <p style="padding-left: 40px;">Networks Topology</p> <p style="padding-left: 40px;">Network Components</p> <p style="padding-left: 40px;">Data Transmission</p> <p style="padding-left: 40px;">Data Communication at Work...</p>	<p style="padding-left: 40px;">File Management System</p> <p style="padding-left: 40px;">DBMS Building Blocks</p> <p style="padding-left: 40px;">Database Normalization</p>
<ol style="list-style-type: none"> 4. IT 		
<p style="padding-left: 40px;">Control and Processing Programs</p>		

Managing data in Access	The Data Warehouse
Forms	Data Mining Tools.....
Reports.....	
8. E-Business Models	11. Knowledge Management and Intelligent Systems
E-Business Definition	Intelligent Systems
Building E-Business Models	Applications of AI
Role of M-Commerce	Value of Knowledge Management
E-Business Strategy.....	Intelligent Business.....
9. Integrated Enterprise Systems	12. Planning and Implementing Information systems
Integrated Information Systems	ISP
Advantages and Disadvantages of ERP	System Development Phases.....
Implementing an ERP	
Extracting Diamond from CRM	13. Managing Information Systems and Organizational Change
E-CRM	IT Infrastructure Management
Technology Driven CRM.....	IT Infrastructure Library
10. Decision Support Systems	Business Continuity Planning
Decision Making	Components of BCP.....
Decision Models	
Types of DSS	

INTERIOR DESIGN & MANAGEMENT

1. Interior Design Management
2. The basics of management
3. The Basics of Planning
4. The annual Plan

Part2. Financial Management

Part3. Operations Management

Part4. Marketing

Part5. Human resources Management

5. Performance evaluations
6. Compensation & Benefits
7. The Employee Handbook
8. Motivating Employees

INVESTMENT MANAGEMENT

General Issues

1. A performance measurement systems
2. Asset allocation for property

Fixed Income Products

3. Treasuries, Agency debentures
4. Mortgage- Backed securities

5. Interest rate derivatives
6. Catastrophe- Linked securities

Valuation

7. Interest rate models
8. The four faces of interest rate models
9. Problems encountered in valuing interest rate
10. Speeding up the valuating process

Measuring and controlling interest rate risk

Fixed income risk

Term structure factor models

Equity portfolio management

