

**वाक्- इन -इन्टरव्यू**

आई0आई0सी0टी0,भदोही में सत्र  
2016-17 हेतु Guest faculty की  
आवश्यकता है ।

**वाक्- इन -इन्टरव्यू :-** दिनांक-  
**26 अक्टूबर,2016, अपरान्ह 03:00 बजे**  
स्थान-आई0आई0सी0टी0, भदोही-  
221401

विस्तृत विवरण हेतु संस्थान की  
वेबसाइट : [www.iict.ac.in](http://www.iict.ac.in) का  
अवलोकन करें।

**निदेशक ,आई0आई0सी0टी0**

### **Notice for Empanelment of Guest Faculty**

Guest lecture on contract basis is required in NACT 705: Management of Carpet Trade for the session 2016-17. They will be paid remuneration maximum Rs 1000/- per theory lecture hour. The eligibility criteria is as per AICTE norms.

Interested candidates may send their resume addressed to the Registrar IICT (email: [registrar@iict.ac.in](mailto:registrar@iict.ac.in)) latest by 26.10.2016 and report personally o/o Registrar for walk-in-interview on 26.10.2016 at 3:00 PM at IICT along with all credentials in original. For details visit our website: [www.iict.ac.in](http://www.iict.ac.in).

#### **Qualifications:**

**Essential:** First class or equivalent Masters degree in Business Administration or equivalent.

**Desirable:** 2 years relevant experience.

#### **Note:**

- Willing to give undertaking for not claiming regular employment on the basis of this engagement and ready to accept assignment immediately.
- Applications received within the stipulated date & time followed by personal appearance on 26.10.2016 at 3:00 PM sharp will only be considered.

(No TA/DA will be paid for attending interview)

## Syllabus

### **NACT- 705 Management of Carpet Trade L: T: P:: 3:1:0**

**UNIT I** [8]  
Marketing – Concept, Strategic Operations & Strategy, Supply Chain Management ,(SCM) Marketing Mix, Business Plan & Strategic Business Units (SBU)

**UNIT II** [8]  
Merchandising-Concept, Function of merchandiser, Retailing, Vendors, Source of buying information.

**UNIT III** [8]  
Trade Management: International Trade Statistics: Export- Import , domestic market, trends & Interpretation.

**UNIT IV** [8]  
Cost Management: Cost Reduction & Cost Control-Handmade Carpet Industry, Unit Value Realisation, statistics, inter-firm comparison & Control

**UNIT V** [8]  
Performance Management-Identification of Key Factors, Method and statistics , Target fixation, Measurement, System Modeling &Evaluation , USP of Handmade Carpet & Promotional activities

#### **REFERENCE:**

1. Principles of Marketing by Kolter
  2. Retail Management by Ron Hasty & James Rardon, McGraw Hil Publication.
  3. Rona Ostrow & Sweetman R, Smith, Dictionary of Retailing.
  4. Lucas, Robert Bush & Lary Gresham: Retailing (Hononghton Miffin, AIPD, India).
  5. Relevant publications
  6. Performance Measurement of Handmade Carpet Industry by Goswami Propa, Banwet D K & Goswami,K K, Abhishkek Publications (in press) Chandigarh, 2014.
-