

Learning Outcomes Based Curriculum Framework (LOCF)

for University Teaching Department (Pl.JNIBM,VUU) and All AICTE Approved

Vikram University Affiliated Institutes

Two Year MBA (Full Time) Programme

Program Objectives: The Program objectives are to develop students as professional managers and administrators for private, public and other growing sectors of the economy. The main thrust of this program is not only to develop the academic skills of the students but also to provide new insights in the dynamic Atam Nirbhar Bharat's environment. Students' life skills, students' analytical and decision making abilities in the core and in the functional areas are also brushed.

Our Core Objective is to ensure and implement the active and collaborative Learning pedagogy with the help of Creation of Effective Scenarios, Management Simulation, Case Studies, Business Games, Role Playing as also envisaged in the New Education Policy. Online/Offline Presentations are also encouraged to develop Atam Nirbhar Bharat's Students' personalities.

Program Outcomes :

- A Post graduate with a Master's degree in Business Administration will surely have in-depth and detailed functional knowledge of the fundamental theoretical concepts and practical issues of the dynamic ever changing business world and cater to all sectors of the economy.
- Our PGs will have rich knowledge of General Management as well as of specific skills in planning and functional decision making like-Finance, HR, Sales / Marketing Perspective and other emerging functional areas.

Program Specific Outcomes:

- Our students will learn the multiple skill sets in examining specific business situation phenomena theoretically and also from a practical perspective, and enable them to run family business/ and alone courage them to go for own business startups/family ventures/MSMEs
- The Vibrant Atam Birbhar Bharat's young generation of Management PGs will be able to contribute to the new business ideas with new business insights as well as innovative new applications of business research.
- Our Program Regulator AICTE's Mandatory Summer Internship for all the students of the Program is one of the Key Hands-on Learning System Outcome, enabling and exposing them to the ground realities of the ever changing business world.

The Professional program is divided into Four Semesters. The First Two Semesters are common to all students. In the Last Two Semesters, Specialization /Elective Subjects are extensively offered to the students. Active and collaborative Learning pedagogy with the help of Creation of Effective Scenarios, Management Simulation, Case Studies, Business Games, Role Playing and other Online/Offline Presentations are also encouraged. Seminars/Webinars, Quizzes, Guest Lectures, Alumni Interaction with experience sharing from Industries is also explored from time to time. Periodic Internal exams, External University Assessment, Oral Quizzes, Group Discussions and even feedback of students/faculty is also being encouraged for better Quality delivery. An effective teaching-learning process, imparting life skills to students, and Social -Industry connect Research Works/ OBEs Assignments based OBL Practices are also being undertaken and encouraged.

SYLLABUS

TWO YEAR MBA (FULL TIME) PROGRAMME
(Effective from Batch 2021-23)

(Base on New Education Policy 2020)

(for UTD and All AICTE Approved, Vikram University Affiliated Institutes)

**(Modified in the meeting of Board of Studies in Management held on
08/09/2021 and applicable from the Academic Session 2021-22)**

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FACULTY OF MANAGEMENT STUDIES
VIKRAM UNIVERSITY, UJJAIN



D. Kumar
A. Kumar



FACULTY OF MANAGEMENT STUDIES
VIKRAM UNIVERSITY, UJJAIN
TWO YEAR M.B.A. (FULL TIME) PROGRAM
 (Choice Based System)
 (Effective from Batch 2021-23)
COURSE STRUCTURE
MBA FIRST SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
		CORE COURSES				C	L	T
1.	FT-CC-101	Management Concept and Process	85	15	100	4	3	1
2.	FT-CC-102	Managerial Economics	85	15	100	4	3	1
3.	FT-CC-103	Accounting for Managers	85	15	100	4	3	1
4.	FT-CC-104	Organisational Behaviour	85	15	100	4	3	1
		Course for Ability Enhancement & Skill Development						
5.	FT-AE & SD-105	Business and Legal Environment	85	15	100	4	3	1
		Total			500	20	15	5

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)

MBA SECOND SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
		CORE COURSES				C	L	T
1.	FT-CC-201	Human Resource Management	85	15	100	4	3	1
2.	FT-CC-202	Financial Management	85	15	100	4	3	1
3.	FT-CC-203	Marketing Management	85	15	100	4	3	1
4.	FT-CC-204	Production and Materials Management	85	15	100	4	3	1
		Course for Ability Enhancement & Skill Development						
5.	FT-AE & SD-205	Communication Skills	85	15	100	4	3	1
		Total			500	20	15	5

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week)



MBA THIRD SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
		CORE COURSES				C	L	T
1.	FT-CC-301	Organizational Change and Quality Management	85	15	100	4	3	1
2.	FT-CC-302	Advertising and Consumer Behavior	85	15	100	4	3	1
3.	FT-CC-303	Product and Brand Management	85	15	100	4	3	1
		ELECTIVE COURSE (Any Two)						
4.	FT-EC-304	Elective Course - 1	85	15	100	4	3	1
5.	FT-EC-305	Elective Course - 2	85	15	100	4	3	1
6.	FT-ST-306	SUMMER INTERNSHIP			50	4 (VC)		
		Total			550	20+(4) VC	15	5

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week) (VC-Virtual Credit)

MBA THIRD SEMESTER – LIST OF ELECTIVES**(Any Two Papers to be Opted)****FT-EC-HRA-304 /305 (3A)- Human Resource Development****FT-EC-FAA-304 /305 (3B)- Security Analysis and Portfolio Management****FT-EC-FAA-304 /305 (3C)- Management of Financial Services & International
Finance****FT-EC-HRA-304 /305 (3D)- Management Information System****FT-EC-SYS-304 /305 (3E)- Quantitative Techniques****FT-EC-SYS-304 /305 (3F)- System Analysis and Design**

(HRA means Human Resource Area, FAA Means Finance Area and SYS means System Area respectively)

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Syllabus, Two Year MBA (Full Time) Programme, (Effective from Batch 2021-23) as per NEP 2020 (for UTD and All AICTE Approved, Vikram University Affiliated Institutes) Vikram University, Ujjain

MBA FOURTH SEMESTER

S. No.	Course Code	Title	End Term Sem. Exam.	Internal Continues Evaluation	Max Marks	Credit	Distribut ion of Credit	
		CORE COURSES				C	L	T
1.	FT-CC-401	Business Research Methods	85	15	100	4	3	1
2.	FT-CC-402	International Marketing	85	15	100	4	3	1
3.	FT-CC-403	Marketing of Services	85	15	100	4	3	1
		ELECTIVE COURSE (Any Two)						
4.	FT-EC-404	Elective Course - 3	85	15	100	4	3	1
5.	FT-EC-405	Elective Course – 4	85	15	100	4	3	1
6.	FT-CVV-406	Comprehensive Viva-voce			50	4 (VC)		
		Total			550	20+(4)VC	15	5

(C=Credit per week)(L=Lectures per week)(T=Tutorials per week) (VC-Virtual Credit)

MBA FOURTH SEMESTER – LIST OF ELECTIVES

(Any Two Papers to be Opted)

FT-EC-FAA-404 /405 (4A)- Corporate Taxation

FT-EC-FAA-404 /405 (4B)- Entrepreneurship

FT-EC-SYS-404 /405 (4C)- Strategic Management

FT-EC-HRA-404 /405 (4D)- Economics of Labour and Industrial Relations

FT-EC-SYS-404 /405 (4E)- Creativity and Innovation

FT-EC-HRA-404 /405 (4F)- Legal Framework of HRM

(HRA means Human Resource Area, FAA Means Finance Area and SYS means System Area respectively)

Examination Scheme

1. Each paper shall consist of 85 marks in External Exam and 15 Marks for Internal Continues Evaluation.
2. Internal Continues Evaluation of 15 marks in each subject shall be as below (Institute can opt any one Scheme (Scheme A or B) for Internal Assessment):

SCHEME-A: Internal Assessment shall consist of two Internal Tests of 15 marks each, out of which the higher of the two shall be considered the Internal Marks obtained by the Student.

SCHEME-B:

- (a) Internal Test: 05 marks (There shall be 2 Internal Test in every subject, best one shall be counted)
- (b) Assignment/Participation/Seminar Presentation/Attendance etc. of 10 marks

3. A Maximum of 2 papers in One Semester, he/she will be allowed to carry the same in next semester (ATKT), and the candidate will be required to have to pass such papers before the end of Fourth Semester Examinations. However, the candidate fails in more than 4 papers in two semesters (2 papers in one semester) shall not be allowed to avail the advantage of ATKT.
4. If the candidate fails in more than 2 papers in One Semester, he/she will be declared Fail and he/she will not be given the advantage of ATKT.
5. There shall be no ATKT in Fourth Semester.
6. The minimum passing marks in individual paper is 36% (including End Term Semester Exam and Internal Continues Evaluation) and 48% marks in aggregate to qualify the semester.
7. All the provisions as stated in MBA Ordinance No.27 of Vikram University are applicable for the above course.

MANAGEMENT CONCEPTS & PROCESSES (FT-CC-101)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to deliver the in-depth knowledge about various concepts and processes of management to the students. It highlights the principles, functions, responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.

OUTCOMES: After completion of course, the students will be able to understand the various concepts, principles, functions and practices of management. Better understand the key role of managers in an organization. Learn about coordination, decision making concept and able to enhance their potential skills.

- Scientific Management Approach to Management, System Approach to Management, Human Relations Approach to Management, Principles of Management.
- The Concept of Planning, Process of Planning, Types of Plans, Management by Objectives (MBO).
- Process of Organizing – Span of Management and Levels of Authority, Delegation of Authority, Decentralization of Authority, Line and Staff Organization.
- Nature & Process of Decision Making – Group Decision Making, Guidelines for Effective Decision Making, Management by Exception.
- Concept and Process of Management Control, Types of Control, Principles of Controlling, Techniques of Management Control.

Suggested Readings:

Stoner and Freeman, Management, Prentice Hall, N. Delhi.

Koontz, O' Donnell & Wechrich, Essentials of Management- An International Perspective, Tata McGraw Hill, New Delhi.

Peter F. Drucker, Management - Tasks, Responsibilities and Practice, Allied Publishers, Ahmedabad.

Peter F. Drucker, The Practice of Management, Allied Publishers, Ahmedabad.

Massie, Essentials of Management, AITBS, New Delhi.

Terry and Franklin, Principles of Management, AITBS, New Delhi

MANAGERIAL ECONOMICS
(FT-CC-102)
(Effective from Batch 2021-23)

OBJECTIVES: The aim of this course is to explain the nature and scope of managerial economics, role and responsibilities of economists. Students will thoroughly understand the law of demand, law of returns, market competition, BOP, National Income and Cost Benefit Analysis.

OUTCOMES: After completion of course, the students will be able to understand the concepts of micro and macro economics and exposed to theoretical and practical aspects of computation of BOP and National Income and other market competition dynamics.

- Nature and Scope of Managerial Economics, Fundamental Concepts in Managerial Economics, Role and Responsibilities of Managerial Economist.
- Law & Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, Consumer Surplus.
- Law of Returns and Production Functions, Cost Concepts, Cost Classifications, Economies and Diseconomies of scale, Cost-Output relationships.
- Price-output decisions under different market conditions - Perfect and Imperfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Non-Price Competition.
- Input- Output Analysis, Trade Cycle, Balance of Payments, Concept and Measurement of National Income, Cost Benefit Analysis.

Suggested Readings:

Adhikary, M. Business Economics., New Delhi, Excel Books,

Varshney & Maheshwari, Managerial Economics, Sultan Chand, New Delhi.

Chopra, O.P., Managerial Economics, New Delhi, Tata Mcgraw Hill.

Keat Paul G & Philips K.Y. Young, Managerial Economics, Prentice Hall, New Jersey.

Koutsoyiannis, A. Modern Micro Economics, New York, Macmillan.

Trivedi M L, Managerial Economics, Tata McGraw- Hill, New Delhi.

Mehta P.L., Managerial Economics : Analysis, Problems & Cases, Sultan Chand & Sons, New Delhi.

Mathur, N.D.(2010), Managerial Economics, Jaipur: Shivam Book House



ACCOUNTING FOR MANAGERS

(FT-CC-103)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to acquaint the students with basic concepts of Financial Accounting, Financial Statement Analysis, Management Accounting, Budget and Budgetary Control and HR Accounting. Further to develop understanding of Accounting for Managers for Decision Making.

OUTCOMES: After completion of course the students will be able to understand the basic concepts of Financial, Cost and Management Accounting. To prepare financial statement in accordance to GAAP and to develop practical skills by analyzing the financial statement as decision making for the business.

- Financial Accounting – Concept, Nature, Scope and Importance , Generally Accepted Accounting Principles, Preparation of Financial Statements.
- Financial Statement Analysis - Ratio Analysis, Funds Flow Analysis.
- Management Accounting – Concept, Nature, Need, Scope and Importance; Marginal Costing, Accounting for Decision Making, Break Even Analysis.
- Budget and Budgetary Control, Types of Budget – Flexible Budget, Cash Budget, Capital Expenditure Budgeting, Zero-Base Budgeting.
- Responsibility Accounting, Value Added Accounting, Human Resource Accounting, Inflation Accounting, Environmental Accounting

Suggested Readings :

M Y Khan & P K Jain, Management Accounting, Tata McGraw- Hill, New Delhi.

Bhattacharya S K and Dearden J. Accounting for Management : Text and Cases, Vikas, New Delhi.

Ashok Sehgal, Advanced Accounting, Taxmann Publication, New Delhi.

Hingorani, N L. and Ramanathan, A.R. Management Accounting., New Delhi, Sultan Chand.

Sharma & Gupta, Management Accounting & Financial Management, Kalyani Publishers, New Delhi.

Jagdish Prakash & Nageshwar Rao "Prabandh Lekhankan" Prayag Pustak Sadan ,Allahabad

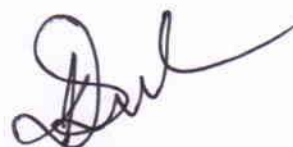
Ravi M Kishore, Financial Management, Taxmann Publication, New Delhi.

Vij, Madhu. Financial and Management Accounting. New Delhi, Anmol Publications.

Bhattacharyya, "Financial Accounting" Prentice Hall of India Ltd, New Delhi

Kothari, Rajesh, Godha Abhishek, "Management Accounting-Concept & Applications, Macmillan ,New Delhi





ORGANIZATIONAL BEHAVIOUR (FT-CC-104)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to understand the human behavior within the organizational environment so that they can improve their HR skills for attainment of their goals.

OUTCOMES: After completion of course the, students will be able to understand and apply the theories of OB under HR practices. Analyse the key issues relating to Human elements such as Perception, Learning, Motivation and Leadership etc.

- Organizational Behaviour : Definition, Concept, Significance, Level of Organisational Behavior, Managerial Skills Influencing OB
- Personality: Meaning, Determinants, Types, Theories of Personality – Trait Theory and Freud theory.
- Attitude: Definition, Meaning. Components of Attitude.
- Perception: Meaning, Elements, factors Influencing Individual Perception Process.
- Learning: Meaning, Effectiveness of Learning.
- Motivation: Meaning, Types, Theories of Motivation, Maslow's Theory of Need, Herzberg Two factors Theory, Vroom's Expectancy Theory.
- Leadership: Meaning, Styles of Leadership, Theories of Leadership- Charismatic Leadership Theory, -Trait Theory, Contingency Theory
- Management of Conflict: Meaning, Types, Sources, Levels, Process of Conflict.
- Group: Meaning, Types of Group, Group dynamics, Group Decision Making.

Suggested Readings:

Luthans Fred, Organisational Behaviour., New York, McGraw Hill.

Robbins S.P., Organisational Behaviour, New Delhi, PHI.

Mcshane & Vonglinow, Organisational Behaviour, Tata McGraw- Hill, New Delhi

Staw, B.M. Psychological Dimensions of Organisational Behaviour, Englewood Cliffs, New Jersey, Prentice Hall Inc.

Davis Keith, Human Behaviour at Work, TMH, New Delhi

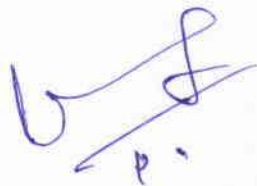
Pareek Udai, Organisational Behaviour, Oxford, IBH, Mumbai

Hersey Paul and Blanchard, Management of Organisational Behaviour, Prentice Hall of India, New Delhi.

Uma Shekharan, Organisation Behaviour, TMH, New Delhi.

John W. New Strom, "Organisational Behaviour, Tata McGraw, New Delhi





BUSINESS AND LEGAL ENVIRONMENT
(FT-SS-105)
(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to understand the laws related to business environment activities which influences the corporate sector. To develop BLE focus and to develop a practical approach towards Business legal framework among the students with various laws and practices.

OUTCOMES: After completion of course, the students would be able to understand and legal system or laws related to business activities. They will develop the relationship between various laws and economic activities for the attainment of business goals.

- Business Environment: Nature, Scope and its relevance in Business Decision Making,
- Political, Social, Cultural & Economic and Technological Environment.
- WTO Provisions, Trading Block, Industrial Ecology and Recycling Industry, Industrial Pollution – Air, Water, Land Pollution and Business ethics.
- The Indian Contract Act 1872, Essentials of a Valid contract, Void agreements,
- Performance of Contracts & its remedies.
- The Sale of Goods Act 1930 : Formation of a contract, Rights of an unpaid seller,
- The Companies Act, 1956 : Nature and Types of Companies. Formation. Memorandum and Articles of Association,
- Prospectus ,Allotment of Shares.

Suggested Readings:

- Francis Cherumilam, Business Environment
 Adhikari, M., Economic Environment of Business
 Sampat Mukerjee, Economic Environment of Business
 Dwijendra Tripathi, Business Politics in India
 Shukla M B, "Business Environment-Text & Cases" Taxmann, New Delhi
 Gupta, D., Indian Government & Politics
 Ruppuswamy, B., Social Changes in India
 N D Kapoor, Mercantile Law, Sultan Chand, New Delhi.
 Chawla, Bhasin & Garg, Mercantile Law, Kalyani Publishers, New Delhi.
 Ramaiya, A. Guide to the Companies Act. Nagpur, Wadhwa.
 V S Datey, Business & Corporate Laws, Taxmann, New Delhi

Human Resource Management (FT-CC-201)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to help the students to understand the various dimensions of Human Resources which can be connected to HR Dynamics/concepts and helpful in formulating the HR policies and practices..

OUTCOMES: After completion of course, the students would be able to understand the theories/ concepts and HR practices covered under the field of HRM. Understand the differences between training and development, selection and recruitment, role of HR manager etc.

- Introduction: Concepts and Functions of Human Resource Management, Role of Human Resource Managers, Meaning and Process of Human Resource Planning, Job Analysis.
- Job Evaluation: Meaning, Objectives and Methods of Job Evaluation.
- Wage, Salary and Employee Benefits: Meaning of Wages/ Salary, Minimum Wages, Fair Wages and Living Wages. Meaning and Description of Fringe Benefits (Fringes / Employee Benefits / Perquisites), Meaning and Types of Incentives, Factors Affecting Fixation / Revision of Wages / Salary and Fringe Benefits, Methods of Wage Fixation / Wage Revision, Methods of Wage Payment, Meaning of Bonus and Objectives of Paying Bonus.
- Employee Recruitment: Meaning, Sources and Methods of Employee Recruitment. Employee Selection: Meaning and Process of Scientific Methods of Employee Selection. An Overview of Various Tests and Interview Methods for Employee Selection. Process of Induction of the New Employees.
- Training and Development: Meaning of Training and Development, Process of Employee Training, Methods of Training Need Identification, Methods of Training Delivery, Need and Methods of Training Evaluation, Meaning and Goals of HRD, An Overview of Various sub-systems (Process Mechanisms of HRD), Interlinkage of Various HRD Sub-systems.
- Performance Appraisal: Meaning, Objectives, Process and Methods of Performance Appraisal, Errors in Performance Appraisal.
- Trade Unionism: Meaning of Trade Union, Registration and Rights of Trade Unions, An Overview of Trade Unions in India,
- Industrial Relations: Meaning of Industrial Relations and Industrial Disputes, Reasons for Industrial Disputes in India, System of Prevention and Settlement of Industrial Disputes in India.
- Grievance Handling: Meaning and Causes of Grievances, Process of Grievance Handling, Model Grievance Handling Procedure.
- Management of Discipline: Meaning of Misconduct, An Overview of Various forms of Misconduct, Procedure of Conducting Domestic Inquiry

against Indiscipline Employees.

Suggested Readings:

Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi.

De Cenzo, D.A. & Robbins S P. Human Resource Management, New York, John Wiley.

Ivancevich, Human Resource Management, TMH, New Delhi.

Holloway, J. ed. Performance Measurement and Evaluation. New Delhi, Sage.

Rao and Das R.P., Cases in Human Resource Management, Himalaya Publishing House.

Monappa, A. & Saiyadain M. Personnel Management., New Delhi, Tata Mc-Graw Hill.

Rao V.S.P., Human Resource Management, Text and Cases, Excel Books, New Delhi.

Dwivedi, R.S. HRM in Indian Organisation, New Delhi, Galgotia.

Pareek, Udai. Designing & Managing Human Resource System, New Delhi, Oxford Pub. Co.

Stone, Lloyed and Leslie W.Rue, Human Resource and Personnel Management Richard D. Irwin, Illionis.



FINANCIAL MANAGEMENT

(FT-CC-202)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of the course is to understand the concepts of Business Finance and it also aims at learning of financial tools and developing the skills of financial analysis and financial decisions.

OUTCOMES: After completion of the course, students will be able to understand the theories/ concepts of Financial Management, sources of finance and to make financial decision. To analyse the financial statements through CFS, FFS and Ratio Analysis.

- Financial Management: Nature, Scope and Objectives, Finance Functions, Profit Maximization v/s Wealth Maximization, Financial Forecasting. Retail Finance and its importance.
- Leverages: Operating, Financial and Combined Leverage; Investment and Capital Structure Decisions; Payback period, Accounting Rate of Return, Internal Rate of Return and Time value of money methods.
- Cost of Different Sources of Raising Capital; Equity Capital, Debt capital, Retained Capital, Preference Capital, Term Loan and Lease Financing. Optimum Capital Structure.
- Factors Influencing Dividend Policy, Dividend Theories, Forms of Dividend Policies, Types of Dividend, Dividend Payment Practices in India.
- Management of Working Capital - Concept of Working Capital, need and influencing factors, Estimation of Working Capital, Inventory and Receivables Management.

Suggested Readings:

- Hampton, John. Financial Decision Making. Englewood Cliffs, New Jersey, Prentice Hall Inc.
- Van Horner, James C. Financial Management and Policy, New Delhi, Prentice Hall of India.
- Ross, Westerfield & Jordan, Fundamental of Corporate Finance, TMH, New Delhi.
- J.C. Van Horne, Fundamentals of Financial Management, PHI, New Delhi.
- Weston Brigham, Managerial Finance, McGraw Hill, New York
- I.M. Pandey, Financial Management, Vikas Pub.House, New Delhi.
- P. Chandra, Financial Management, TMH, New Delhi.
- Khan & Jain, Basic Financial Management, TMH, New Delhi
- Ravi M Kishore, Financial Management, Taxmann Publication, New Delhi.
- Maheshwari, S.N., Financial Management, Principles & Practices, Sultan Chand & Sons, New Delhi.
- Rajesh Kothari & Bobby Dutta, Contemporary Financial Management, Macmillan, New Delhi.

MARKETING MANAGEMENT (FT-CC-203)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to impart the students' exposure of modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

OUTCOMES: After completion of the course, students will be able to understand the dimensions of marketing with using management in to the business. Correlate the marketing theories with practical situations. Develop new marketing mix strategies for the up-coming market.

- Marketing: Concept, Nature and scope. Marketing Environment
- Marketing Information & Research, Market Segmentation and Targeting, Buying Behaviour. Understanding Consumer & Industrial Markets
- Product Decisions, Pricing Decisions (Elementary idea Only).
- Channel Management, Promotion Management (Elementary idea Only).
- Marketing Control. Specific Marketing Issues : Rural Marketing, Retail Marketing, Marketing of E-Business, Consumerism, Globalisation.

Suggested Readings:

Philip Kotler, Marketing Management Analysis, PHI, New Delhi.

Stanton & Futrell, Fundamentals of Marketing, McGraw Hill, New York.

McCarthy, Basic Marketing, Universal Book Sellers, New Delhi.

Philip Kotler & Armstrong Jr., Principles of Marketing : PHI, New Delhi.

Rajiv Lal, Quelch & Kasturirangan, Marketing Management- Text and Cases, TMH, New Delhi.

Czinkota & Kotabe, Marketing Management, Vikas Publications, New Delhi

Jayachandram S, Marketing Management, Text & Cases, Excel Books, New Delhi.

Suresh K, Green Marketing, ICFAI University Press, Hyderabad.

Saxena Rajan, Marketing Management, Tata Mcgraw Hill, New Delhi.

PRODUCTION AND MATERIALS MANAGEMENT (FT-CC-204)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to help the students to understand the concepts of production function, inventory control, quality control and application of technical models and techniques for solving production/materials management related problems. Encourage the learners with brain storming new product design ideas.

OUTCOMES: After completion of the course, students will be able to understand the basic functions and their applications of production. Practical approaches to Plant location, layouts, product design, capacity planning, materials purchase/classification/codification decisions and processes. Develop new production ideas w.r.t. Startups/MSMEs and apply TQM practices.

- Nature, Significance , Scope ,Role ,Functions of Production Management, Relationship with other Management Functions, Different Production Systems
- Plant Location, Plant Layout, Product Design & New product Development, Capacity Planning Process & Decisions.
- Scheduling and Sequencing – Conceptual Framework, Industrial Safety Management, Waste Management and Scrap Disposal, JIT Approach.
- Materials Management – Principles, Value Analysis, Variety Reduction, Material Handling, Classification and Codification.
- Work Measurement Techniques – Work Study and Method Study- Conceptual Framework of Statistical Quality Control (SQC) & TQM, Maintenance Management, TPM.

Suggested Readings:

Adam, E E & Ebert, RJ. "Production & Operation Management., New Delhi, PHI.

Amrine Harold T. etc. Manufacturing Organisation and Management. Englewood Cliffs, New Jersey, PHI Inc.

Buffa, E.S. Modern Production Management, John Wiley (New York).

Chary S.N. Production and Operations Management, New Delhi. TMH.

Dobler, Donald. W & Lee Lamar "Purchasing & Materials Management, New York, Mc Graw Hill.

Dilworth, James B. Operations Management : Design, Planning & Control for Manufacturing & Services, Singapore, Mc Graw Hill.

Moore, FG & Hendrick, T.E. – Production / Operations Management, Honnewood, Illinois, R.D. Irwin.

Manocha R.C., Production and Operations Management, Excel Books, New Delhi.

COMMUNICATION SKILLS

(FT-SS-205)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of the course is to help the students to acquire the basics of interpersonal communication, business communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

OUTCOMES: After completion of the course, students will be able to understand and effectively communicate within/ out of the organizations. To make capable use of basic formats of business writing letters/ reports/ proposals.

- Importance and Nature of Business Communication, Process of Communication Channels and Media of Communication, Communication Networks, Effectiveness of Communication.
- Barriers and Gateways in Communication; Written Communication; Writing Business Reports, Resume Development.
- Communication in meetings, Oral presentation skills, Public speaking, Facing Job-Interview.
- Listening Skills, Conversation Skills, Non-verbal Communication, Legal aspects in Business Communication.
- Feedback Skills, Counseling Skills, Negotiation Skills, Communication on Disciplinary Matters.

Suggested Readings:

Bowman, Joel P and Branchaw, Bernadine P. "Business Communication : From Process to Product", Dryden Press, Chicago.

Rao ,Nageshwar and Das R.P."Communication Skills" Himalaya Publishing House, Mumbai

Kitty O- Locker, Business & Administrative Communication, TMH, New Delhi.

Murphy, Herta A and Peck, Charrles E. "Effective Business Communications", Tata Mc Graw Hill, New Delhi.

Pearce, C Glenn etc. "Business Communication : Principles and Applications", John Wiley, New York.

Mehta D and Mehta N. K" A Handbook of Communication Skills Practices" Radha Publications ,New Delhi

K.K. Sinha, Business Communication, Galgotia Publishing House, New Delhi.

Organizational Change and Quality Management (FT-CC-301)

(Effective from Batch 2021-23)

OBJECTIVES: The key objective of this course is to acquaint the students with the conceptualization of Organizational change with Quality Management from design assurance to OD processes' assurance to service assurance.

OUTCOMES: After completion of the course, students will be able to understand the basic functions and their applications of production/ Quality Management. Practical approaches to quality assurance, organizational development, and different models and techniques to be used in TQM.

- Concept of Organizational Effectiveness (OE) and Organizational Performance (OP). Indicators of OE and OP, Measurement of O E.
- Types of Change. Force of Change. Resistance to Change. Overcoming Resistance to Change.
- Process of Change. Lewin's Model of Change. Golpin's Model of Change Management. Action Research Model of Change. Role of Change Agent In The Process Of Managing Change.
- Meaning and Nature of Organization Climate, Dimensions of Organizational Climate. Organizational Climate versus Organizational Culture. Methods of Conducting Organizational Climate Survey.
- Power and Politics in Organization.
- Meaning of OD. Process of OD. An Overview of OD Intervention.
- Detailed Study of Various OD Interventions. Process of Introducing Various OD Interventions.
- Meaning of Quality. Meaning and Process of Quality Management, Kaizen and TQM. System of Quality Management Awards.
- Benchmarking, JIT, Quality Circles, TPM, SQC and BPR.
- ISO 9000 Certification. Comparison between ISO 9000 Certification and ISO-14000 Certification.

Suggested Readings:

Change Management by Radha Sharma , Tata Megraw Hills Publication.

Luthans Fred, Organisational Behaviour.,New York, McGraw Hill.

Robbins S.P., Organisational Behaviour, New Delhi, PHI.

Meshane & Vonglinow, Organisational Behaviour, Tata McGraw- Hill, New Delhi

Staw, B.M. Psychological Dimensions of Organisational Behaviour. Englewood Cliffs, New Jersey, Prentice Hall Inc.

Davis Keith, Human Behaviour at Work, TMH, New Delhi

Pareek Udai, Organisational Behaviour, Oxford, IBH, Mumbai

Hersey Paul and Blanchard, Management of Organisational Behaviour, Prentice Hall of India, New Delhi.

Uma Shekharan, Organisation Behaviour, TMH, New Delhi.

John W. New Strom, "Organisational Behaviour, Tata McGraw, New Delhi

Kavita Singh, Organization Change and Development, Excel Books, New Delhi

Sharma, D.D., Total Quality Management : Principles, Practice and Cases, New Delhi: Sultan Chand & Sons.

Besterfiled, D.H. et al., Total Quality Management, Pearson Education Pte. Ltd., Singapore and Delhi.

**Advertising and Consumer Behaviour
(FT-CC-302)**

(Effective from Batch 2021-23)

OBJECTIVES: The objectives of this course is to impart the understanding of various aspects of Advertising and Consumer Behaviour and their applications in the market as an integral part of marketing management, and developed an understanding of the importance of advertising to discover the different approaches of consumer behavior.

OUTCOMES: After completion of the course, students will be able to understand the behavior of consumers towards the products or services and the impact of advertising in the change of consumer behavior towards their taste and preference.

- Nature, Scope and Significance of Advertising, Legal, Ethical and Social Aspects of Advertising.
- Advertising: Types of Media, Media Planning, Media Selection and Strategy. Creative Advertising, Advertising Planning and Strategies.
- Introduction to Consumer Behaviour, Consumer Buying Behaviour, Consumer Behaviour and Marketing Strategy.
- Factors in the study of Consumer Behaviour: Lifestyle, Motivation, Attitude, Learning, Perception and Personality. Family, Groups, Social Class and Cultural Influence on Consumer Behaviour,
- Various Buying Behaviour Models.
- Application of Consumer Behaviour. Issues in Formulation of Different Marketing Strategies.

Suggested Readings :

Manendra Mohan, Advertising Management, TMH, New Delhi.

Aaker, Batra and Myers, Advertising Management, Prentice Hall of India, New Delhi.

Norris, Advertising Management, Prentice Hall of India, New Delhi.

B.S. Rathore, Advertising Management, Himalaya, Mumbai.

Consumer Behaviour, Peter D. Bennet and H.H. Kes.

Kazmi & S.H.H. & Batra Satish, Consumer Behaviour, Excel Books, New Delhi.

Fundamentals of Consumer Behaviour, Douglas W. Meuot, Jr.

Consumer Behaviour, Walters and Paul, McGraw Hill, New York.

Consumer Behaviour, Shiffman, L.G. & Kanuk, L.L., PHI, N Delhi.

PRODUCT AND BRAND MANAGEMENT (FT-CC-303)

(Effective from Batch 2021-23)

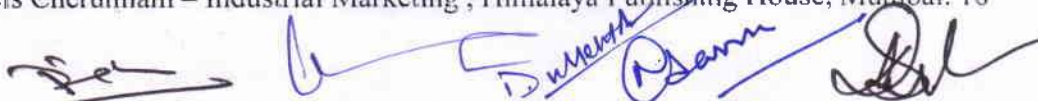
OBJECTIVES: The purpose of this course is to make familiar the students with the concept of Product & Brand Management in the context of promoting products and services. Brand management is one of the integral part of the marketing management and the organizations are very much concerned about their brand image management.

OUTCOMES: After completion of the course, students will be able to understand the strategies used by the companies to develop their product or services in converting of the brand and how does it manage by the different management concepts.

- **Product: Definitions & Features, Product Levels, Classification of Products, Individual Product Decisions, Difference between Consumer Products and Industrial Products, Consumer Adoption Process, Product Differentiation**
- **New Product Development: Factors Contributing to a new Product Design, New Product Development Process, Product Life Cycle, Factors Affecting Product Mix, Product Mix Strategies, Product Positioning**
- **Brand Elements: Classification of Brands, Brand Identity, Brand Image, Brand Personality, Brand Architecture, Brand Equity, Brand Loyalty Pyramid, Brand Equity, Factors Influencing Brand Equity, Different Methods of Brand Equity Measurement, Brand - Customer Relationship.**
- **Successful Brands: Characteristics of Successful Brands, Brand Strategies, Consumer Perceptual Space & Clutter, Brand Positioning, Brand Extension Strategies, Brand - Product Relationship, Brand Revitalization.**
- **Other Branding Issues: Concept and characteristics of Industrial Brands, Brand Building Issues in Services, Concept of a Retail Brand, Key Issues in Building Retail Brands, Classification of Retail Formats, Ethics in Branding and Retailing, Marketing Research in Product and Brand Management Areas**

Suggested Readings :

- Subroto Sengupta., Brand Positioning, PHI, New Delhi.
 S.A. Chunawalla., Product Management, Himalaya, Mumbai.
 Aaker, David A., , Managing Brand Equity, PHI, New Delhi.
 Steward, P : Building Brands Directly, London Macmillan.
 Murphy, John A. Brand Strategy, Cambridge, The Director Books.
 Kapferer, J.N. Strategic Brand Management, New York (Free Press).
 Czerniawski, Richard D. & Michael W. Maloney, Creating Brand Royalty, AMACOM.
 Cowley, Don – Understanding Brands, London, Kogan.
 Shrivastava, R.K., Product Management & New Product Development, Excel Books, New Delhi.
 Verma, Harsh, Brand Management, Text & Cases, Excel Books, New Delhi.
 M. Govind Rajan, Industrial Marketing Management, Vikas Publishing House Pvt. Ltd., New Delhi.
 Francis Cherunilam – Industrial Marketing , Himalaya Publishing House, Mumbai. 18



20/39
21/38

**SUMMER INTERNSHIP
(FT-ST-306)
(Effective from 2021-23)**

OBJECTIVES: The objective of the summer internship program is to encourage the skills development of MBA students in the functional areas/related sector. To encourage practical thinking and application of management/ functional knowledge.

OUTCOMES: Live direct/ hands-on, on the spot field exposure with the different formats of business organizations. Helpful in developing problem solving approach, innovative thinking in all possible formats of organization, backed-up with improvement in communication and presentation skills as well as appropriate understanding of team work approach.

SUBJECT CONTENTS:

Summer Internship is mandatory to encourage the skills development of MBA Students (in all/any specialized functional area(s). In order to encourage practical thinking and application of Management knowledge (knowledge of Business Ethics and Social Responsiveness, Critical Thinking Business Analysis, Problem solving and Innovation, Business Environment and Domain Knowledge, Effective Communication Leadership and Team Work). Student shall be required to undertake 6-8 weeks practical training in an Organization (Irrespective Of Size) connected with Industry/Trade or Commerce, NGO, Social Work, any Government body/MSME/SSI/Business/Partnership Firm/ Sole-Proprietor Firm, Startup/Service Sector/Any other type of Private sector organization / Undertaking / Business Enterprise / Franchisee/Business House/Export House etc.

The student shall be solely and purely assessed/evaluated only on the basis of performance of presentation based on Practical thinking/ Application of Management Knowledge/ Communication/Negotiation/Managerial skills learnt during training/internship. This Oral Presentation shall constitute as a part of the MBA Full Time III semester examination and shall carry 30 marks. The Assessment/ Evaluation will be done by a Panel consisting of Head of Department and One Internal Faculty in case of University Department and Head/Director of the Institute and One External Examiner to be appointed by the Examination Committee of the University, in case of All Affiliated Colleges of the University.

The student shall be required to submit a Self Declaration Form certifying his/her of completing the Summer Internship as per the directions stated above. It shall be the sole responsibility of the student as regards truthiness of the Certificate and Institute and Director Head Faculty of the Institute (Department) shall in no way be responsible for it. If at any stage the Self Declaration given by the candidate is found false/untrue, appropriate measures is provided in the Rules / Regulations of the University shall be taken. If a student fails to undergo the Summer Internship and appear in Presentation, he/she will be awarded ATKT in the above Subject.

In case of special circumstances / natural calamities / pandemic conditions, offline / online summer internship / summer internship presentations may also be arranged / conducted.



BUSINESS RESEARCH METHODS (FT-CC-401)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and learn business research planning using scientific methods

OUTCOMES: After completion of the course, students will be able to understand the concept of research methods/research test types and their applications into the business for research and development.

- Concepts of Research, Scientific Approach to Research, Types of Social Science Research, Research Process and Planning for Research, Defining Research Problem. Research Designs.
- Sources / Methods of Collecting Primary and Secondary Data, Schedules & Questionnaires, Interview, Observation, Scaling Techniques etc.
- Methods of Data Analysis: Application of Mean, Mode, Median, Geometric Mean, Harmonic Mean, Coefficient of Correlation, Regression Analysis, ANOVA Analysis, t-test, z-test, f-test, chi-square test.
- Research Report Writing. Elementary Idea about Statistical Software Packages

Suggested Readings:

K.R. Sharma, Research Methodology, National Publishing House, Jaipur.

Kothari.C.R., Research Methodology, Vishwa Prakashan , Delhi

Bannerjee,S & Roy R "Fundamentals of Research Methodology" Kitab Mahal ,Allahabad

Asthana BN "Elements of Statistics" S Chand, New Delhi

INTERNATIONAL MARKETING

(FT-CC-402)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and learn business research planning using scientific methods

OUTCOMES: After completion of the course, students will be able to understand the concept of research methods/research test types and their applications into the business for research and development.

- Nature and Scope of International Marketing, Significance of International Marketing, Foreign Trade Concepts and Theories.
- Analysis of International Marketing Environment. India's Current Export Import Policy, Recent Trends in India's Foreign Trade, Institutional set-up for Export Promotion, Export Houses, Export Documentation and Procedure.
- International Marketing Research, Organisational Structures in Foreign Market, Managing International Marketing Communication and its Sales Force, Emerging Trends in International Retail Business.
- Overseas Market- Product Strategy, International Product Life Cycle, Pricing Decisions, Distribution Channel Decisions and Promoting Products for Exports including Fairs and Exhibitions.
- Letter of Credit, Credit Risk Insurance with Reference to ECGC- Functioning & Evaluation, Functioning of WTO, UNCTAD.

Suggested Readings :

Bhattacharya, B. Export Marketing : Strategies for Success, New Delhi, Global Business Press.

Joshi, R M "International Business" Oxford, New Delhi.

Keegan, Warren. Global Marketing Management. Englewood Cliffs, New Jersey, Prentice Hall Inc.

Onkvisit, Sak and Shaw, J.J. International Marketing : Analysis and Strategy : New Delhi, Prentice Hall of India.

Panda Tapan, Marketing in the New Global Order, Excel Books, New Delhi.

Terpstra, Vern and Sarthy, R. International Marketing. Orlando, Dryden Press.

Walter, I and Murphy, T. Handbook of International Business, New York, John Wiley.

Vasudeva P.K., International Marketing, Excel Books, New Delhi.




MARKETING OF SERVICES

(FT-CC-403)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to make understand the concept of marketing and service and also provide the exposure various marketing strategies and how to formulate it in the field accordingly.

OUTCOMES: After completion this course, the students will be able to understand the basic concept of service and marketing. They will be able to develop the various marketing strategies/ marketing mix in service marketing, branding and advertising as marketing tools.

- Concepts, Nature, Emergence, Growth and Importance of Services, Challenges in Marketing of services, Service Classification.
- Marketing Framework for Service Business, Understandings Service Market, Services and Consumer Behaviour in Market of Services, Segmentation, Targeting and Positioning of Service Marketing.
- Marketing Mix in Service Marketing, Advertising, Branding Issues of Services, Relationship Marketing, Retail Marketing.
- Marketing Information System and Marketing Research in Service Marketing, Strategies for Services Marketing, Designing of Service Strategy.
- Service Vision, Issues concerning Service quality and Quality Models.
- E-Marketing and Marketing of Services in Various Business Areas.
- Development of Service Market in Indian Business.

Suggested Readings :

Lovelock, Christopher H. Managing Services : Marketing Operations and Human Resources. Englewood Cliffs, New Jersey, Prentice Hall Inc.

Lovelock, Christopher H. Service Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc.

McDonald, Malcom and Payne, A. Marketing Planning for Services. Butterworth, Heinemann.
Nargundkar R and T.K. Panda, Managing Customer Relationship in Service Industries, Excel Books, New Delhi.

Bhattacharya C, Service Marketing, Excel Books, New Delhi.

Newton M P Payne, A. The Essence of Service Marketing. New Delhi, Prentice Hall of India.

Verma, H V. Marketing of Services. New Delhi, Global Business Press.

Zeithaml, V A and BitMBA SYLLABUS 2016-18 (CBCS)ner, M J Services Marketing. New York, McGraw Hill.

**COMPREHENSIVE VIVA-VOCE
(FT-CVV-406)
(Effective from 2021-23)**

OBJECTIVE: To assess the theoretical/ conceptual as well as personality based communication skills/ behavioral competence of the students, so as to evaluate the subjects taught in the entire two year program.

OUTCOME: Extensively beneficial in the assessment of students' decision making skills, interview skills, and face to face effective communication skills and understanding their domain knowledge testing. Helpful in encouraging their application testing abilities of theory with conceptual clarity.

SUBJECT CONTENTS:

The Comprehensive Viva-Voce Examination would assess the theoretical, practical as well as behavioral competence of the candidate. The evaluation is panoramic covering the subjects taught in the entire two-year program to examine the managerial skills the candidate is supposed to possess.

The Assessment/ Evaluation will be done by a Panel consisting of Head of Department and One Internal Faculty in case of University Department and Head/Director of the Institute and One External Examiner to be appointed by the Examination Committee of the University, in case of All Affiliated Colleges of the University.

In case of special circumstances / natural calamities / pandemic condition, offline / online Comprehensive viva-voce may also be arranged / conducted subject to the mutual consent of external examiner / internal examiner.

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ELECTIVE COURSES FOR MBA III SEMESTER (Any Two Papers are to be opted)

(3A)

HUMAN RESOURCE DEVELOPMENT

(FT-EC-304/305)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to provide the students with a clear understanding of the concepts, processes, practices and strategies that form the basis of successful HRD in organizations. The course is intended to facilitate the development of knowledge and skills that HRD specialists need in performing their strategic role

OUTCOMES: After completion of the course, students will be able to understand the various concepts, process and policies of HRD in the present corporate scenario. To understand the concept of work life balance and its practical application in their lives.

- Philosophy and Goals of HRD, An Overview of Sub-systems (Process mechanisms) of HRD. Inter-linkage of Various Sub-systems of HRD. Role of HRD Managers, Line Managers and Top Executives in the Process of HRD.
- Employee Training: Process of Employee Training. Identifying Training Needs. Planning for Training. Evaluation of Training, Learning/ Training Climate.
- Performance Appraisal: Objectives of Performance Appraisal. Process of Performance Appraisal. Performance Feedback and Performance Counselling. Common Errors in Performance Appraisal.
- Employee Empowerment: Meaning, Process and Ways & Strategies. Career Planning & Development: Meaning, Process and Ways & Strategies. Ingredients of Quality of Work Life. Ways and Strategies to Enhance the Level of QWL.
- Defining HRD Climate and Dimensions of HRD Climate. Evaluation of HRD (HRD Audit). Strategic HRD. Organizational Learning.

Suggested Readings :

Sungara Raju, S.M., Total Quality Management, New Delhi, Tata McGraw-Hill Pub.Co.Ltd.

Pareek and Rao, Designing and Managing Human Resource, Systems, Oxford & IBH Pub. House

French and Bell, Organisation Development, PHI, New Delhi.

Rao, T.V., Recent Experiences in HRD, TMH, New Delhi.

Pareek, Udai, Evaluation of HRD, Jaipur Rawat Publications

Rao T.V., HRD Audit, Oxford IBM, Mumbai.

Kanji Gopal & Asher Mike – 100 Methods for TQM, Response Books, Sage Publications, New Delhi.

Khandwalla, Pradeep (1988), Fourth Eye, Allahabad: A.H. Wheeler Publishing

Margaret, Anne Reid, Harry Barrington & Mary Brown, Human Resource Development, Pinnacle, New Delhi.

Khandwalla, Pradeep (2003), Corporate Creativity, Tata McGraw Hill Publishing Company Ltd.

Tapomey Dev (2011), Human Resource Development: Theory and Practice, Ane Books Pvt. Ltd., New Delhi.

Bedia, D D, Padmwat Ananda, "Talent Management" Zenith Publications, Delhi, 2012

(3B)
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
(FT-EC-304/305)

(Effective from Batch 2021-23)

OBJECTIVES: The objectives of this course is to provide the students indepth understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of mutual funds, investment strategies and portfolio management services.

OUTCOMES: After completion of the course, students will be able to understand the concept of investment and its types. Understand the risk and return analysis with the valuation of securities under different techniques.

- Investment Return and Risk, Operations of Indian Stock Market; New Issue Market; Listing of Securities; Cost of Investing in Securities; Mechanics of Investing; Markets and Brokers; Investment Companies; Investment Alternatives.
- The Return to Risk and the Investment Decision; Government Securities; Investment Instruments of the Money Market; Fundamental and Technical Analysis, Efficient Market Theory.
- Portfolio Management – An Optimum Portfolio Selection Problem, Markowitz Portfolio Theory, Sharpe Single Index Model; Capital Asset Pricing Model.
- Optimum Portfolios – Constructing the Optimum Portfolio, Portfolio Investment Process; Bond Portfolio Management Strategies; Investment Timing and Portfolio Performance Evaluation.
- Portfolio Management in Mutual Funds: Nature Scope and Types of MFs, UTI, Concept of NAV, Regulation of MFs, Taxation and MFs.

Suggested Readings :

Avdhani V. A., Security analysis and Portfolio Management, Himalaya Publishing House.

Bhalla, V.K. Investment Management : Security Analysis and Portfolio Management, New Delhi, S.Chand.

Fischer, Donald E. and Joardan, Ronald J. Security Analysis and Portfolio Management, New Delhi, PHI.

Dhanesh Khatri, "Security Analysis and Portfolio Management" Macmillan , New Delhi

Bhalla, V.K. Investment Management : Security Analysis and Portfolio Management., Delhi, S.Chand.

Elton, Edwin J and Gruber, Martin J. Modern Portfolio Theory and Investment Analysis. New York, John Wiley.

Lee, Cheng F. etc. Security Analysis and Portfolio Management. Scott, Foresman.

Markowitz, Harry M. Mean. Variance Analysis in Portfolio Choice and Capital Markets. London, Basic Blackwell.

R. P. Rustagi, Security analysis and Portfolio Management, Taxman Publications

Rajesh Chakrebarty and De, Capital Markets in India, Sage Publications.

MANAGEMENT OF FINANCIAL SERVICES AND INTERNATIONAL FINANCE

(3C)

(FT-EC-304/305)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to understand the role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues concerning select financial services. To provide a conceptual framework of the Working of International Financial Institutions, Money Markets, Exchange Transactions and Capital Markets

OUTCOMES: After completion of the course, students will be able to understand the international foreign exchange market. To understand the concept of Indian Financial Services with the different aspects management and managerial strategies.

- Financial System and Markets; Concept, Nature and Scope of Financial Services; Regulatory Framework for Financial Services; Management of Risk in Financial Services; New Financial Products and Services; Innovative financial Instruments.
- Mutual Funds; Types/Classification of Funds, Reasons for Slow Growth. Merchant Banking; Meaning, Scope and Services of Merchant Banks. Managing of Issue Shares and Bonds; Debt Securitization; Credit Rating; Credit Cards.
- Venture Capital; Concept, Meaning, Features, Scope of Venture Capital and Method of Venture Financing. Factoring, Forfeiting and Bill Credit Discounting.
- International Financial Management: Nature, Scope and Objectives, International Financial System and institutions; IMF, World Bank. Foreign Exchange Market and its Functions.
- An Overview of Financial Derivatives – Future; Forward Agreement Future Agreement. Options; Put option, Call Option, Hedging and Currency Swaps, International Cash Management.

Suggested Readings :

Bhalla, V.K. Management of Financial Services. Anmol, New Delhi.

Bhalla, VK. And Dilbag, Singh. International Financial Centres. New Delhi, Anmol.

Ennew C, Trevor Watkins & Mike Wright : Marketing of Financial Services, Heinemann Professional Pub.

Gordan, E and K. Natrajan Emerging Scenario of Financial Services, Himalaya Publishing House.

Abdullah, F.A. Financial Management for the Multinational Firm. Englewood Cliffs, New Jersey, PHI.

Bhalla, V.K. International Financial Management, New Delhi, Anmol.

Buckley, Adrian, Multinational Finance, New York, PHI.

A.P.G. Apte, International Financial Management, TMH, New Delhi.

Management Information System
(FT-EC-304/305)
(Effective from Batch 2021-23)
(3D)

OBJECTIVES: The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

OUTCOMES: After completion of the course, students will be able to understand the concept of information system in the business organization. To learn how the information can be managed by the organizations for the future benefits and Decision making for the business.

- Management Information System Design - Defining the Problem, System Objectives, Determining information needs, sources, Development and selection of alternative design.
- Information system for Decision Making, Basic Information System Related to Finance, Production, Marketing and Human Resources, Recent Trends in MIS.
- MIS and Decision Making - Phases of Decision making process, MIS support at each of the phase of Intelligence, Design & choice. Programmed v/s Non-Programmed Decisions.
- Basic Information Regarding Enterprise Resource Planning and Related Soft-wares. Basic Information Regarding HRIS and Related Soft-wares. Basic Information Regarding Market Database.
- Consumer Price Index Numbers, Wholesale Price Index Numbers, System of Sensex. Rating Agencies in India.

Suggested Readings:

Burch, John and Grudnitski Gary. Information Systems : Theory and Practice, New York, John Wiley.

David, Van Over. Foundations of Business Systems. Fort Worth, Dryden.

Eliason, A.L. On-Line Business Computer Applications., Chicago, Science Research Association.

Estrada, Susan. Connecting to the Internet. Sebastopol, C A, O'Reilly.

Information Systems for Modern Management, Robert G. Murdic, Joel E, Ross, James R. Clagget PHI, New Delhi.

Management Information Systems, Gordon B Davis, M.H. Olson, Prentice Hall, New Jersey

Quantitative Techniques
(FT-EC-304/305)
(Effective from Batch 2021-23)
(3E)

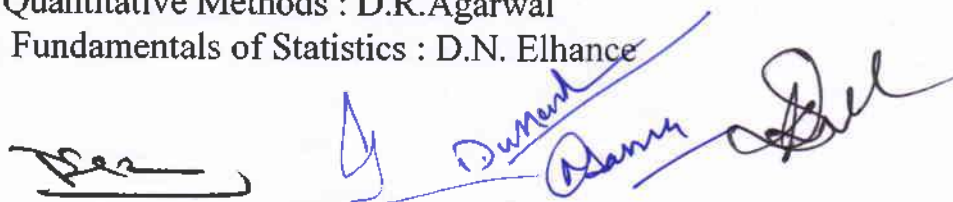
OBJECTIVES: The objective of this course is to enable the student with the mathematical and statistical techniques and their applications into the business for the problem solving. This is more practical rather than theoretical.

OUTCOMES: After completion of the course, students will be able to solve the business problems by using mathematical and statistical techniques. To train them how to solve the business problem by appropriate mathematical approaches.

- Introduction to Quantitative Techniques. Concept Model Building for Business Decisions. Role and Scope Models in Business and Industry. Matrix Algebra Determinations. Solving linear equations by using matrices. Applications of Matrices to value Analysis. Output Model in Matrices.
- Probability: Rules of Probability - Binomial, Poisson and Normal Distribution - Their Applications in Business and Industrial Problems - Baye"s Theorem and its Business Application.
- Linear Programming- Mathematical formulations of Linear Programming, Graphical Analysis, Simplex method of Linear Programming, Transportation and Assignment Models.
- Probability Theory – Concept of Probability, basic Laws of Probability, Conditional Probability, Game Theory
- Application of Differentiation and Integration Maxima, Minima, Average Cost, Total Cost, Marginal Revenue, Average Revenue and Total Revenue - Consumer Surplus and Producer Surplus.

Suggested Readings:

1. Quantitative techniques- Dr. M.M. Varma & R.K. Agrawal.
2. Quantitative techniques- C.R. Kothari.
- 3 Quantitative techniques for managerial Decision- U.R. Shrivastava & G.V. Shenoy, S.C. Sharma.
4. Quantitative techniques in Mgmt. – N.D. Vohra.
5. Quantitative Methods : D.R. Agarwal
6. Fundamentals of Statistics : D.N. Elhance



SYSTEMS ANALYSIS AND DESIGN

(FT-EC-304/305)

(Effective from Batch 2021-23)

OBJECTIVES: The objective of this course is to understand the concept of system analysis and design, software development and SDLC (Software Development Life Cycle).

OUTCOMES: After completion of the course, students will be able to solve the business problems by using different software applications for the development of the business.

Overview of Systems Analysis and Design; Software applications today – the changing scenarios – Introduction to different methodologies and Structured System Analysis – Problem identification – requirement analysis : tools and techniques – feasibility analysis – operational. Technical and economical feasibility – details of SDLC approach. Business Systems Concept; System Development Life Cycle; Project Selection; Feasibility Study. Tool for Analysis and Design of Business Systems; Methodologies Available; Need for Structured Techniques; Structured Techniques Available. System Requirement Specification and Analysis; Data Flow Diagrams; Data Dictionaries; Process Organisation and Intersections; Decision Analysis; Decision Trees and Tables; Expansion, Explosion and Normalization, Detailed Design; Modulation; Module Specification; File Design; Data Base Design, System Control and Quality Assurance; Documentation Tools; Testing Techniques Available; System Controls and Audit Trails; System Administration and Training; Conversion and Operations Plan. Hardware and Software Selection; Hardware Acquisition; Benchmarking, Vendor Selection, Operating System Selection, Language Processors, Performance and Acceptance Testing Criteria. Managing Data Processing in an Organisation; Data Processing Setup; Project Management Techniques for Managing Software Projects.

Suggested Readings :

1. I.I. Hawryzkiewicz, Introduction to Systems Analysis & Design, PHI, New Delhi.
2. Edward Y, Design of On-Line Computer System, Englewood Cliffs, N. J. Prentice Hall.
3. Awad. Elias M. Systems Analysis and Design., New Delhi, PHI.
4. Coad, Peter and Edward, Yourdon. Object Oriented Analysis. Englewood Cliff, New Jersey, Yourdon Press.
5. Hawryzkiewicz, I.T. Introduction to Systems Analysis and Design. New Delhi, PHI.
6. Macro, T.D. Structured Analysis and System Specification, New Delhi, Yourdon Press.
7. Rajaraman, V. Analysis and Design of Information Systems, New Delhi, PHI. 29



ELECTIVE COURSES FOR MBA IV SEMESTER (Any Two Papers are to be opted)

(4A)

CORPORATE TAXATION (FT-EC-404/405)

(Effective from Batch 2021-23)

OBJECTIVES:

The objective of this course is to enable students to develop an understanding of corporate tax and to enable them to calculate the corporate tax and tax planning and management with latest tax reforms and taxation provision updations.

OUTCOMES: After completion of the course, students will be able to understand the basic concept of corporate tax, Minimum Alternate Tax (MAT), different heads of income of the corporate assessee

- Basic Concepts of Income Tax; Residential Status of a Company; Computation of Income under Different Heads of Income.
- Set off and Carry forward of Losses, Deductions and Exemptions for Corporate Assesses, Minimum Alternate Tax (MAT).
- Meaning and Scope of Tax Planning and Location of Undertaking, Type of Activity, Ownership Pattern, Tax Planning Regarding Dividends Policy, Issue of Bonus Shares, Tax Planning Relating to Amalgamation and Merger of Companies.
- Tax Considerations in respect of Specific Managerial Decision like Make or Buy, Own or Lease, Close or Continue, Sale in Domestic Markets or Exports; Replacements and Capital Budgeting Decisions, etc.
- Tax Planning in respect of Managerial Remuneration, Foreign Collaborations and Joint Ventures; Double Taxation Avoidance Agreements.

Suggested Readings :

Ahuja, G.K. & Gupta, Ravi Systematic Approach to Income Tax. Allahabad, Bharat Law House.

Ranina, H.P. Corporate Taxation : A Handbook, New Delhi, Oriental Law House.

Singhania, V K. Direct Tax Planning & Management, Taxman Pub.

Srinivas E.A. Handbook of Corporate Tax Planning. New Delhi, Tata McGraw Hill.

Singhania, V K. and Singhania Kapil, Direct Tax Planning & Management, Taxman Pub.

(4B)
ENTREPRENEURSHIP
(FT-EC- 404/405)
(Effective from Batch 2021-23)

OBJECTIVE: The aim of this course is to provide the insight knowledge about entrepreneurship and make students familiar with entrepreneur's traits, Qualities Business startup/MSMEs issues and prepare business plans accordingly..

OUTCOMES: After completion of the course, students will be able to understand the basic concept of entrepreneurship with more realistic examples. They can apply the theoretical knowledge as entrepreneurs with their practical business plan and startup approach.

- Concept of Entrepreneurship. Process of Entrepreneurship. Entrepreneurial Motives. Enablers of Entrepreneurial Intentions. Entrepreneurial Competencies. Characteristic Features of Corporate Entrepreneurship. Differences between Entrepreneurship and Intrapreneurship.
- Concept of Social Entrepreneurship. Differences between Normal Entrepreneurs and Social Entrepreneurs. Need and Benefits of Social Enterprise. Differences between Social Enterprises and Social Responsibility of Business. Ethical Issues in Entrepreneurship.
- Benefits of Women Entrepreneurship Status of Women Entrepreneurship. Entrepreneurship. Challenges in Women Entrepreneurship. Barriers and Facilitators of Women Entrepreneurship.
- Relationship among Creativity, Innovation and Entrepreneurship. Environmental Scanning for New Venture Creation. Developing Business Plan for New Venture Creation. Market Orientation and Marketing Skills for Entrepreneurs. Marshalling Resources for New Venture Creation.
- Characteristic Features of Family Business. Advantages of Family Business, Problems in Managing Family Business. Global Opportunities for Entrepreneurs.

Suggested Readings:

- Raj Shankar – “Entrepreneurship Theory and practice”. Vijay Nicole Imprints Pvt td, Chennai 2012
- Kuratko. F.D. & Hodgetts.M.R., “Entrepreneurship Theory, Process, Practice (6th ed), Thomson South Western Pub, Singapore.
- Desai Vasant , “ Dynamics of Entrepreneurship Development and Management, Himalaya Pub House, Mumbai, 2008.
- Khanka, S.S. , “Entrepreneurship Development,” S.Chand and Co.Ltd, New Delhi, Revised Ed, 2012
- Mohanty.S.K., “Fundamentals of Entrepreneurship”, PHI Learning Pvt Ltd, Delhi, 2012.
- Proceedings of EDI ,s of Xth Biennial Conference on Entrepreneurship, Vol.I & II, Bookwell Publishers, Delhi. (2013)
- Proceedings of EDI ,s of XIth Biennial Conference on Entrepreneurship, Vol.I& II, Bookwell Publishers, Delhi. (2015)

STRATEGIC MANAGEMENT
(FT-EC-404/405)
(Effective from Batch 2021-23)
(4C)

OBJECTIVES: The objective of this course is to impart knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

OUTCOMES: After completion of the course, students will be able to understand the basic international marketing theories with the practical exposure of global environment. To develop the international marketing strategies and apply them into the international market.

- Nature, Purpose, Importance and historical evolution of Business Policy, Concept and applications of Corporate Strategy, Strategic Management : Definition, model and process.
- Strategy Formulation : Strategic Intent – Vision, Mission, Purpose and Objectives, Concept of Core Competency, Chief Executive & Board, Work of Top Management in Strategy Formulation, Strategy and Structure.
- Environmental Analysis : Environmental and Organizational Appraisal, SWOT Analysis, Experience Curve, Competitive Advantage of a Firm, Strategic Profile of Firm.
- Strategic Alternatives and Strategic Choice
- Strategic Implementation, Activating Strategies, Structural Implementation, Functional Implementation, Behavioural Implementation, Strategy Evaluation, Strategic Control, Operational Control, Techniques of Strategic Evaluation & Control.

Suggested Readings :

Azhar Kazmi, Business Policy & Strategic Management, TMH, New Delhi.

P.K. Ghosh, Business Policy-Strategic Planning and Mgmt., Sultan Chand and Sons, New Delhi.

V.P. Michael, Business Policy and Environment, Sultan Chand and Sons, New Delhi.

Kachru, Upendra, Strategic Management, Concepts and Cases, Excel Books, New Delhi.

R.M. Srivastava, Corporate Strategy and Planning, Himalaya Publishing House, Mumbai

R. Nanjundaiah, Strategic Planning and Business Policy, Himalaya Publishing House, Mumbai



(4D)
ECONOMICS OF LABOUR AND
INDUSTRIAL RELATIONS
 (FT-EC-404/405)

(Effective from Batch 2021-23)

OBJECTIVES: This course will expose students to the conceptual and practical aspects of industrial relations at the macro and micro levels. Industrial Relations play an important role in organizations. Organisational efficiency and performance are intricately interlinked with industrial relations.

OUTCOMES: After completion of course, students will be able to acquaint with industrial relations framework in India. They will also know the importance of industrial peace and settlement of industrial disputes.

- Meaning of Industrial Relations. Common Reasons of Industrial Disputes.
- Trade Unionism in India :Meaning of Trade Union. The Trade Union Act. 1926. Current Status of Trade Unions in India. Problems of Trade Unions in India and Probable Solutions.
- Industrial Employment (Standing Orders) Act, 1946.
- Industrial Disputes Act, 1947.
- Workers Participation in Management.
- Collective Bargaining and Negotiation.
- Grievance Handling Management.
- Management of Discipline.
- Government System of Labour Administration In India.
- Wages, Dearness Allowance, Bonus and Fringe Benefits System In India.

Suggested Readings :

Kochan, T.A. and Katz Henry. Collective Bargaining and IR, Homewood Illinois Richard D. Irish.

Mamkoottam, K.Trade Unionism. Myth and Reality. New Delhi, Oxford University Press.

Niland J R etc. The Future of Industrial Relations. New Delhi, Sage.

Papola, T S & Rodgers, G. Labour Institutions and Economic Development in India. Geneva, ILO.

Arora M., Industrial Relations, Excel Books, New Delhi:

Ramaswamy, E.A. The Rayon Spinners The Strategic Management of Industrial Relations. New Delhi, Oxford University Press.

Virmani, B.R. Participative Management vs. Collective Bargaining . New Delhi, Vision Books, Webb, Sidney & Webb, Beadtrice. Industrial Democracy. Melbourne, Longman.

Personnel Management and Industrial Relations, P.C. Tripathi, Sultan Chand & Sons, New Delhi.

Dynamics of Industrial Relation in India, C.B. Mamoria, Himalaya, New Delhi.

Modern Labour Law and IR, Srikanta Mishra, Sultan Chand & Sons, New Delhi.

Industrial Relations in India, V.P. Michael, Himalaya Publishing, New Delhi.

CREATIVITY AND INNOVATION
(FT-EC-404/405)
(Effective from Batch 2021-23)
(4E)

OBJECTIVES: The aim of this course is to develop the thinking process among the students with creativity and innovation, practical approach for creative problem solving techniques, team-work activity and entrepreneurship skills.

OUTCOMES: After completion of the course, students would be able to get acquainted the practical approach of creativity and innovation. They will enrich with think tank and will be able to develop techniques for creative problem solving.

- Nature of Creativity. Convergent Vs Divergent Thinking and Their relationship with Creativity.
- Individual Creativity Vs Team Creativity. Factors that affect Individual Creativity. Factors that affect Team Creativity. Creative Personality and Blocks to Creative Personality.
- Various Techniques of Creative Problem Solving.
- Innovation in Organizations: Meaning, Process, Types, Levels, Influencing Factors.
- Innovation Sponsoring Capability. Climate / Culture required for creativity and innovation in organizations. Relationship between Creativity, Innovation and entrepreneurship.

Suggested Readings:

1. Amabile, T. M. (1996). **Creativity in Context**, Boulder. CO: Westview Press.
2. Barron F. (1969). **Creative Person and Creative Process**, New York: Holt, Rinehart, and Winston.
3. Csikszentmihalyi, M. (1996). **Creativity, flow and the psychology of discovery and invention**. New York: Harper Collins.
4. Csikszentmihalyi, M. (1996). **Creativity: Flow and the psychology of discovery and invention**, New York, NY: HarperCollins.
5. Ennesto, Villalba (Ed.) (2009), **Measuring creativity. Conference Proceedings of the Conference on "Can Creativity be Measured?"** held in Brussels during May 28 -29, 2009 (The European Year of Creativity , & Innovation) organized by Directorate General for Education , & Culture together with the Centre for Research on Life-long Learning (CRELL) of the Jpint Research Centre (JRC), European Commission. Brussels: European Commission.
6. Gardner, H. (1993). **Creating minds: An anatomy of creativity seen through the lives of Freud, Einstein, Picasso, Einstein, Stravinsky, Eliot, Graham, and Gandhi**. New York: Basic Books.
7. Glover, J. A., Ronning , R. R., & Reynolds, C. R. (Eds.) (1989). **Handbook of creativity** New York: Plenum Press.
8. Guilford, J. P. (1967). **The nature of human intelligence**. New York, NY: McGraw-Hill
9. Harold H. Anderson (Ed.) (1959). **Creativity and its cultivation (Addresses Presented at the Interdisciplinary Symposia on Creativity, Michigan State University)**. New York: Harper , & Brothers.

10. Hemlin, S., Allwood, C. M. & B. R. Martin (Eds.) (2004). **Creative knowledge environments: The influences on creativity in research and innovation**. Cheltenham: Edward Elgar.
11. Khandwalla, P. N., (1988). **Fourth Eye: Excellence through Creativity**, Wheeler Publishers.
12. Khandwalla, Pradip N. (2003). **Corporate creativity: The winning edge**. New Delhi (India): Tata McGraw Hill Education Private Limited.
13. Kirton, M. J. (1994). **Adaptors, & innovators: Styles of creativity and problem solving** (II edition). New York: Routledge.
14. Kuhn, R. L. (Ed.) (1988). **Handbook for Creative and Innovative Managers**. New York: McGraw-Hill.
15. OSHO International Foundation, (1999). **Creativity Unleashing the Forces Within / OSHO**, St. Martin Press: New York.
16. Runco, M. A. & Pritzer, S. R. (Eds.) (1999). **Encyclopedia of Creativity**. San Diego: Academic Press.
17. Runco, M.A. and Albert, R.S. (Eds.) (1990), **Theories of Creativity**. Newbury Park, CA: Sage Publication.
18. Stein, M. I. (1975). **Stimulating Creativity: Group Procedures**. NY: Academic Press.
19. Sternberg, R. J. (Ed.) (1999). **Handbook of Creativity**, Cambridge: Cambridge University Press.
20. Sternberg, R. J. & Lubart, T.L. (1995). **Defying the crowd. Cultivating creativity in a culture of conformity**. The Free Press, New York.
21. Sternberg, R. J. (2003). **Wisdom, Intelligence and Creativity Synthesized**, Cambridge University Press.
22. Sternberg, R.J. (Ed.) (1988). **The nature of creativity: Contemporary psychological perspectives**. Cambridge: Cambridge University Press.
23. Taylor, Ros (2013). **Creativity at Work**. Cogan Page.
24. Torrance P. E. (1965). **Rewarding Creative Behaviour**. Englewood Cliffs, N.J.: Prentice Hall.
25. West, M.A. and Farr, J. L. (Eds.) (1990). **Innovation and creativity at work: Psychological and organizational strategies**. London: John Wiley.
26. Zhou, J. & Shalley, C. E. (Eds.) (2007). **Handbook of Organizational Creativity**. New York: Lawrence Erlbaum Associates.



LEGAL FRAMEWORK OF HUMAN RESOURCE MANAGEMENT

(FT-EC-404/405)

(Effective from Batch 2021-23)

(4F)

OBJECTIVES: The objective of this course is to acquaint the students with the various Legal framework (Act) related to Human Resource Management (Employer/ Employee) such as Factory Act, Contract Act, and Minimum Wages Act etc.

OUTCOMES: After completing of the course, students will be more able to understand the various Acts related to HRM and able to develop HR policies according to these acts.

- The Factory Act, 1948. Contract
- Labour Act, 1952.
- The Minimum Wages Act, 1948.
- Payment of Wage Act, 1936.
- Equal Remuneration Act, 1976.
- Payment of Bonus Act, 1965.
- Payment of Gratuity Act, 1972.
- Provident Fund and Miscellaneous Provisions Act, 1952.
- Employees Compensation Act, 1923.
- Employees State Insurance Act, 1948.
- Child Labour Prohibition Act.
- Bonded Labour Prohibition Act.

Suggested Readings :

Ghaiye, B R Law and Procedure of Departmental Enquiry in Private and Public Sector. Lucknow, Eastern Law Company.

Malhotra, O P. The Law of Industrial Disputes. Vol.I and II. Bombay, N.M. Tripathi.

Malik, P L. Handbook of Industrial Law. Lucknow, Eastern Book.

Seth, D.D. Industrial Dispute Act, 1947. Vol.I & II. Bombay.

Srivastava S.C. Industrial Relations and Labour Law. New Delhi, Vikas.

N.D. Kapoor, Mercantile Law, Sultan Chand and Sons, New Delhi.

Mishra L., Case Laws on Industrial Relations, Excel Books, New Delhi.