Faculty of Management Studies

Study and Evaluation Scheme

Of

Master of Business Administration

M.B.A.

(Applicable w.e.f Academic Session 2015-17, till revised)

AKS UNIVERSITY, SATNA

Study and Evaluation Scheme

** The University Authorities reserve all the rights to make any additions/ deletions or changes/ modifications to this syllabus as deemed necessary.
Faculty of Management Studies

Master of Business Administration

**MBA**

**I Semester**

### TEACHING & EXAMINATION SCHEME

<table>
<thead>
<tr>
<th>Subject code</th>
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<th>Period</th>
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<tr>
<td>1</td>
<td>31MT101 Principles &amp; Practices of Management</td>
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<td>31MT102 Individual &amp; Organizational Behaviour</td>
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<td>3</td>
<td>31MT103 Bussiness Environment</td>
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<td>31AC104 Accounting for Managers</td>
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<td>31EC105 Managerial Economics</td>
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<td>31MS106 Bussiness Statistics</td>
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<td>31CA107 Computer Application in Management</td>
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### Faculty of Management Studies

**Master of Business Administration**

**MBA**

**II Semester**

**TEACHING & EXAMINATION SCHEME**

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<thead>
<tr>
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<tr>
<td>1</td>
<td>31FM201</td>
<td>Financial Management-I</td>
<td>L 4</td>
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<td>31MM202</td>
<td>Marketing Management-I</td>
<td>L 4</td>
<td>P 4</td>
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<td>3</td>
<td>31HR203</td>
<td>Human Resource Management-I</td>
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<td>4</td>
<td>31MT204</td>
<td>Corporate-Ethics, Social Responsibility &amp; Governance</td>
<td>L 3</td>
<td>P 3</td>
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<td>5</td>
<td>31SO205</td>
<td>Research Methodology</td>
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<td>Spiritual Studies- Hinduism/ Islam</td>
<td>L 3</td>
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## Faculty of Management Studies

### Master of Business Administration

**MBA**

**III Semester**

### TEACHING & EXAMINATION SCHEME

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<td>31FM301 Financial management -II</td>
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<td>31MT302 Operation Research</td>
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<td>31HR303 Human resources management -II</td>
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<td>31EN304 MSMEs &amp; Entrepreneurial development</td>
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**Elective (Choose Any Two)**

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<tr>
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<td>31HR308</td>
<td>Organizational Development</td>
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<td>Banking &amp; Insurance</td>
<td>31BI309</td>
<td>Intro. To Banking &amp; Insurance</td>
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<td>IT Management</td>
<td>31IT310</td>
<td>Database Management System</td>
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<tr>
<td>Agri-Business MGMT</td>
<td>31AB311</td>
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### Faculty of Management Studies
#### Master of Business Administration

**MBA**  
**IV Semester**  
**TEACHING & EXAMINATION SCHEME**

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**ELECTIVES (Choose any Two Group- Same as Third Semester)**

- **Finance**
  
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<td>Security analysis &amp; Portfolio Management</td>
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- **Marketing**
  
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<td>31MM406</td>
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- **HRM**
  
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<td>31HR408</td>
<td>Labour Laws</td>
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- **Banking & Insurance**
  
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- **Information Technology**
  
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<td>31IT412</td>
<td>Cyber Security &amp; Law</td>
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- **Agri Business**
  
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<td>31AB414</td>
<td>Agri Marketing</td>
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MBA
I Semester
PRINCIPLES & PRACTICES OF MANAGEMENT

Course Objective: The objective of this course is to help the students gain understanding of the functions and 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.

Unit-I
Concept of Management
Introduction of Organization and Management, Functions and Responsibilities of Managers, Schools of Management Thoughts, Developing Excellent Managers. Cross cultural issues in management.

Unit-II
Planning and Objectives

Unit-III
Strategies and Policies

Unit-IV
Organizing and Staffing

Unit-V
Directing and Controlling

Text Readings
4 Griffin, Management Principles and Applications, Cengage Learning,India First Edition
5 Harold Koontz, O'Donnell and Heinz Weihrich, Essentials of Management. New Delhi, TMHi, 2006
6 Stoner, Management, PHI Learning, 2008
Suggested Readings
2 Satyaraju & Parthsarthy,*Management Text and Cases*, PHI Learning, 2009
MBA
I Semester
COMPUTER APPLICATION IN MANAGEMENT

Objective: Objective of course is to offer understanding of basics of computer and IT application in day to day running of business.

Unit I
Introduction to Computer

Unit II
Operating Systems
Basic concept and types of operating system. DOS: Features, External and Internal Commands. WINDOWS 7: Basic Operations, utilities and features.

Unit III
MS Word 2007: Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros, Creation of letters and envelops. MS Access 2007: Database creation, screen/form design, report generation using wizard.

Unit IV
MS Excel 2007: Excel basics, rearranging worksheets, Formatting excel cells, introduction to functions and Formulas, Excel’s chart features, working with graphics, using worksheet as databases, Searching, Sorting and Filtering in Database, automating “what-if” projects. MS PowerPoint 2007: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point. Inserting various objects (Picture, Organisational Chart, Audio, Video etc.) in slide. Adding Animation effects in slide.

Unit V
Concept of Data Communication and Networking
Networking concepts, Types of network (LAN, MAN, WAN), Communication Media, Mode of transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital transmission, Different Topologies. Internet: Meaning, Evolution, Merits and Demerits. Internet Vs Intranet. concept of www, e-Mail, Video- Conference, search engine.

Text Readings
1. Balagurusamy Fundamentals of Computer 1e, Tata MacGrawHill
2. Deepak Bharihoke Fundamentals of Information Technology Excel books
3. Manish Mahajan IT Infrastructure & Management Acme learning
4. Rashi Agarwal Computer Organisation and Design, Acme learning
5. P. K. Singha Fundamentals of Computer, BPB Publication
UNIT I: INTRODUCTION TO MANAGERIAL ECONOMICS
Definition, Nature and Scope of Managerial Economics. DEMAND ANALYSIS: Concept of Demand, Determinants of Demand, Types of Demand, Demand Curve, shifts in the Demand Curve, Demand Schedule, Law of Demand, Demand Function, Elasticity of Demand: measurement of elasticity of demand, Factors Determining elasticity of Demand, Types of Elasticity of Demand. Demand forecasting: steps involved in forecasting, factors of Demand forecasting, methods of demand forecasting, Concept of Supply: Meaning and Factors affecting supply, Law of supply.

UNIT II: PRODUCTION AND COST ANALYSIS

UNIT III: MARKET AND PRICING
MARKET STRUCTURE: Perfect competition, perfect monopoly, monopolistic competition, oligopoly, (characteristics and pricing, demand curve under each market type). PRICING THEORIES: Pricing Strategies - cost plus pricing, multiple product pricing, price discrimination, pricing in life cycle of a product, Transfer Pricing. Factors influencing the price, objectives of pricing policy.

UNIT IV: NATIONAL INCOME

UNIT V: BUSINESS CYCLE
Meaning and Phases of Business Cycle, Features of Business Cycle, Theories of Business Cycle.

Recommended Books:
Managerial Economics - By Dr. H.L.Ahuja | S. Chand
Managerial Economics -- Theory and Application by D . M. Mithani
Objective: The basic purpose of the course is to provide the knowledge about statistical tools and techniques to assist the participants in better decision making.

Unit-I
**Introduction to Statistics:** Meaning, definition, scope, application, and limitations of statistics. Frequency distribution.

Unit-II
**Measure of Central Tendency:** Mean (AM), Geometric mean (GM), Harmonic mean (HM), weighted mean, Median and Mode, and Quartiles. Merits & Demerits of Mean, Median and Mode.

Unit-III
**Measure of Dispersion:** Meaning and Definition, Method of measure of dispersion: Range, Quartile deviation, Mean Deviation, Standard Deviation. Correlation and Regression.

Unit-IV
**Probability:** Meaning and definition of probability, Events in Probability, Marginal and Joint probability, Binomial Distribution, Poisson and Normal Distribution.

Unit-V
**Hypothesis Testing:** Concept and formulation of hypothesis. Application of Z-test, t-test, F-test and Chi-Square test. Time series analysis – Concept of time series, secular trend, seasonal variation, cyclical variation, and irregular variation. Various methods of time series analysis.

Text Books:

Reference Books:
MBA
I Semester
ACCOUNTING FOR MANAGERS

Unit-I
Meaning and Definition of Accounting, Branches of Accounting, Meaning and Definition of Management Accounting, Distinction between Management Accounting and Financial Accounting. Accounting Concepts and Conventions.

Unit-II

Unit-III

Unit-IV

Unit-V
Managerial Decision Making Techniques like Marginal costing – Cost volume profit analysis, BEP

Books Recommended:-
1. Introduction to Management Accounting – Horngreen and Sundlem
2. Principles of Management Accounting - Manmohan & Goyal
3. Management Accounting - Dr. E.B. Khedkar, Dr. D. B. Bharati and Dr. A. B. Kharpas.
4. Cost and Management Accounting - S.M.Inamdar
5. Management Accounting - Dr. Mahesh Kulkarni
6. Double Entry Book Keeping - T.S.Grewal
7. Principles and Practice of Cost Accounting – Ashish K. Bhattacharya
8. Management Accounting 3rd Ed. - Khan & Jain
9. Theory & Problems in Management & Cost Accounting - Khan & Jain
10. Cost Accounting – Jawaharlal
11. Management Accounting - Dr. A. P. Rao
MBA
I Semester
BUSINESS ENVIRONMENT

Course Objective: - To familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business

Unit-I
Business Environment

Unit- II
Economic Planning & Development
Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors – Industrial Policy of the Government Latest Industrial Policy, Foreign Trade Policy, Fiscal Policy and Tax System in India, Monetary Policy and Banks Reforms in India, Challenges of Indian Economy, Rural Development Efforts, India as one of the most prominently emerging economies of world,

Unit-III
India and the world
Liberalization and Privatization in India, Impact of Globalization in India, India’s Export and Imports, Private and Public Sector in India, Foreign Direct Investment in India, Multinational enterprises in India, Impact of WTO in Indian Business, NGO sector in India,

Unit-IV
International Trade

Unit-V
Strategies for going Global

Text Readings:
2. Palwar, Economic Environment of Business, PHI, New Delhi, 2009

Suggested Books
MBA
I Semester
INDIVIDUAL AND ORGANIZATIONAL BEHAVIOUR

Course Objectives: - Objective of this course is to help students to understand human Behaviour in organizations at cross cultural level so that they improve their managerial effectiveness.

Unit-I
Foundations of Individual Behaviour:
The organization and the individual: Personality: Determinants and Attributes, Job Attitudes, Learning and Learning Theories – conditioning theory, cognitive theory and social learning theory. Perception, Cross cultural issues in OB.

Unit-II
Foundations of Group Behaviour and Organisational behavior .
Defining and Classifying Groups, stages of group development, Group Structure, Group Processes, Group Dynamics, Group v/s Team, Team Effectiveness. Group and Intergroup Relations.
OB (Organisational Behaviour) – Concept of OB, nature of OB, role of OB.
Models of OB – Supportive model, autocratic model, custodial model & collegial model. Difference between national and international OB (Must be explained with examples)

Unit-III
Motivation and Leadership:

Unit- IV
Conflict and Negotiation:

Organizational Change and Stress Management:

Unit- V
Organizational Climate and organizational culture:
Organisational climate- Meaning, role, nature and uses.
Organisational culture – Meaning, concept of ethos, OCTAPACE – all the eight elements, dominant culture, weak culture and strong culture.
Relationship of Culture with organizational behaviour, National and Global Culture, Levels of organizational culture, Analyzing managing and changing organizational culture, Global Implications for manager.
Text Reading
5 Hitt, Millar, Colella, Organizational Behaviour A Strategic Approach, Wiley India edition
Unit – I- Introduction to Financial Management

Unit- II – Introduction to Indian Financial System
Meaning, structure, constituents, Role of each constituent,
Financial Markets – nature, Objectives & Functions of Money and Capital market, Primary & Secondary market, organised (call money, CP, CD, TB,CB, MMMF, Repo market ) unorganised money market ( chit fund, hundi, nidhi),
Financial Instruments – types, nature, advantages & disadvantages,
Long term Vs short term sources –Long term loans, equity, preference shares, bonds, Debentures, bonds, CPs, CDs, TBs, inter-corporate loans, External Vs Internal sources –Shares and Debentures , Ploughing Back of Profits, retained earnings, reserves, Domestic Vs Foreign sources –ADR,GDR,ECB,FCCB
Financial Institutions/intermediaries - Types, Nature, banking & nonbanking financial institutions, Functions, role in economic development, regulatory mechanism,
Financial Services – insurance, merchant banking, investment banking, underwriting, lease, hire purchase, factoring, forfeiting, venture capital
Regulatory organizations-RBI, SEBI- Functions

Unit- III -Financial Planning – definition, need, characteristics of financial plan, factors in drafting financial plan, limitations of financial plan. Capitalization – meaning, concept, theories, stages, under & over capitalization – meaning, causes, impact, remedies

Cash Flow Analysis - Meaning, definition, uses/significance, limitations, presentation of CFS, operating, investing & financing activities, differences between FFS & CFS

Text Book:
7. Financial Management – S.M.Inamdar
11. Financial Management- P.V. Kulkarni
MBA
II Semester
MARKETING MANAGEMENT-I

Objective: The course is designed to equip the budding managers to understand Marketing in & outs, relevant strategies and tools and techniques of effective marketing.

Unit – I:

Unit – II:

Unit – III:
Factors influencing consumer behavior: social, personal. Model of consumer behavior, five stage model of the consumer buying process, steps between evaluation of alternatives and a purchase decision. Business market: characteristics, participants in business buying process

Unit – IV:

Unit – V:
Product levels, product classification, product and service differentiation, the product hierarchy, product mix, width, line. Product mix pricing. Packaging, labeling, Nature of services, categories of services mix, service – quality model. Steps in setting a pricing policy, 3 Cs model of price setting, types of pricing, consumer and industrial marketing channels, channel – design and management decision, e – commerce , m-commerce, types of retailers the communication process model, steps in developing effective communication, 5 Ms of Advertising
Text Book:
1. Marketing Management 14e, A South Asian Perspective by: PHILIP KOTLER, PEARSON Publication.

Reference book:
MBA
II Semester
Human Resource Management – I

Objectives
Understanding of the HRM and how much it is important for the efficient decision-making relating to management and employees relations. The course aims to provide an understanding, application and interpretation of the various HRM application and their implications for industrial relations and labour issues.

UNIT – I  Introduction to Human Resource Management

HRM – Definition, meaning, challenges. Personnel Vs HRM .
Nature of HRM, scope of HRM, functions of HRM, Objectives of HRM, evolution of HRM, why to study HRM, jobs in HRM, HRM and environment & what is strategic HRM . HR profession, HR department. Line management responsibility in HRM. Functional areas in HRM. HR score card – meaning, importance & uses. Case –I.

UNIT – II  Human resource planning and recruitment

Meaning & Nature of HRP, importance of HRP, factors affecting HRP, HRP and government & barriers to HRP. Nature of job analysis, the process of job analysis, job design and factors affecting it. Meaning & Nature of recruitment—its purpose & importance, types of recruitment, factors governing recruitment, recruitment process & alternatives to recruitment. Selection meaning, nature, sources, process & barriers to effective selection. Induction – meaning & induction training in India. Placement – meaning, purpose & problems in placement. HRIS -- meaning & steps. Case –II.


UNIT –IV . Compensation Management
Wage and Salary Administration, Incentives and Fringe Benefits, Morale and Productivity. Case-IV


Job design- meaning, purpose and importance, rewards. Participative management, quality of work life. Other motivational techniques. Importance and limitation of participation. Safety and health of employees –meaning, importance and things done.HR audit--- definitions, meaning, nature, scope and approaches. Meanings and uses of HR accounting and HR branding.

Discipline and Grievance Procedures: Definition, Disciplinary Procedure, Grievance Handling Procedure.
Industrial Relations: Nature, importance and approaches of Industrial Relations.
Promotion, Transfer and Separation: Promotion – purpose, principles and types; Transfer – reason, principles and types; Separation – lay-off, resignation, dismissal, retrenchment, Voluntary Retirement Scheme. Case -V

UNIT – VI. Futuristic Topics

Knowledge management. HR process outsourcing. Competency mapping & Intellectual capital. (All overview only).
Case-VI

TEXT BOOKS

1. HRM by K Aswathappa, McG.Hill.
2. Strategic Human Resource Management by Tanuja Agarwala; Oxford Publication

Reference books

2. Human Resource Development by Haldar; Oxford Publication
3. Human Resource Management by Jyothi and Venkatesh; Oxford Publication
M.B.A
II SEMESTER
CORPORATE GOVERNANCE VALUES AND ETHICS

COURSE OBJECT- The objective of this course are to help student gain an understanding of business ethics, social, responsibility and corporate governance.

UNIT – I
History of ethics : Introduction , definition of ethics. Business ethics – nature , characteristics and need of business ethics , ethics in business and value system, Ethics v/s morals and values.

UNIT – II
Promoting corporate social responsibility and the environment : introduction, need & limits of corporate social responsibility and the role of the Board of Directors, employees, share holders, government and Beyond Corporate social responsibility to corporate social engagement.

UNIT -III
Corporate Governance : Issues, need of corporate governance code, code of corporate practices, corporate social reporting, corporate governance system world wide, corporate disclosure and investor protection in India.
Ethical issues : corruption and bribery; cheating th-shareholder; string operation.

UNIT – IV

UNIT – V
Indianism and Indian management: core concept, development; indiansim as mantra of infinity and diversity; ethical problems; moral principles for manager. Sources of Indian ethos in management: Vedas , shastras, puranas.
APPLICATIONS :
Marketing Ethics – discussion : bluffing in Indian marketing research.
Ethical Issues in advertisement

Reference Books :
1. SHERELEKAR , ETHICS IN MANAGEMENT ; HIMALAYA PUBLISHING , NEW DELHI
2. RITYPARNA RAJ , STUDY IN BUSINESS ETHICS, HIMALAYA , BOMBAY
3. LAURA P HARTMAN ABHA CHATTERJEE – BUSINESS ETHICS (TATA Mc Graw hill )
M.B.A  
II SEMESTER  
BUSINESS LEGISLATION  

Course Objective- The course aims at making the students understand various laws, which need to be observed in conducting the business activities fruitfully. Emphasis is laid on the various provisions under the laws, & how they are to be implemented to produce excellent results.  

UNIT I- Contract Act 1 &2  

UNIT II- Negotiable Instrument Act,1881  

UNIT III- Companies Act,1956  

UNIT IV-  
Competition Act, 2002- Introduction & objective, Competition commission of India, Penalty, Competition advocacy, Competition Appellate Tribunal. Recent case study.  

UNIT V-  
Indian Partnership Act, 1932  

Text Readings  
Legal Aspects of business, R.S.N Pillai&Bagavathi, S. Chand publications.  

Reference book  
Taxman’s General & commercial laws.
M.B.A
II SEMESTER

RESEARCH METHODOLOGY

Objective- To enchance know how of research to the students and teach them practical skills of research. Teach them to frame hypothesis and to the hypothesis.

UNIT- I : INTRODUCTION

RESEARCH : Meaning, Significance, Purpose, Types, Scientific Research, Step in Research, Identification, Selection and formulation of research problems, Research Question, Hypothesis Formulation, Research Design.

UNIT- II : DATA COLLECTION SCALING TECHNIQUES

Data of Research: Primary Data- Meaning, Collection Methods, Observation, Interview, Questionnaires, Schedule Scaling Techniques, Experiments, Case Studies, Secondary Data- Meaning, Relevance, Limitation.

UNIT- III : SAMPLING THEORY


UNIT- IV : DATA PROCESSING

Editing, Coding transcription and tabulation measures of center tendency and variance, data analysis, Meaning and Methods Quantitative and Qualitative analysis, an overview of parametric test- Application of SPSS for Data Analysis.

UNIT- V : REPORT WRITING

Research report: Types of Report, Structuring the report, Content- Styles of reporting, Steps in Drafting, Editing and evaluating the final draft report.

TEXT BOOK :


Suggested Readings
2. C. Murthy- Research Methodology (Vrinda Publications)
3. Bhattacharyya-Research Methodology(Excel Books)
5. Gravetter - Research Method for Behavioural Sciences (Cengage Learning)
SPIRITUAL STUDIES (HINDUISM)
SRIMADBHAGWADGITA
Compulsory for All Programme/ Courses
श्रीमद्भगवद्गीता

UNIT-I
अध्याय—एक
अर्जुन की मोहगत्तता,

अध्याय—दो
अर्जुन का नैराश्य, शरीर और आत्मा का विश्लेषण, कर्तव्यपालन, निष्काम कर्मयोग, स्थितप्रज्ञा एवं तापत्रय

अध्याय—तीन
कर्मयोग, प्रतिवर्तन

UNIT-II
अध्याय—चार
गीता का इतिहास, भगवान के प्राकटथ का कारण एवं उनकी सर्वज्ञता

अध्याय—पंच
ईश्वरभवनाभावित कर्म

अध्याय—छः
ध्यान योग या सांख्य योग, सिद्धि या समाधियोग

अध्याय—सात
परा और अपरा शक्ति, पुण्यत्मा मनुष्य के लक्षण

UNIT-III
अध्याय—आठ
ब्रह्म, आत्मा, अधिभूत, अधिदेव, अधियक्ष, मुक्तिलाम की विधि

अध्याय—सौ
परमगुहाज्ञान

अध्याय—दस
श्रीभगवान का ऐश्वर्य

UNIT-IV
अध्याय—ग्यार्ह
श्रीभगवान का विराटस्वरूप

अध्याय—बारह
भक्तियोग का वर्णन, अव्यक्त की उपासना में कलेश, शुद्ध भक्त के लक्षण

अध्याय—तेरह
क्षेत्र, क्षेत्रज्ञ एवं कर्मक्षेत्र की परिभाषा, ज्ञान, ज्ञेय, प्रकृति एवं परमात्मा, चेतना

अध्याय—चौदह
त्रिगुण स्वरूप

अध्याय—पंद्रह
परम पुरुष का स्वरूप, जीव का स्वरूप

UNIT-V
अध्याय—सेत्रह
देवीय स्वभाव, आपूर्ति स्वभाव

अध्याय—सत्रह
श्रद्धा के लीन प्रकार, भोजन के प्रकार, यज्ञ के प्रकार, तप के प्रकार, दान के प्रकार, ऊँचा कार का प्रतिपादन, सत्ता, असत्ता का प्रतिपादन

अध्याय—अठारह
सन्तान्तां एवं ला के में अंतर, त्याग के प्रकार, कर्म के कारण, कर्म के प्रेमक तत्त्व, कर्म के प्रकार, कर्ता के प्रकार, चार वर्णों के स्वभाविक गुण, प्रभु के प्रति समर्पण भाव

Recommended books
संदर्भ चर्चा सूची

1. श्रीमदभगवदगीता—मीताप्रेस, गोरखपुर।
2. श्रीमदभगवदगीता—महासागरसारस्वती, चौखम्बा संस्कृत संस्थान, वाराणसी, 1994।
3. श्रीमदभगवदगीता—एस.राधाकृष्णन कृत व्याख्या काँ हिन्दी अनुवाद, राजपत एण्ड सन्स, दिल्ली, 1969।
4. श्रीमदभगवदगीता—श्रीमद भक्तिवेदान्त स्वामी प्रभुपाद, भक्तिवेदान्त खुक ट्रस्ट, मुंबई, 1996।
Syllabus
Spiritual Studies (Islam)
Compulsory for All Programme/ Courses

UNIT-I
Islam Darma—6वीं शालाब्दी में अरब की (राजनीतिक, धार्मिक, सामाजिक, आर्थिक परिस्थितियां व कबीराई व्यवस्था)
मोहम्मद साह्ब का जीवन परिचय, संघर्ष व शिक्षाएं, इस्लाम का प्रारम्भ,
इस्लाम क्या है और क्या सिखाता है, ईमान—ईमाने मोजमल, ईमाने मोफस्तल।

UNIT-II
Islam Dharma की आधारसूत्र बातें—
तौहीद, कल्मा—कल्मा—ऐ—शहादत, कल्मा—ऐ—सौंथया, नमाज, रोजा, जजाद और,
हज का विस्तारपूर्वक अध्ययन

UNIT-III
खोदा—तहलाल की किताबें (आसमानी किताबें)—
“तहला” की परिभाषा, तीरेर, जुबुर, इंजियल का परिचय, पवित्र कुरान का संकलन, पवित्र कुरान का महत्व, कुरान की मुख्य आयतों, पवित्र कुरान और हाफिजा

UNIT-IV
पवित्र हदीसें और सुनन्ते—
हदीस और सुनन्त क्या है, हदीस और सुनन्त का महत्व, कुछ प्रमुख सुनन्ते और हदीसें का अध्ययन,
सोकर उठने की सुनन्ते, लेबास की सुनन्ते, बीमारी और अयाद की सुनन्ते, सफर की सुनन्ते

UNIT-V
Islam Dharma की अन्य प्रमुख बातें—
मलाऐका या फरीशते (देवदूत), खुदा के सुसूल, खुदा के पैगम्बर, नबी और सुसूल में अन्तर,
कबीर, सहाबा, खजीवा, मोजिजा और करमाता, एबादत, गुनाह (कुफ और शिफ), माता—पिता,
रिश्तदार व पड़ोसी के अधिकार, इस्लाम में औरत के अधिकार, इस्लाम में सब और शुक्र,
इस्लाम में समानता और भाईचारा

ADDITIONAL KNOWLEDGE:—
IN THE LIGHT OF ‘QURAN’ AND ‘HADEES’, TEN POINTS WILL BE DELIVERED TO THE STUDENTS DAILY, IN A SECULAR COUNTRY THE STUDENTS SHOULD KNOW THE PHILOSOPHY OF OTHER RELIGION ALSO SUCH AS “JAINISM”, “BUDHISM” AND “SANATAN DHARMA”.

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UNIT -I Capital Structure – Concept & Planning
Capital Structure – Concept of Capital Structure, Factors affecting capital structure planning (Leverage analysis – meaning of leverage, types of leverage – operating leverage, financial leverage & combined leverage, importance of leverage, limitations of leverage, Cost of Capital – Concept of Cost of Capital, Importance of Cost of Capital, Types of Cost of Capital, cost of debt capital, cost of preference share capital, cost of equity share capital, cost of retained earnings, weighted average cost of capital (WACC), EBIT-EPS analysis)

UNIT-II
ROI Concept of Return on investment (ROI) & Economic value added (EVA), Essentials of optimum Capital Structure, Patterns of capital structure, Capital structure theories- Net income approach, Net operating income approach, Traditional approach, Modigliani-Millar approach

UNIT -III Capital Budgeting
Definition & nature of fixed assets, Significance of Management of fixed assets, Meaning of capital budgeting, Factors affecting capital expenditure decisions, Process of capital budgeting, Need & importance of capital expenditure budgeting, Methods of appraising capital expenditure proposals – Py-back period, average rate of return, internal rate of return, net present value method, terminal value method, profitability index, capital rationing, risk & uncertainty in capital budgeting.

UNIT -IV Dividend Decisions
Dividend & its various forms, Dividend policies – factors influencing dividend policy, goals of dividend policy, various dividend policies -constant percentage of earnings, constant dividend rate, conservative dividend policy, liberal dividend policy, stable dividend policy.

UNIT-V
Dividend theories – Walter’s model, Gordon’s model, Modigliani-Miller theory, procedural & legal formalities involved in distribution of a dividend, Bonus shares

Text Books:
1. Ravi M.Kishore : Financial Management
2. Prasanna Chandra : Financial Management

Reference Books:
1. I.M Pandey : Financial Management
MBA
III Semester
(Core Subject)
Operation Research

Course Objective: The objective of this course is to help the students in acquisition of knowledge about quantitative tools, and use these tools for the analysis and solution of business decision problems.

Unit-I Quantitative Techniques and Operations Research
Meaning, Scope of Quantitative Techniques and Operations Research in Management, Advantages and Limitations of Quantitative Techniques, OR Methodology, OR Models.

Unit-II Linear Programming
Meaning of Linear Programming, General Mathematical Formulation of LPP, Graphical Analysis, Simplex Method, Two-phase Method, Big M-Method, Advantage and Limitations of LPP.

Unit-III
Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution (NWC, LCM, VAM Methods), Optimization (Minimization and Maximization) Using Modified Distribution Method and Stepping Stone Method.
Assignment Problem: Assignment Model as a Particular Case of Transportation Model, Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization and Maximization) Route Allocation.

Unit-IV
PERT and CPM: Introduction, PERT / CPM Networks, Network Analysis, Resource Analysis and Allocation, Programme Evaluation and Review Technique (PERT), Difference Between PERT and CPM.

Unit-V

Text Books
1. Vohra, N D, Quantitative Techniques in Management, TMH, New Delhi.
2. V. K. Kapoor, Problems and Solutions in Operations Research, New Delhi, Sultan Chand and Sons, 2001
Reference Books

Objective: The course aims at introducing the participants with the industrial relation scenario in India with special reference to the industrial conflict and their prevention and resolution, and significance and impact of labour policy on industrial relations in India.

Unit I: Industrial Relations
Definition, Meaning of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India; dominant aspects of industrial relation, some approaches to IR, some models of IR, regional and state level employees’ federations, features of IR in India, salient features of role of employees’ federations in IR. Meaning and use of healthy IR. Case – IR in Jute industries.
New/Latest: IR and productivity.

UNIT II: Trade Unions
Definition and origin of trade unions, emergence of trade unionism, theories of trade union movements, objectives of trade unions, methods of trade unions, trade union activities, determination of the rate of growth of trade union activities, the trade union movement in the world and in India, size and finance of trade unions, various trade unions in India and their connection with the political parties. Case – Railway trade union.
New/Latest: Paid trade unions

UNIT III: Industrial disputes and Strikes
Meaning of industrial disputes, causes of industrial dispute, interest and right disputes, strikes and effects of strikes, settling of industrial dispute, settlement without state intervention, settlement with state intervention, different methods of dispute settlement in India, machinery of prevention-statutory and non-statutory. Losses for industrial disputes and gains too.

UNIT IV
Collective bargaining- meaning, importance, theories, subject and factors affecting collective bargaining. Productivity bargaining.
Case: The case of HMT.
New/Latest: Disputes in IT/MNC industries

UNIT V: ILO
Case: NASA & ILO
New/Latest: Labour policy India 2007-2012
Text Books:
1. Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)
2. Singh B.D. - Industrial Relations (Excel, 1st Ed.)

Reference Books:
MBA
III Semester
(Core Subject)
MSMEs & Entrepreneurial Development

Objective: The course aims at equipping the students with the basic understanding of the entrepreneurship function, along with the skill sets and knowledge required to establish and run an enterprise successfully.

Unit – I
Definition of an entrepreneur & charms of being an entrepreneur: qualities of entrepreneurs and bases of MSME types, schemes of assistance for MSMEs: financial agencies / institutions, schemes of assistance for MSMEs: NSIC, SIDBI, DIC and other support agencies, importance of technology and knowledge based entrepreneurship

Unit – II
Steps to identify business opportunities tools for opportunity identification, criteria of selection & sources of information, market survey: process of conducting a market survey, primary and secondary sources of information, schedule for market survey, marketing research: tips to be more effective, questionnaire preparation, how to find out pre-feasibility of a project: preparing preliminary project report (PPR).
*factory visit and experience sharing with innovative entrepreneurs & live market survey is compulsory.

Unit -III
Soft skills for an entrepreneur: communication channel, major vehicles for communication, creativity and problem solving attitudes. Project identification: requirements to start a business, whom to contact for what information?, business opportunity identification based on different types of resources,
**Success & failure case studies are suggested to share with students.

Unit-IV

Unit-V
Marketing management: basics of market assessment, market segmentation, market targeting developing market mix, promotion activities, time management, IPR and its management, general legalities related to patents, copy rights, trade mark, factory act, PF, labor laws etc. taxation: various taxes applicable to MSME, legal formalities for loan disbursement, institutions for business plan appraisal.
REFERENCE:
3. Ministry of MSMEs, NSIC, etc
Objective: The objective of this course is to develop the understanding of various components of integrated supply chain. The learning is focused on developing “SUPPLY CHAIN MANAGEMENT” to suit not only the domestic operations but also the global operations.

Unit I
Introduction: Basic Concept & Philosophy of Supply Chain Management; Essential features, Various flows (cash, value and information), Key Issues in SCM, benefits and case examples.

Unit II
Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management.

Unit III
Purchasing & Vendor management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies. Use of mathematical model for vendor rating / evaluation, single vendor concept, management of stores, accounting for materials.

Unit IV
Inventory Management: Concept, various costs associated with inventory, various EOQ models, buffer stock (trade off between stock out / working capital cost), lead time reduction, re-order point / re-order level fixation, exercises -numerical problem solving, ABC, SDE / VED Analysis, Just-In-Time & Kanban System of Inventory management.

Unit V
Recent Issues in SCM : Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Benchmarking-concept, Features and Implementation, Outsourcing-basic concept, Value Addition in SCM-concept of demand chain management.

SUGGESTED READINGS
1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management
2. Krishnan Dr. Gopal - Material Management,
3. Agarwal D.K. - A Text Book of Logistics and Supply chain management
4. Sahay B.S. - Supply Chain Management
5. Chopra Sunil and Peter Meindl - Supply chain management
MBA
III Semester
(Elective)
FINANCE (SPECIALIZATION)
Financial Services

Objective – The course will help in giving clear understanding and knowledge of financial Services which are undergoing sea change with the latest development of IT.

UNIT- I :-

UNIT –II:-
Mutual fund – Concept, types, parties involved in mutual fund, advantages & disadvantages of mutual fund, regulatory framework

Venture capital financing – Concept, stages of financing, advantages & disadvantages

Unit –III:-
Leasing – Concept, parties involved, types of lease, Advantages & disadvantages of leasing

Hire purchase – concept, parties involved in HP, modus operandi, characteristics, Differences between HP & lease

Unit –IV:-
Credit Rating – Concept, factors that determine the rating of a company (CAMEL Model), Process of ascertaining credit rating, Advantages & disadvantages, Regulatory framework & CRISIL. Concept, ICRA, CARE, S&P, Fitch, Moody’s ratings

Unit -V
Factoring & forfeiting – Concept, types, Modus operandi, advantages & disadvantages, Differences between factoring, forfeiting

Reference books –
1. Financial services, MY Khan, Tata Mcgraw Hill Publication
2. Management of Financial Services, Bhatia and Batra, Deep & Deep Publicatio n
3. Management of Banking and Financial Services, Padmalatha Suresh, Pearson
4. Financial Services, Dr. S Guruswamy, Tata McGraw Hill
5. V.A.Avadhani, Marketing of Financial Services, Himalayas Publishers, Mumbai
Course Objective: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Unit-I
Consumer Behavior: Scope, importance and interdisciplinary nature Consumer Research Process: Qualitative and Quantitative research Market Segmentation: Uses and bases of segmentation

Unit-II: Individual Determinants of Consumer Behaviour
Motivation: Nature and Types of Motives, Process of motivation, Types of Needs
Personality: Theories, Product Personality, Self Concept, Vanity Consumer
Perception: Concept and Elements of Perception, Consumer Imagery, Perceived Risk
Consumer Learning: Behavioural and Cognitive Learning Theories
Consumer Attitude: Functions of Attitude and Sources of Attitude Development, Attitude formation Theories (Tricomponent, Multi attribute and Cognitive Dissonance), Attitude Change Strategies, Designing persuasive communications.
Case Study (new/latest): Comparisons between Shahrukh & Amir Khan: Who is the better marketer.

Unit-III: External Influences on Consumer Behaviour
Culture: Values and Norms, Characteristics and Affect on Consumer Behaviour, Types of sub culture, Cross cultural consumer behaviour Group Dynamics and Reference Groups: Consumer relevant groups.
Types of Family: Functions of family, Family decision making, Family Life Cycle
Social Class: Categories, Measurement and Applications of Social Class
Case Study (new/latest): the role of brand in consumer behaviour case: how sneakers have turned into status symbols

Unit-IV

UNIT – V
Diffusion of innovations: Diffusion Process, Adoption Process, Profile of Consumer Innovator
Case Study (new/latest): Coca-Cola causing familiarity awareness

Text Books:
1. Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Prentice Hall of
2. Loudon, D. and Bitta, D., Consumer Behaviour, Tata Mc Graw Hill
3. Assael, H., Consumer Behaviour in Action, Cengage Learning

Reference Books:
1. Blackwell, R.D., Miniard, P.W. and Engel, J.F.,
2. Consumer Behaviour, Thomson Learning
UNIT I: Organisation Development (OD)
Meaning, the growth and relevance of OD, a short history of OD, evolution of OD, Nature, area
and definition of OD, Organizational Renewable by
Organizational Development; concept planned change, the nature of planned change, different
types of planned change, general model of planned change, Organizational Development vs. the
traditional interventions; brief overview of Laboratory –training, setting lab for OD and survey
research & feedback methodology in OD.
Case- OD in NTPC
New/Latest - OD by means Organisational cultural variations.

UNIT II
Process of OD- Entering & contracting, diagnosing organisations, diagnosing group and jobs, the
need of diagnosis, open system model of diagnosis, individual level diagnosis, group level
diagnosis, organisation level diagnosis, feed back diagnostic information – feature of diagnostic
process, training OD people in data feed back & survey feed back. designing interventions, leading
and managing changes. Case – Diagnostic process in TATA motor.
New/Latest - OD Feed- back by using SPSS.

UNIT III: OD Interventions
Meaning of interventions, over-view- structure & process interventions, effective interventions,
change management, development interventions, individual interpersonal-group process
approaches, organisational process approach, restructuring organisation, employees involvement in
OD, work design, HRM

UNIT IV
OD Interventions –meaning, OD by performance management, career planning and development
interventions. Action research - Definition, meaning ,process and uses. Case – Change
management in World Bank.
New/Latest - Restructuring as per International Business Environment.

Unit V: OD applications
OD applications - in school systems, family business, health care, public sector ,international OD
& future direction of OD. Case – OD in Jute mills of Titagarh (WB)
New/Latest :- OD application in Educational Institute.

Text Books:

Reference Books:
2. OD & Change –Cummins & Worley.
MBA

III Semester
(Elective)
Banking & Insurance (Specialization)
Introduction to Banking & Insurance

Objective: This course aims at to provide adequate knowledge in the area of modern banking, which is an important sector of an active financial system of any country.

UNIT- I: Introduction to Indian Banking System
Structure & functions of Banking system in India, Private Sector Banks, Public Sector Banks, Foreign Banks, Co-operative Banks, Regional Rural Banks. Introduction to Retail Banking, Retail Banking, Wholesale Banking & International Banking

UNIT –II: Banker-Customer Relationship - Debtor-Creditor Relationship, Bank as a Trustee, Anti-Money laundering

UNIT –III – Traditional Bank products & instruments –
Accounts - Types of Customer Accounts, Procedure for opening an account, Loans and Advances: Principles of lending, Different types of loans, Credit appraisal & monitoring. Negotiable instruments – Cheques, Demand draft, Pay slip

UNIT- IV
Introduction of Insurance: Concept and nature of insurance, Purpose and need of insurance, insurance as security tools, insurance and economic development, Segments of insurance industry – life insurance, non-life insurance, Principles of Life Insurance: Utmost good faith, Principle of Insurable interest, Principle of Indemnity, Subrogation Clause, Contribution Clause, Warranties, Proximate Cause.

UNIT – V
Life Insurance Products: Introduction, Traditional insurance products - Term, Endowment, Whole life, ULIPs, Annuity Policy, Bank Assurance

Text Books:
1. Banking Theory, Law & Practice, Gordon Natrajian, HPH

Reference books:-
1. Risk Management & Insurance, Trieschmann, Hoyt, Sommer, Cengage
2. Banking and Insurance, Mohapatra and Acharya, Pearson
Objective - Knowledge of DBMS, both in terms of use and implementation/design and Experience with SQL

Unit-I
Introduction to Database; Organization of Database; Components of Database Management Systems; Advantages of DBMS.

Unit-II
Data Models; Entity-Relationship Model; Network Data Model; Hierarchy Data Model; Relational Data Model, Semantic Data Model;

Unit-III
Relational Database Design: Integrity Constraints; Functional Dependencies; Normalisation; Physical Database Design;

Unit-IV
Decomposition of Relation Schemes; Introduction to data mining & Data Warehousing; Knowledge Extraction through Data Mining.

Unit-V
Structured Query Language, Oracle- Creating Tables; Applying column constraints; Inserting Rows; Views, Snapshots, Indexes & Sequences. PL/SQL structure, Transaction Management.

Text Books-:
1. Database Management, Bipin Desai

Reference Books:
MBA
III Semester
(Elective)
Agri-Business Management (Specialization)

PLANTATION MANAGEMENT

UNIT I: Introduction
Introduction to agribusiness management. Introduction to Plantation Industry, Plantation Sector and PSUs, Globalisation and WTO Implications on Plantations, Entrepreneurship Development in the plantation sector, principles of Plantation Management, role of plantation Management in economic growth, technology and operations in it, functional Dimensions of Commodity Boards & International Commodity Organisations.

UNIT II

Unit -III
Post Harvest Operations Legal aspects of plantation business, sustainable management in terms of environmental, social and economic aspects, managing technological innovation in terms of cultivation and processing in Tea, Coffee. Harvesting, Primary Processing and Granding, Secondary Processing and Value Addition, Quality Maintenance and Storage, Tea CTC Manufacture, Orthodox Manufacture & Green Tea Manufacture.
Rubber Crop Harvesting, Primary Processing & Granding & Storage and Marketing.
Coffee Primary Processing, Secondary Processing, Specially Coffee, Granding and Packaging.

Unit IV

UNIT V

Text Books:
1. Plantation Management: By Thomas Jefferson
2. Plantation management on a sharecropper’s budget: By David & David

Reference Books:
1. Plantation Management: Study of rubber plantation in India: By P. Sudarsanan Pillai
Course objective:
This subject is introduced with the objective to groom future managers with basics of Strategic management, tools of environment analysis, and issues in strategic action, implementation, evaluation & control. New trends in strategic management.

Unit – 1
Strategy: Definition, levels, components: purpose, mission, objectives, goals, polices, and programme. Types of goal pyramid of business policy, strategic decision making: comparison of operating and strategic decision. Mintzberg’s model, strategic management process, the 7 – S framework, Ansoff’s growth vector.

Unit – 2

Unit – 3
Strategic factors analysis summary (SFAS) Matrix, Risks of generic competitive strategies. The eight dimensions of quality, strategic alliance: Doom Loops, Directional strategy, diversification strategy: concentric and conglomerate, portfolio analysis.

Unit – 4

Unit – 5

Text Books
1. Strategic Management: Indian context by S. Srinivasan (PHI)
2. Case Studies in Marketing: Indian context by S. Srinivasan (PHI)

Reference Books
Course Objective:-
The objective of this course is to impart the basic knowledge of information system and various concepts of
Management Information System so as to enable them to make more efficient use of information for
decision making.

Unit-I
Introduction: Meaning, Need, and characteristics of information. Meaning and Need of Management.
Meaning, Need, Role, and Components of MIS. Prerequisites of effective MIS, System Approach in
Planning, Organizing, and Controlling MIS, Applying System Approach to MIS, Steps involved in System
Approach for Problem Solving.

Unit- II
MIS Structure: MIS Structure based on Management Activity, MIS Structure based on Organizational
Function, Synthesis of a MIS Structure. Information required at various levels of Management.

Unit-III
Types of Information System: Transaction Processing System, Office Automation System (Concept,
Advantages, Limitation and Components), Executive Information System (Concept, Advantages, and
Limitations), Expert System (Concept, Advantages and Disadvantages). MIS in relation to (Finance and
Accounting), HR and Marketing.

Unit-IV
Managerial Decision Making: Decision Support System (Concept, Characteristics, Components,
Architecture, and Tools), Models of Decision Making (Classical and Administrative). System Analysis and

Unit-V
Emerging Concepts and Issues in Information Systems: Cross-Functional MIS; ERP; CRM; SCM.
Introduction to Data Warehousing, Data Mining and its applications.

Text Books
1. Management Information Systems, Davis and Olson, Tata McGraw Hill
2. Management Information System: Khasgiwala and Roy, NPP, Indore

Reference Books:
3. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia
MBA
IV Semester
(Decimal)
FINANCE GROUP
CORPORATE TAXATION

Unit-I Basic Rules of Income Tax- Assessment Year; Previous Year; Person; Assessee
Meaning of Income; Heads of income; Gross Total Income ; Taxable Income; Income Tax Rates
Residential Status and tax incidence
Income exempt from tax

Unit-II Computation of income under different heads
Income under the head salaries (only overview);Income from house property; Profit and gains from business and profession; Capital gains ;Income from other sources

Unit-III Computation of total income and tax liability of companies
Set off and Carry Forward of Losses; Deductions from gross total income; Computation of tax liability of companies.

Unit-IV Assessment procedure
Tax Payments-Tax Deduction at source; Advance paymant of Tax

Unit-V Concept of Tax Planning, Tax Avoidance and Tax evasion

Test Books:
1. Income tax law and practice, Dr. H.C. Mehrotra, Sahitya Bhawan Publication, Agra
2. Income Tax Law and Practice, Dr. Shripal Saklecha, Satish Printers, Indore
Objective - The objective of this course is to expose the students to the concept, tool and technique applicable in the field of security analysis & management of portfolio as a tool of investment.

Teaching Methodology – Lectures, Presentations, Case studies

UNIT 1 –

UNIT 2
Risk & Return – Definition, Types- systematic risk -market risk, interest rate risk, purchasing power risk, unsystematic risk- Business risk, financial risk, EMH (Efficient Market Hypothesis) and its implications for investment decision, Concept of Beta, Capital Assets Pricing Model, SML and CML (Theory only)

UNIT 3
Security Analysis - Economic analysis, Industry Analysis, Company Analysis, fundamental analysis, Technical Analysis.

UNIT – 4 –
Portfolio Analysis and Selection: Portfolio concept, Portfolio risk and return, Beta as a measure of risk. Selection of Portfolio: Markowitz’s Theory, Single Index Model, Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory (Theory only)

UNIT -5 -
Portfolio investment process - Objectives of investors, motives for investment, Market efficiency theorem, Diversification, elements of portfolio management, stages in portfolio investment process (Theory only)

Text Book:

Reference Book :
2. Financial Management – S.M.Inamdar
3. Financial Management – N.M.Wechlekar
5. Financial Management & Policy – R.M.Shrivastava
6. Financial Management- P.V. Kulkarni
MBA
IV Semester
(Elective)
MARKETING GROUP

INTREGATED MARKETING COMMUNICATION

Course Objective: To familiarize the students with the different elements of Integrated marketing communications, so that they can look at marketing communications with a holistic approach. The course is designed to enable the students to learn the basics of marketing communications.

UNIT I  INTRODUCTION
Integrated Marketing Communication (IMC): Marketing Communication, Objectives of Marketing Communication, Factors contributing to IMC, Participants in IMC, IMC Promotion Mix, IMC Management.

UNIT – II  ADVERTISING MANAGEMENT AND ITS CONCEPTS

UNIT –III  MEDIA PLANNING CONCEPTS
Media Concepts, Characteristics and Issues in Media Planning, Media Selection, Planning and Scheduling, internet as a advertising media.

UNIT IV  MARKETING COMMUNICATION FORM
Managing Sales Promotion, Direct Marketing, Publicity and Public Relation, Social Marketing Communication.

UNIT –V  STRATEGIES FOR ADVERTISING AGENCIES
Function and Structure of Ad Agencies, Managing Client Agency Relationship, Legal and Ethical Issues in Advertising & Planning Model, Challenges in IMC

TEXT BOOK

REFERENCE BOOK
COURSE OBJECTIVE-The course is designed to provide the student an exposure to the area of marketing in the rural perspective as rural market is future market.

UNIT-1 Rural marketing and environment
Rural Marketing – Evolution, Definition, Objectives, functions, Accelerated growth and importance of Rural Market. Factors accelerating growth in Rural Market in India, Understanding rural environment.

UNIT-2 Traditional and modern perspective of rural marketing
Modern and traditional system of Rural Marketing; Historical perspective of Haats, Bazaars and Meals, Rural marketing research process.
Case study- Amul Milk Dairy

UNIT-3 Rural marketing management
Principles, procedures and processes of Rural Marketing strategy and implementation of the principles of Marketing Mix, Rural Market Segmentation, Rural Communication

UNIT-4 Demand and distribution in rural market
Rural Market demand Consumer goods, (ii) Consumer durables (iii) Agricultural Inputs, (iv) Capital goods, and (v) Transportation good of Distribution strategies and Channel Management
Case study-rural marketing on FMCG product

UNIT-5 Managing rural media and promotion
Understanding Rural Media and Current Opportunities, Message Design & Development for Rural Market, Rural promotion efforts.

TEXT BOOKS
1. PRADEEP KASHYAP RURAL MARKETING 2 EDITION PEARSON EDUCATION
2. Velayudhan-Rural marketing

REFERENCE BOOK
1. Rajgopal Rural marketing Rawal publication Jaipur and New delhi
2. Ramkishen, rural and agriculture Marketing Jaico publishing House Mumbai
MBA
IV Semester
(Elective)

HUMAN RESOURCE GROUP

STRATEGIC HUMAN RESOURCE MANAGEMENT

Objective - This course aimed at providing the students the inputs on how to relate the HRM functions to the corporate strategies to understand HR as a strategic resource. All will come to know the issues related to cross cultural elements affecting HRM.

UNIT - I  INTRODUCTION TO STRATEGIC HRM & STRATEGIC HRD
Introduction to strategic management, integration of HRM & business strategies, change management & strategic HRM, HR challenges for Indian companies, HR strategies used in the Indian companies, next generation HR organisation. Recent trends in HRD. Links of HR, strategy and business goals.

Case- Integrating strategy and HRM.

UNIT- II  HRD AUDIT & ASSESSMENT AND E-HRM

UNIT – III  INTERNATIONAL HRM AND CROSS CULTURAL ISSUES
Concept of international HRM & variables that moderate between international and domestic HRM, stages of internationalisation, international assignment & international compensation. Expatriate training, cultural diversity and work culture, HRM in different regions of the world and cultural awareness training programme. Case- Amgen’s global workforce.

UNIT-IV  CROSS-BORDER MERGERS AND OTHER ALLIANCES
HR issues in merger, acquisition, take over and joint ventures. Cases – Mittal steel’s merger with Arcelor Steel. Where will I go?

UNIT – V  OUTSTANDING ISSUES IN HRM
Business process outsourcing (BPO), human resource out sourcing (HRO), HRO – reasons, types, benefits, disadvantages, factors influencing and its future. HR BPO companies. Case – High globe pressure.

Text books :-
2. Strategic HRM --Jeffery Mello--- Thomson Publication

Reference Books :-
1. Strategic HRM - Charles Greer, Pearson India.
MBA
IV Semester
(Elective)
HUMAN RESOURCE GROUP
LABOUR LAWS

Objectives:- To empower the students with practical and conceptual knowledge about labour Capital conflicts, prevention and settlement of Industrial Disputes in India, Standing Orders and various other labour laws.

UNIT-I

UNIT-II
Prevention and Settlement of Industrial Disputes in India - The role of State in Industrial Relations – The Industrial Disputes Act 1947 - Definition of industry - Industrial Dispute – Individual Dispute - workman- Lay off – Retrenchment - Closure -Award - Strike – Lockout

UNIT--III

UNIT--IV

UNIT--V


MBA

IV Semester
(Elective)

BANKING & INSURANCE GROUP

INSURANCE MANAGEMENT

Objective :- To teach Fundamentals/Principles of Insurance. Contract of Insurance. Students must gain in
depth knowledge of insurance operation.

Unit –I
Introduction to Insurance: Purpose and need of insurance, Insurance as a social security tool; Insurance and

Unit:2
Insurance Organizations
Organizational structure- public sector insurance organizations in India, LICI, objectives and achievements,
GIC- mission, organization, functions, private sector insurance organizations in India, insurance
ombudsman.

Unit:3
Kinds of life insurance policy, nomination, assignment and surrender value, revival of lapsed policy,
settlement of claims at death and maturity, items of revenue heads in life insurance company.

Unit:4
Organisation and Administration of General Insurance in India.

Unit:5
Personal risk management - applications-property and liability- risk management for auto owners- Lorry
owners- risk management for homeowners.

Text Books:-
1. S.K. Shukla & Ram Milan – Insurance Law & Accounts (Hindi & English), Sahitya Bhawan Publication,
New Delhi

Reference Books :-
1. Insurance and Risk Management, Dr. P.K. Gupta, Himalaya Publishing House
MBA

IV Semester

(Elective)

BANKING & INSURANCE GROUP

BANKING MANAGEMENT

OBJECTIVES - The present course aims to familiarize the students about management of banking operations and strengthen their analytical understanding about Indian banking system

UNIT 1
Introduction: Banking sector reforms, Banking regulation act, RBI Act, Recommendations of Narasimham Committee, Basle norms, Strengths and weaknesses, Challenges & Opportunities before Indian commercial banks

UNIT 2
ALM in banks: Concept of ALM – Objectives – Functions – Process – Measurement and Management of risk
NPA in banks - Concept of NPAs, Causes, Suggestions various and steps for containing NPAs, Prudential norms

UNIT 3
Analysing Bank Performance: Commercial banks Balance Sheet and Income Statement, Relationship between B/S and Income Statement

UNIT 4
Ancillary services provided by bank – Electronic clearing system (ECS), RBI EFT Scheme, National Electronic Fund Transfer (NEFT), Real Time Gross Settlement (RTGS)

UNIT 5
Bank marketing: Concept of bank marketing – Formulating and implementing marketing strategies for a commercial bank

Recommended books –
3. Bharati Pathak, Indian Financial System
4. Gerald Hatler, Bank Investments and Funds Management, Macmillan
6. Dudley Luckett, Money and Banking, Mac Graw Hill.
7. Vasant Joshi, Vinay Joshi, Managing Indian Banks- Challenges Ahead, Response Books
MBA
IV Semester
(Elective)
INFORMATION TECHNOLOGY GROUP
E-COMMERCE

Objective - A student should become familiar with mechanism for conducting business transactions through internet and appreciate the internet technology and its infrastructure and understand the methodology for online business dealings using E-Commerce infrastructure.

UNIT-1 : An introduction to Electronic commerce
Introduction to E-commerce, Evolution of e-commerce, Role of e-commerce and framework, E-commerce Categories.

UNIT-2 : The Internet and WWW
Introduction and evolution of internet, How to internet work and Internet services, Concept of WWW and search engine, Working of email and how to download files.

UNIT-3 : E-Banking
Introduction to EPS (Electronic Payment system), EFS (Electronic fund system), SET (Secure Electronic System), SITA and SWIFT.

UNIT-4 : E-Governance

UNIT-5 : E-Security
Firewalls, Types of security, Security tools and network security

Recommended Books –
2. E- Commerce :- Kamlesh K Bajaj and Debjani Nag
Objectives:- To teach the students about the overview and practical knowledge of the cyber security and they will be able to secure their cyber space too. Further to inculcate a culture of cyber security among the students.

UNIT-1
Introduction to computer security, security implication, threats and security, information system threats and attacks, classification of threats, government requirement, information protection, access control, computer security efforts, security mandates and legislation, privacy consideration, international security activity, assessing damages, authentication service, E-governance IT ACT 2000

UNIT-2
Secure System Planning and administration. Introduction to orange book, security policy requirement, accountability, assurance and documentation requirement, network security, the red book, government network evaluations, certifying authorities and power, function of controller, digital signature certification, suspension and revocation of digital signature certificate

UNIT-3
Information security policies and procedures, corporate policies tier -1, tier -2, tier -3, process management, planning and preparation, developing policies, asset classification policy, developing standards, concept of domain names, new concept in trademark and dispute, cyber squatting, reverse hijacking, spamming, framing

UNIT-4
Information Security functions, employee responsibilities, information classification, information handling, tools of information security, information processing, secure program administration, cyber crime S-65 to S-74, tampering with computer source document, hacking with computer system, publishing of information in obscene form, offences: breach of privacy and confidentiality, offences: related to digital signature certificate

UNIT-5
Organizational and human security, adoption of information security management standard, human factors in security, role of information security professional overview of Indian IT ACT, Ethical Issues in intellectual property right, copy right, patent, data privacy and protection, DNS, software piracy, plagiarism, ethical hacking.

Text book
UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5:
Farm Building As An Input. Cost Benefit Analysis. Design, Flexibility And Durability.

MBA
IV Semester
(Elective)

AGRI BUSINESS GROUP

AGRI MARKETING

Objective: The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

UNIT I

Rural marketing management perspectives, challenges to Indian marketer. Rural – urban disparities, policy interventions required rural face to reforms, towards cyber India.

UNIT II

Rural marketing – concept, scope, nature, taxonomy attractiveness. Urban vs. rural marketing. Rural consumer behavior – buyer characteristics, decision process, and behavior patterns, evaluation procedure, brand loyalty, innovation adoption.

UNIT III

Information system for rural marketing – concepts, significance, internal reporting system, marketing research system, decision support system. Selecting and attracting markets – concepts and process, segmentation, degrees, bases, and guides to effective segmentation, targeting and positioning.

UNIT IV


Text Reading:
1. Badi & Badi : Rural Marketing
2. Mamoria, C.B. & Badri Vishal : Agriculture problems in India
3. Arora, R.C. : Integrated Rural Development

Reference books
1. Rajgopal : Managing Rural Business
2. Gopalaswamy, T.P. : Rural Marketing