

SCHEME & SYLLABUS
(Choice Based Credit System)

For
MBA
(w.e.f. Session 2016-2017)

Program Code: MGMT 401



RIMT
UNIVERSITY

DEPARTMENT OF MANAGEMENT & COMMERCE
SCHOOL OF MANAGEMENT STUDIES & COMMERCE

RIMT UNIVERSITY, MANDI GOBINDGARH, PUNJAB

TABLE OF CONTENTS

S. No.	Content	Page No.
1.	Section 1: Vision and Mission of the University	3
2.	Section 2: Vision and Mission of the Department	4
3.	Section 3: About the Program	5
4.	Section 4: Program Educational Objectives (PEOs), Program Outcomes (POs) and Program Specific Outcomes (PSOs)	6-8
5.	Section 5: Curriculum/ Scheme with Examination Scheme	9-12
6.	Section 6: Detailed Syllabus with Course Outcomes	13-63

SECTION 1

Vision & Mission of the University

VISION

To become one of the most preferred learning places a center of excellence to promote and nurture future leaders who would facilitate in desired change in the society.

MISION

- To impart teaching and learning through cutting edge technologies supported by the world class infrastructure.
- To empower and transform young minds into capable leaders and responsible citizens of India instilled with high ethical and moral values.

SECTION 2**Vision & Mission of the Department****VISION**

The department aims to inculcate teaching, innovative thinking, and experiential learning voyage by disseminating theory and practice of management thought to generate exceptional management graduates who make a difference to our community both locally and internationally. It aims at continuous improvement and development of our primary stakeholder to intellectually evolve as a knowledgeable, research oriented, socially responsible, and productive citizen.

MISION

- To provide learners to develop their hard and soft skills by providing a stimulating, intellectually challenging and engaging environment.
- To enable the students to acquire global competence through problem solving skills and exposure to latest developments.
- Providing better understanding of the domain of study, including wider social issues, corporate social responsibility and ethical decision making.
- To ensure continuous interaction of the students through MOU's and collaborative research projects.

SECTION 3

About the Program

An MBA Program on an Outcome Based Education model, a 2-year, 4 Semester Full time Program (preferably residential), with a Choice Based Credit System (CBCS) and Grading Evaluation System. The program comprises of foundational courses, core courses, specialization electives courses, enrichment courses, capstone courses and Experiential Learning. The suggestive curriculum takes the MBA program to the next level in terms of implementing Outcome Based Education and to develop management professionals who are knowledgeable in their chosen domain, responsive to the environment and culture, unfailing to the communities, ethical in all doings and with a global outlook and approach. These objectives shall be achieved through very rigorous academic processes, updated and relevant curriculum, extensive industry interaction and collaborations, sports and vibrant student activities in a residential setting (preferably).

SECTION 4**Program Educational Objectives (PEOs), Program Outcomes (POs)
and Program Specific Outcomes (PSOs)****PROGRAM EDUCATION OBJECTIVES (PEOs)**

PEO1	To be able to sightsee and generate teaching-learning environment that help student formulating for future profession aims.
PEO2	To be able to plan and implement policies to the organizational glitches through data analysis tools, successfully organize knowledge of business analytics, demonstrate perilous intellectual skills & make the logical connections between quantitative and qualitative tools, theories and framework to solve the organizational glitches.

PROGRAM OUTCOMES (POs)

PO 1	Generic and Domain Knowledge - Talented to articulate, illustrate, analyze, synthesize, and apply the knowledge of principles and frameworks of management thought and allied domains to the solutions of real-world complex business issues.
PO 2	Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution supported by empirical evidence to complex business and social problems by methodically applying modern quantitative and qualitative problem-solving tools and techniques.
PO 3	Critical Thinking – An investigative ability to solve multidimensional business problems using evidence-based approach to decision making. An investigative ability to solve multidimensional business problems using evidence-based approach to decision making.
PO 4	Effective Communication – Capability to effectively communicate in multi-cultural, technology reliant work environments in business and with society at large.
PO 5	Leadership and Teamwork - Ability to achieve collaborative cooperation for synergy in an organizational and across organizational boundaries and lead from the front to achieve organizational goals and optimize outcomes for all stakeholders.
PO 6	Global Orientation and Cross-Cultural Appreciation: Ability to face any business issues from a global perspective with confidence, positivity and exhibit an understanding of Cross-Cultural perspective of business and management.
PO 7	Entrepreneurship – A strong business sense to explore entrepreneurial opportunities and leverage managerial & leadership skills for initiating, leading & managing start-ups as well as professionalizing and growing family businesses.
PO 8	Environment and Sustainability – Exhibit understanding to assess the impact of managerial decisions and business priorities on the societal, economic, and environmental aspects for sustainable development.
PO 9	Social Responsiveness and Ethics - Ability to appreciate ethical and values supportive of managerial decisions in a political, cross-cultural, globalized, digitized, socio-economic environment and make a distinction between ethical and unethical behaviors & act with integrity.
PO 10	Lifelong Learning – Aptitude to acquire newer knowledge and skills, assimilate and adapt them to be ready to confront uncharted environment scientifically and confidently.
PO 11	Sound Decision making- Students will evaluate financial statements and documents to support business decisions and use appropriate technologies in gathering and analyzing data relevant to managerial decision-making.
PO 12	Effective Opportunity Identification - Evaluate business environment and opportunities and devise strategies for responding effectively to problems, threats, and opportunities.

PROGRAMME SPECIFIC OUTCOMES

PSO 1	An ability to apply knowledge of management concepts, theory and empirics to solve the complex business problems.
PSO 2	An ability to sensitize the students in having multidisciplinary knowledge via simulated problems, projects, invited talks by experts, case studies and industrial training.

SECTION 5

Curriculum / Scheme with Examination Grading Scheme

INDUCTION PROGRAM

Induction Program (Mandatory)	
Duration	03 weeks
Activities	<ul style="list-style-type: none"> • University Tour • Motivational Movies • Business Games/ Quiz Show • Expert talks • Meditation and Yoga sessions • Universal Human Values • Creative Arts (like Talent Hunt activities)

SEMESTER WISE SUMMARY OF THE PROGRAM: MBA

S. No.	Semester	No. of Contact Hours	Marks	Credits
1	I	27	800	25
2	II	26	800	25
3	III	27	800	26
4	IV	24	800	24
Total		104	3200	100

EXAMINATION GRADING SCHEME

Marks Percentage Range	Grade	Grade Point	Qualitative Meaning
80.00 – 100.00	O	10	OUTSTANDING
70.00 – 79.99	A+	9	EXCELLENT
60.00 – 69.99	A	8	VERY GOOD
55.00 – 59.99	B+	7	GOOD
50.00 – 54.99	B	6	ABOVE AVERAGE
45.00 – 49.99	C	5	AVERAGE
40.0 – 44.99	P	4	PAAS
0.00 – 39.99	F	0	FAIL
ABSENT	AB	0	ABSENT

Percentage Calculation: CGPA*10

FIRST SEMESTER

Subject		Contact Hours/Week			Credit	Contact Hrs.	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CW A	LW A	MT E	ETE	Total	
QTOL 401	Quantitative Techniques	4	-	-	4	5	16	---	24	60	100	3Hrs
MEOL 401	Managerial Economics	4	-	-	4	4	16	---	24	60	100	3Hrs
AFML 401	Accounting for Management	4	-	-	4	5	16	---	24	60	100	3Hrs
BCOL 401	Business Communication	2	-	-	2	2	16	---	24	60	100	3Hrs
OBOL 401	Organizational Behavior	3	-	-	3	3	16	---	24	60	100	3Hrs
CFOL 401	Computer Fundamentals (MS Office)	3	-	2	4	4	8	8	24	60	100	3Hrs
MB110 7	Integrated Project - I	-	-	2	1	1	60	---	---	40	100	---
POM L 401	Principles of Management	3	-	-	3	3	16	---	24	60	100	3Hrs
Total		23		4	25	27					800	

L-- Lecture

T-- Tutorial

P---Practical

CWA Class work Assessment

LWA Lab work Assessment

MTE Mid Term Exam

ETE End Term Exam

Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.



SECTION 6

Detailed Syllabus with Course Outcomes

SUBJECT TITLE: QUANTITATIVE TECHNIQUES

SUBJECT CODE: QTOL 401

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To have a general understanding of mathematical sciences and learn how to apply this knowledge in areas relevant to business and finance so that they can prove to be compact, consistent, and powerful tools especially in the fields of Economics, Commerce, and Industry. These quantitative methods not only guarantee a deeper insight into the subject but will also lead towards exact and analytical solutions to problems treated.
- To showing the students how to apply the language of mathematics to business.

Contents of Syllabus:

SECTION-I

Introduction to statistics: meaning, scope, importance and limitations, applications of inferential statistics in managerial decision-making. Analysis of data: source of data, collection, classification, tabulation, depiction of data. Measures of Central tendency: Arithmetic, weighted, geometric mean, median and mode. Measures of Dispersion: Range, Quartile deviation, Mean deviation, Standard deviation Coefficient of variation, Skewness and Kurtosis. Concepts of Matrices, Types, Adjoint and Inverse of a Matrix; Concepts of Determinants, and Cramer's Rule.

SECTION-II

Sampling and Sampling Distribution: Concept and definitions, census and sampling, probability samples and non-probability samples, relationship between sample size and errors, simple numerical only. Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test, techniques of association of attributes & testing. Test of significance for small sample.

SECTION-III

Correlation Analysis: Significance, types, Methods of correlation analysis: Scatter diagrams, Graphic method, Karl Pearson's correlation co-efficient, Rank correlation coefficient, Properties of Correlation. Regression analysis: meaning, application of regression analysis, difference between correlation & regression analysis, regression equations, standard error and Regression coefficients, Index Numbers-I, Index Numbers-II.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	QTOL401.1	Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
CO2	QTOL401.2	To apply the knowledge in mathematics in solving real world problems with special emphasis on management applications like sampling and probability.
CO3	QTOL401.3	To apply and demonstrate the mathematical competencies needed in fields like Economics, Research, and Business.
CO4	QTOL401.4	To critically examine how correlation and regression analysis are employed in industry to make scientific decisions even in a complex business environment.



Recommended Books:

- Levins, Krehbiel, Business Statistics, Pearson Berenson
- Gupta & Gupta, An Introduction to Statistical Methods, Vikas Publications
- Levin & Rubin, Statistics for Management, Prentice Hall
- S P Gupta, Statistical Methods, Sultan Chand
- Beri, Business Statistics, Tata Mc Graw Hill
- Croucher, Statistics: Making Business Decisions, Tata McGraw Hill
- C.R. Reddy, Quantitative Techniques for Management Decisions, Himalaya Publishing
- Anderson Statistics for Business & Economics, Cengage Learning.

SUBJECT TITLE: MANAGERIAL ECONOMICS

SUBJECT CODE: MEOL 401

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To familiarize the students with the concepts and tools of managerial Economics as applicable to decisions making in contemporary business environment.
- To enable the students to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Contents of Syllabus:

SECTION-I

Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, **Marginal Analysis:** Law of diminishing marginal utility, Law of equi-marginal utility, **Indifference Curve Analysis:** Meaning Assumptions Properties, Consumer Equilibrium, Uses. **Demand Analysis: Law of Demand:** Meaning, Determinants, Exceptions, Demand function, Application of demand analysis in managerial decision making. **Elasticity of Demand:** Meaning, Types & Degree of elasticity of demand, Methods of measuring price elasticity of demand, Factors determining the elasticity of demand, **Demand Forecasting:** Importance, Scope, Techniques of forecasting. **Theory of Production:** Production function, Short run and Long run production, Analysis, Isoquants, Optimal combination of inputs, Application in managerial decision making.

SECTION-II

Theory of Cost and Market Structure: Cost Analysis: Cost Concepts and Determinants of cost, Long run and Short run, Economy of scale, Revenue Curve, **Market Structure:** Price Output Decision under Perfect Competition, Monopoly, Monopolistic and Oligopoly Competition, Application in Managerial Decision Making

SECTION-III

Macro Economics: Concept of National Income: Conceptual Framework, Measure of National Income, Methods of Measurements, Classical Keynesian Theory, Investment Multiplier, Balanced Budget and Foreign Trade Multiplier, **Business Cycle:** Concepts, Causes, Measures to control through Fiscal and Monetary Policy, **Inflation:** Meaning, Types, Theories – Demand and Cost Push Inflation, Causes, Effects and Cures of Inflation Through Price, Demand and Income Policies

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MEOL401.1	Familiarizing the students with the concepts relating to Microeconomics and the variables concerning it.
CO2	MEOL401.2	Discover the fundamental concepts of Elasticity of Demand and forecasting of demand and their use in managerial decision making
CO3	MEOL401.3	To facilitate an in-depth analysis of the cost and revenue curves along with the price-output decisions under various market structures.
CO4	MEOL401.4	Emphasize upon the Concept of National Income, macroeconomic variables, inflation and business cycles.

Recommended Books:

- David Begg, Stanley Fisher, Rudigeer Dvrbusch, *Economics*, McGraw-Hill Book
- K.K .Dewett, *Modern Economic Theory*, S. Chand Publication
- D.M.Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, TataMcGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- D.N.Dwivedi, *Managerial Economic*, Vikas Publications.

SUBJECT TITLE: ACCOUNTING FOR MANAGEMENT

SUBJECT CODE: AFML 401

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To provide professional managers, not involved in accounting and finance, with an introduction to the concepts and issues in accounting and finance, managers virtually need to acquire such knowledge for application in their day-to-day managerial decision making.
- To develop skills in interpreting earnings statements, balance sheets, and cash flow reports.

Contents of Syllabus:

SECTION-I

Importance & scope of accounting, accounting concepts & conventions, Accounting Standards, IFRS, Accounting equations, Users of accounting statements. **Preparation of Books of Original Records:** Journals, Subsidiary books, Ledgers & Trial balance. **Preparation of Final Accounts:** Basic adjustments, Preparation of financial statements. Accounting for Issue of Shares i.e Par, Discount and Premium and Issue of Debentures.

SECTION-II

Financial Analysis-Concepts and objectives, Tools of Financial Analysis: trend analysis, common size statements, comparative statements, Introduction to ratio analysis, fund flow and cash flow statements. **Introduction to Cost Behavior:** Cost Volume Relationships, Absorption and Marginal Costing, Distinction between Management accounting and cost accounting.

SECTION-III

New Developments in Management Accounting: Activity-Based Costing, Life-Cycle Costing, Target Costing, Kaizen Costing and Human Resource Accounting.

Accounting for Planning and Control: Budgetary Control System, Budget Preparation, Master Budget, Flexible Budget, Zero based review, Behavioral aspects of budgeting, Standard Costing and variance analysis, Responsibility Accounting.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	AFML401.1	Introduction to Accounting Concepts & Conventions, Accounting Standards, Preparation of Financial Statements.
CO2	AFML401.2	Develop Abilities to Analyze & Interpret Financial Statements to face the business situations.
CO3	AFML401.3	Apply the tools from accounting and cost accounting this would facilitate the decision making i.e., Cost – Volume – Profit Analysis, Budgetary Control & Standard Costing.
CO4	AFML401.4	Introduction to the new developments of in Management Accounting: Activity-Based Costing, Life-Cycle Costing, Target Costing, Kaizen Costing and Human Resource Accounting

Recommended Books:

- Maheshwari, Financial Accounting, Vikas Publishing
- Khan and Jain, Management Accounting, Tata McGraw
- Ramchandran, Financial Accounting for Management, Tata McGraw
- Jawahar Lal, *Accounting For Management*, Himalaya Publishing
- J.Madegowda, *Accounting For Managers*, Himalaya Publishing
- Gupta and Radhaswamy, Financial Accounting; Sultan Chand, New Delhi.

SUBJECT TITLE: BUSINESS COMMUNICATION

SUBJECT CODE: BCOL 401

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	-	-	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To help the students to acquire the basics of interpersonal communication, corporate communication, and soft skills, to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.
- To impart the correct practices of the strategies of Effective Business writing.

Contents of Syllabus:

SECTION-I

Communication elements and process , Need of Communication Skills for Managers , Channels, forms and dimensions of communication ,Verbal and non-verbal communication , Barriers to communication and how to overcome the barriers .Principles of effective communication ,7 C's of Communication :Clarity, Completeness, Coherence, Conciseness, Credibility, Correctness, Continuity. Types of Communication: Oral Communication: Advantages and Disadvantages, Conversation as Communication, Art of Public Speaking, Telephonic Conversations and Voice Mails, Group Communication through Committees, Preparing and Holding Meetings, other formal

communication with public at large, seminar, symposia and conferences, Overcoming Stage fright, Ambiguity Avoidance. Written Communication: Advantages and Disadvantages, Need, Functions and Kinds. Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, and Complaints; Departmental Communication: Meaning, Need and Types: Interview Letters, Promotion Letters, Resignation Letters, Newsletters, Circulars, Agenda, Notice. Press Release Report Writing: Structure, Types, Formats, Drafting of Various Types of Report.

SECTION-II

Nonverbal – Features, Understanding of Body Language, Posture, Gestures
 Developing Effective Public Relations: Drafting Speech, Press Release, Brochures, Hangouts, Leaflets, e-newsletters.
 Group Discussion- Nature, Uses and Importance, Guidelines for GD Presentations: How to make effective Presentations, Four P's of Presentation, Structuring, Rehearsing, and Delivery Methods. Resume Writing: Planning, Organising Contents, Layout, Guidelines for Good Resume.
 Interviews: Preparation Techniques, Frequently Asked Questions about How to face an interview board, Proper body posture, projecting a positive image, Steps to succeed in interviews. The Case Method of learning:

SECTION-III

Dimensions of a case, Case Discussion, Usefulness of the case method, Training of Managers, Use the Case Method. Developing Listening Skills: importance, purpose of listening, art of listening, factors affecting listening, components of effective listening, and process of listening, principles and barriers to listening, activities to improve listening.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	BCOL401.1	Understand and apply communication theory
CO2	BCOL401.2	Display competence in oral, written, and visual communication.
CO3	BCOL401.3	Understand how word choice, syntax, grammar, and text structure may vary with context and purpose
CO4	BCOL401.4	Interact skillfully and ethically

Recommended Books:

- Raman Meenakshi Prakash Singh, *Business Communication*, Oxford University Press.
- Rizvi Ashraf, *Effective Technical Communication*, Tata McGraw Hill
- Diwan & Aggarwal, *Business Communication*, Excel
- Devaraj, *Executive Communication*, Tata McGraw Hill

SUBJECT TITLE: ORGANIZATIONAL BEHAVIOUR

SUBJECT CODE: OBOL 401

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To enrich the students with the behavioral aspects of individuals in organizational settings.
- To understand how individual, groups and structure have impacts on organizational effectiveness and efficiency.

Contents of Syllabus SECTION - I

What managers do, Definition of OB, contributing disciplines to OB. Challenges and opportunities for OB, Foundations of Individual Behavior: biographical characteristics. Learning, Theories of Learning, Attitudes, Values & Beliefs. Personality: Determinants of Personality; Perception, Attribution Theory, Person's Perception. Motivation: Definition & Process of Motivation, Early Theories of Motivation, Contemporary Theories of Motivation, Application of Motivation Concept.

SECTION - II

Job Satisfaction: Nature & Significance of Job satisfaction, Leadership: Theories of Leadership. Leadership Effectiveness Model; Leadership in Indian Culture.

Nature & Significance of Leadership; Leadership traits & Skills; Behavioral Styles in Leadership, Transactional Analysis, Life Position, Johari Window Model.

Foundations of Group Behavior: Nature & Concept of Group Formation. Stages of Group Formation, Theories of Group Formation, Teams Difference between Group & Team, Group Decision Making: Meaning & Nature; Decision making in groups; Decision making process; Group Size & Decision Making; Consensus Decision Making in Groups.

SECTION - III

Conflict Management: Definition of Conflict, transitions in Conflict thought; Functional Vs Dysfunctional Conflict, Conflict Process; Individual & Group Level Conflict; Organization level Conflict, Negotiations- Meaning & definition; Negotiations Process; Issues in Negotiations.

Stress Management: Meaning and Concept of Stress Management of Stress.

Power and Politics in Organization: Nature & Concepts, Sources & Types of Power, Techniques of Politics.

Organizational Change & Development: Meaning & Definition, Change Agents, Change Models, Resistance to Change. Learning Organization: Meaning & Definition, Creating a Learning Organization. Organizational Culture: Meaning & Concept, Cultural Differences & Business Ethics.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	OBOL401.1	Explain the Role and Importance of Management in the Organizations.
CO2	OBOL401.2	Evaluate the different issues relating to decision making and controlling process
CO3	OBOL401.3	Analyze individual/group behavior dynamics in an organization.
CO4	OBOL401.4	Evaluate the different issues relating to development and change in an organization and formulate a strategy for conflict and stress management.

Recommended Books:

- Robbins, Organization Behaviour, Pearson Education
- Luthans ,OrganizationBehaviour, Tata McGraw Hill
- Newstrom, Organizational Behaviour: Human Behaviour at work, Tata McGraw Hill
- Kalliath, Organization Behaviour, The McGraw –Hill
- Griffin& Moorhead, Introduction to Organizational Behavior, Cengage Learning
- Hersey, Management of □ Organizational Behaviour, Prentice Hall India

SUBJECT TITLE: COMPUTER FUNDAMENTALS (MS OFFICE)

SUBJECT CODE: CFOL 401

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	2	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To introduce the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software.
- To prepare students for lifelong learning of computer concepts and skills.

Contents of Syllabus:
SECTION -I

Creating a new document with templates & Wizard, Word basics, Working with fonts, Paragraph Formatting, Indents, line space, Character Space, Page Formatting, Footnotes, Endnotes, Page Numbering, Page Set-Up, Printing Documents Header and Footer, Bullets and Numbering, Tabs, Symbols, Finding and Replacing Text, Spell Check and Grammar Check, Consulting Thesaurus, Inserting images and objects, Using Words Drawing Features, Inserting Tables – (Adding, deleting, modifying rows and columns - merging & splitting cells), Using formulas in tables, Converting text to table and vice-versa, , Mail Merge tool. **Computer Software:** application and system software, programming languages and their classification, assemblers, compilers and interpreters, process of software development, operating systems: functions of operating systems.

SECTION -II

Managing Workbooks, Working with Worksheets, Cell Referencing (Absolute references, Mixed references), Ranges, Using Formulas and Functions; Formulas that Make Decisions (How the if function works) Formatting Worksheets, Printing Worksheets, Creating and Editing Graphic Objects and Charts, Sorting Data, Filtering etc., Analyzing Data Using Pivot Tables, Performing What-If Analysis, Issuing Scenario Manager.

SECTION-III

Creating new Presentations Using Auto Content Wizard, Using Template, Adding, Editing, Deleting, Copying, Slides, Applying Slide Design, adding graphics, graphs, organization charts, creating custom animations, Special Effects To Create Transition Slides, Adding Sounds To Slides, Using Action Buttons, Creating Slide Shows, Rehearsing Slide Timings.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	CFOL401.1	Understanding the concept of input and output devices of Computers.
CO2	CFOL401.2	Learn the functional units and classify types of computers, how they process information and how individual computers interact with other computing systems and devices.
CO3	CFOL401.3	Understand the word, excel, power point.
CO4	CFOL401.4	Learn basic word processing & Spreadsheet.

Recommended Books:

- Saxena S., *MS Office Xp for Everyone*, Vikas Publishing House, New Delhi, 2007
- Turban, Rainer and Potter, *Introduction to information technology*, John Wiley and Sons.
- Roger Jennings, *Microsoft Access 2010*, Pearson Education
- A. K. Saini & Pradeep Kumar, *Computer Applications in Management*, Anmol Publications
- Deepak Bharihoke, *Fundamentals of Information Technology*, Excel Books.

SUBJECT TITLE: INTEGRATED PROJECT - I
SUBJECT CODE: MB1107
SEMESTER: I
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40
End Term Exam: 60

The students are required to carry out a project on any management subject and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group. The project viva of MB1107 will be conducted by external examiner.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	IPGP401.1	To infuse the capacity of students to improve achievement, engagement, retention and manage change through collaboration with others.
CO2	IPGP401.2	To provide an in-depth understanding of academic theory
CO3	IPGP401.3	To make student capable to have a comprehensive understanding of their courses
CO4	IPGP401.4	To provide an environment where students can directly face the queries of panel and answer in apt manner so that he can deal with outside business environment

SUBJECT TITLE: PRINCIPLES OF MANAGEMENT

SUBJECT CODE: POML 401

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To develop a basic understanding about the management concepts as well as of human in various managerial processes in organization.
- To give emphasis on how good managers make organizations successful by building competitive advantages in the forms of cost competitiveness, speed and creativity.

Contents of Syllabus:

SECTION -I

Introduction – Nature and process of management, basic managerial roles and skills, nature of managerial work; Management vs. Administration, Management as a Science or an art, Management as a Profession, Professional Management in India; Development of Management thought: Henri Fayol, F W Taylor, Elton Mayo and Maslow; System and contingency approach. Planning and decision making – concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO; decision making – nature and process.

SECTION-II

Organizing–Concept, Steps and elements of organizing function, basis of departmentation, distribution of authority, Types of organization structure, Delegation and Decentralization Types of managerial decisions, Decision making conditions, Forms of group decision making in organization ; Leadership – nature and significance, leading and managing, leadership styles, leadership theories.

SECTION-III

Management Control: nature, purpose and process of controlling, Kinds of control system, Prerequisites of effective control system, Resistance to control, Controlling techniques. Motivation and its theories. Communication: It's Process, network & types, Communication Barriers. Understanding the Concept of Power and Politics. Perception: Concept and Models, Role of Perception in Managerial Decision Making.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	POML401.1	Illustrate necessary concepts, nature and principles of Management.
CO2	POML401.2	Clarify the task and duties of managers and adapt to the various techniques of management across organizations.
CO3	POML401.3	Acquire analytical abilities to face the business situations
CO4	POML401.4	Apply various tools that would facilitate the decision-making process in the business.

Recommended Books:

- Principles of Management and Organizational behavior, Tata McGraw Hill.
- P.Subba Rao, Principles of Management, Himalaya Publishing.
- Koontz & Weihrich: Essentials of Management, Tata McGrawHill.
- Priciples of Business Management, R C Bhatia.

Second Semester:

Subject		Contact Hours/Week			Credit	Contact Hrs.	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CW A	LW A	MTE	ETE	Total	
BENL402	Business Environment	4	-	-	4	4	16	---	24	60	100	3Hrs
RMOL402	Research Methodology	4	-	-	4	4	16	---	24	60	100	3Hrs
FIML402	Financial Management	4	-	-	4	5	16	---	24	60	100	3Hrs
MHRL402	Management of Human Resources	3	-	-	3	3	16	---	24	60	100	3Hrs
POML402	Productions and Operations Management	3	-	-	3	3	16	---	24	60	100	3Hrs
HVPL402	Human Values and Professional Ethics	3	-	-	3	3	16	---	24	60	100	3Hrs
MB1207	Integrated Project-2	-	-	2	1	1	60	---	---	40	100	---
MMRL402	Marketing Management	3	-	-	3	3	16	---	24	60	100	3Hrs
Total		24	-	2	25	26					800	

L-- Lecture

T-- Tutorial

P---Practical

CWA Class work Assessment

LWA Lab work Assessment

MTE Mid Term Exam

ETE End Term Exam

Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: BUSINESS ENVIRONMENT
SUBJECT CODE: BENL402
SEMESTER: II
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
OBJECTIVES:

- To analyze different types of legal, political, economic systems influencing business; have introductory knowledge of Indian legal concepts; and see how these concepts apply in Business Environment.
- To enable students to discuss contemporary issues in business.

Contents of Syllabus:
SECTION -I

Concept of business environment: techniques for environment analysis, Elements of environment: internal and external, societal environment: business and society, social responsibility of business, Political and government environment, Demographic environment, Technological environment. Economic Environment: types of economies, Economic policies-Industrial policy, Fiscal policy, monetary policy, privatization and disinvestment, liberalization and globalization.

SECTION-II

WTO and Intellectual Property Rights, Competition Act-2002, Information Technology Act-2000, FEMA-2000. EXIM policy. NGOs: Types and Role in Promoting Consumer Awareness. Consumer Protection Act, 1986- Rights and Remedies. Legal Environment: Nature of Company, Types of Companies, Formation of Company, Memorandum of Association, Article of Association, Doctrines of Ultra Vires, Meetings, Functioning of Board of Directors, Winding up.

SECTION-III

Contract Act: Introduction, Types of Contracts, Essentials of a Valid Contract, Sale of Goods Act: Introduction, Essentials of a Contract of Sale, Principle of Caveat Emptor, Public, Private and Co-Operative Sectors of Indian economy. Money and Capital Markets, Introduction to Financial Institutions, Security Exchange Board of India (SEBI): Objectives, Powers and Functions.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	BENL402.1	Outline how an entity operates in a complex business environment drawing a relationship between business and the environment.
CO2	BENL402.2	Employ scenario planning to analyze trends occurring in the external environment to assess the significant threats and opportunities which emerge from a review of external business situations.
CO3	BENL402.3	Understand the Indian economy's nature and the different issues related to it, which may have a direct or indirect impact on the business environment.
CO4	BENL402.4	Highlight various business development strategies based on current and emerging business possibilities in India.



Recommended Books:

- K. Aswathappa, *Essentials of Business Environment*, Himalaya Publishing House, Delhi,
- S.K. Mishra, and V.K Puri, *Economic Environment of Business*, Himalaya Publishing
- Paul Justice, *Business Environment- Text and Cases*, TATA McGraw Hill
- Sengupta N.K., *Government and Business*, Vikas Publication, New Delhi
- *Economic Environment of Business*, H.L. Ahuja, S. Chand

SUBJECT TITLE: RESEARCH METHODOLOGY

SUBJECT CODE: RMOL402

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To understand some basic concepts of research and its methodologies
- To equip students with an understanding of the research process, tools, and techniques in order to facilitate managerial decision-making.

Contents of Syllabus:

SECTION –I

An Introduction To Research: Meaning, Definition, Objectives, And Process; Research Problem: Selection Of Problem, setting objectives; Review Of Literature. Research Design: Types – Descriptive, Diagnostic, Exploratory, And Experimental. Sources Of Data: Primary And Secondary; Data Collection Methods; Questionnaire Designing: Types, construction of a good Questionnaire. Sampling Design and Techniques, Research Proposal/Synopsis writing

SECTION –II

Scaling: Types of scale, scaling techniques. Data Processing Operations, Editing, Coding, Classification, Tabulation. Statistical Software - Use of SPSS / Systat and Excel: Windows Process, Basic Structure of Data File, Using Data Editor, Working With Multiple Data Sources, Graphs and Charts, Sorting And Selecting Data.

SECTION –III

Descriptive Statistics: Central Tendency and Dispersion, Correlation: Linear, Partial and Multiple, Simple and Multiple Regression, Discriminant Analysis, Conjoint Analysis, Multi Dimensional Scaling, Factor Analysis, Cluster Analysis, Time Series and Business Forecasting. Applications Of Index Numbers; Sampling Distribution; Tests Of Significance: Z- Test, T- Test, Chi-Square Test, F -Test, And ANOVA; Use Of SPSS For T-Test, Chi-Square Test And ANOVA. Interpretation of Data, Report Preparation and Presentation.

Note: Each Student has to prepare Mini Research Project on Topic / Area of their Choice and Make Presentation. The report should consist of application of tests and techniques mentioned in above units.

Relevant Case Studies should be discussed in class.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	RMOL402.1	To make student understand various types of research and research methods thereby making student grasp the relevance & scope of research
CO2	RMOL402.2	To impart the knowledge of statistics and various measures of central tendency
CO3	RMOL402.3	To provide students information about sampling, sample design, sample size , various sampling techniques
CO4	RMOL402.4	To make student aware about steps involved in preparation of questionnaire and various modes of data collection

Recommended Books:

- D R. Cooper, & P.S,Schindler, Business Research Methods, Tata McGraw Hill
- N. Malhotra, and S.,Dash, Marketing Research : An Applied Orientation, Pearson Education
- C.R,Kothari, Research Methodology: Methods & Techniques, New Age International Publishers
Hiolton,BrownlowMcMurray,Cozens,SPSSExplained,TataMcGrawHill
- WillianG.Zikmund,BusinessResearchMethods,ThomsonSouth-WesternLearning
- Darren George & Paul Mallery, SPSS for Windows Step by Step, Pearson Education

SUBJECT TITLE: FINANCIAL MANAGEMENT

SUBJECT CODE: FIML402

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To build an understanding of concepts, vital tools, and techniques applicable for financial decision making by a business firm.
- To enhance student's ability in dealing short-term dealing with day-to-day working capital decision; and, longer-term dealing, which involves major capital investment decisions and raising long-term finance.

Contents of Syllabus:

SECTION-I

Nature and Scope of Financial Management; Financial Objectives; Impact of Financial and Economic Environment on Financial Management; Time Value of Money including Pension Funds, Computation of EMI, Annuity, Annuity Due. Funds Flow Analysis; Cash Flow Statement and its Interpretation (AS-3), Financial Statement Analysis, Ratio Analysis, Time Series, Common Size Statements, Du Pont Analysis. Planning for Sources of Finance (Domestic and International)

SECTION-II

Capital Structure; Net Income Approach; Net Operating Income Approach; Traditional Approach and MM Approach, Cost of Capital; EBIT–EPS Analysis, Capital Gearing/Debt-Equity Ratio Generation of Internal Funds. Retained Earning Vs. Dividend Decision; Gordon Model; Walter Model; MM Approach

SECTION-III

Lintner Model; Planning of Funds through Management of Assets - Fixed and Current: Sustainable Growth Rate. Working Capital Management; Management of Cash (Various Theoretical Models), Inventories (Including Risk Analysis) and Receivables; Operating Cycle. Capital Budgeting - Conventional and DCF Methods; Inflation and Capital Budgeting; Risk Analysis and Capital Budgeting-Certainty Equivalent Factor; Risk Adjusted Discounting Rate; Decision Tree; Independent and Dependent Risk Analysis; Replacement Decisions, Sensitivity Analysis, Basic International Capital Budgeting.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	FIML402.1	Explain the basic concept of financial management including Time Value of Money and how to use the tools of financial management to take business decisions
CO2	FIML402.2	Explain the Factors affecting the capital structure and significant role of Cost of Capital.
CO3	FIML402.3	Estimate working capital Management of Business concern including Cash, Inventory & Receivables.
CO4	FIML402.4	Capital Budgeting Process along with its traditional & modern techniques.

Recommended Books:

- Khan, M. Y. and Jain P. K. Financial Management, Text, Problems & Cases, Tata McGraw Hill Company, New Delhi.
- Maheshwari, S.N., Financial Management – Principles & Practice, Sultan Chand & Sons.
- Van Horne, James. Principles of Financial Management, Pearson.
- Prasanna, Chandra Financial Management: Theory and Practice, Tata McGrawHill.
- Sheeba Kafil. Financial Management, Pearson Education..
- Bhalla.V.K.Financial Management and Policy: Text and Cases, Anmol Publications Pvt. Lt

SUBJECT TITLE: MANAGEMENT OF HUMAN RESOURCES

SUBJECT CODE: MHRL402

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To provide an overview of functions of human resource management about how organizations acquire, develop, and manage their employees.
- To provide general understanding of all the HR roles related to the employee life cycle management.

Contents of Syllabus:

SECTION-I

Introduction to Human Resource Management: Concept of HRM, Nature, Scope, Functions, Objectives, Processes, Importance and Evolution of HRM, HRM Models (In India and Abroad), Roles and Responsibilities of HR managers. Competitive Challenges and HRM: Technological Changes, Workforce Diversity, Employee Empowerment, Managing Protean Careers, Moonlighting Phenomenon etc , strategy and Workforce Planning: Strategic Planning and HR Planning: Linking the Processes, Methods and Techniques of Forecasting the

Demand and Supply of Manpower, Computing Turnover and Absenteeism, Job Analysis, Job Design: Behavioral Concerns, Ergonomic Considerations and Flexible Work Schedules.

SECTION-II

Expanding the Talent Pool: Recruitment, Selection, Career Management: Developing Talent Overtime, Career Development Initiatives, HRM Competencies: Roles of HR Generalists and HR Specialists, Training & Development, Appraising and Improving Performance: Performance Appraisal Programs, Processes and Methods, Job Evaluation, Managing Compensation, Incentives and Employee Benefits,

SECTION -III

Health and Social Security Measures, Managing Labor Relations: An Overview. Contemporary Issues in HR – Strategic Human Resource Management, International Human Resource Management Creating High Performing HR Systems: Wellness Programs and Work Life Balance and Green HRM Human Resource Information Systems, Human Resource Audit, and Human Resource Accounting.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MHRL402.1	To Enables the Students to Understand Nature of PM, Scope, Functions and Objectives, PM Policies, and practices & Models of PM,
CO2	MHRL402.2	To Help the Students Focus on Design Human Resource Planning and How to recruit and select the HR,
CO3	MHRL402.3	To Enables the Students to Understand Make Career Planning, Undertake Training and Development programs at different levels,
CO4	MHRL402.4	To Develop Relevant Skills Necessary for Application in PM Related Issues. And Measure Employee Appraisal & provide Compensation.

Recommended Books:

- Snell et al . Human Resource Management, Cengage Learning(India Edition).
- Dessler et al . Human Resource Management, Pearson Education.
- Armstrong, M). Armstrong’s Handbook of Human Resource Practice, Kogan Page
- Lepak, D. & Gowan M. Human Resource Management, Pearson Education.
- Ivancevich . Human Resource Management, Tata Mc Graw Hill
- Denisi, A S, Griffin, R W . HRM an Introduction, Cengage Learning

SUBJECT TITLE: PRODUCTIONS AND OPERATIONS MANAGEMENT

SUBJECT CODE: POML402

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40

End Term Exam: 60

Objectives:

- To understand the various production and operations design decisions and how they relate to the overall strategies of organizations.
- To Obtain an understanding of quality management practice in organizations and how total quality management and six-sigma facilitate organizational effectiveness.

Contents of Syllabus:

SECTION -I

Introduction to Production Management - Nature, Scope, Importance and Functions. Introduction of Inventory Control, Static Inventory problem under risk. Dynamic Model under risk, policy coordinated, Replacement with discount. .Delphi. Methods, Statistical Quality Control Technique.

SECTION -II

Introduction to purchasing, Functions of purchasing, procedure of purchasing, Selection Sources of Supply, Negotiation with Suppliers. Work Study: Method study and time study, Work simplification. Productivity linked incentives. Work Measurement - Elements – Performance Rating - Allowances - Standard Time - Synthetic Time Standards – Work Sampling

SECTION -III

Production Order: Process Charts, Production Master Programmes, Operation & Route Sheets, Breakdown of the Production Order & preparation of various Cards. Facilities Location & Layout – Strategic importance - Factors affecting location & layout - Installation of facilities – Single location, multi-location decisions. Basic EOQ Model: Re-order Level: ABC Analysis. Supply chain management.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	POML402.1	Enable the students to Understand ever growing importance of Production and Operations management in uncertain business environment
CO2	POML402.2	Explain the Gain an in-depth understanding of resource utilization of an organization
CO3	POML402.3	Develop skills to operate competitively in the current business scenario.
CO4	POML402.4	Understand the concepts of inventory and purchasing management

Recommended Books:

- Mahadevan B, Operations Management : Theory and practice, 2nd edition, Pearson Education.
- Krajewski and Ritzman, Operations Management, 5th Edition, Pearson Education
- Buffa & Sarin, Modern production/operations Management, 8th edition, John Wiley
- Chary, Production and Operations Management, Tata Mc Graw Hill
- Johnston R et al : Cases in Operations Management, Pitman

SUBJECT TITLE: HUMAN VALUES AND PROFESSIONAL ETHICS

SUBJECT CODE: HVPL402

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objectives:

- To help develop the critical ability to distinguish between essence and form, or between what is of value and what is superficial in life.
- To demonstrate knowledge of ethical values in non-classroom activities, such as service learning, internships, and field work integrate, synthesize, and apply knowledge of ethical dilemmas and resolutions in academic settings, including focused and interdisciplinary research.

Contents of Syllabus:
SECTION- I

Course Introduction - Need, Basic Guidelines, Content and Process for Value Education, Self Exploration– meaning and process; Natural Acceptance and Experiential Validation- as the mechanism for self exploration. Continuous Happiness and Prosperity- A look at basic Human Aspirations Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority, Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario Method to fulfill the human aspirations: understanding and living in harmony at various levels

SECTION- II

Understanding Harmony in the Human Being - Harmony in Myself! Understanding human being as a co-existence of the sentient “I” and the material Body, Understanding the characteristics and activities of “I” and harmony in “I”, Understanding Harmony in the Family and Society- Harmony in Human- Human Relationship :meaning of Nyayaand program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship. Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitvaas comprehensive Human Goals, Visualizing a universal harmonious order in society- Undivided Society (Akhand)

SECTION - III

Understanding Harmony in the Nature and Existence - Whole existence as Co- existence. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature, Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space, Holistic perception of harmony at all levels of existence. Implications of the above Holistic Understanding of Harmony on Professional Ethics, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order, Competence in professional ethics: Ability to utilize the professional competence for augmenting universal human order, Ability to identify the scope and characteristics of people-friendly and eco- friendly production systems, Ability to identify and develop appropriate technologies and management patterns for above production systems.

Case studies of typical holistic technologies, management models and production systems, Strategy for transition from the present state to Universal Human Order:

At the level of individual- as socially and ecologically responsible engineers, technologists and managers, At the level of society- as mutually enriching institutions and organizations.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	HVPL402.1	Categorize and examine an ethical issue in the subject matter under investigation or in a relevant field.
CO2	HVPL402.2	Recognize the multiple ethical interests at stake in a real-world situation where student can assess their own ethical values and the social context of problems
CO3	HVPL402.3	Identify ethical concerns in research and intellectual contexts, including academic integrity, use and citation of sources, the objective presentation of data, and the treatment of human subjects.
CO4	HVPL402.4	Apply knowledge of ethical dilemmas and resolutions in academic settings, including focused and interdisciplinary research

Recommended Books:

- R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Value Education.
- Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins, USA
- E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
- A Nagraj, 1998, Jeevan Vidya ek Parichay, Divya Path Sansthan, Amarkantak.

- Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
- PLDhar,RRGaur,1990,ScienceandHumanism,CommonwealthPurblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers SubhasPalekar, 2000, How to practice Natural Farming, Pracheen(Vaidik) KrishiTantraShodh, Amravati.

SUBJECT TITLE: INTEGRATED PROJECT - II

SUBJECT CODE: MB-1207

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

The students are required to carry out a project on any management subject and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group. The project viva of MB1207 will be conducted by external examiner.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	IPGP402.1	Demonstrate their capacity to improve achievement, engagement, retention and manage change through collaboration with others.
CO2	IPGP402.2	To provide knowledge and requisite skills in different areas of management like human resource, finance, operations, and marketing to give a holistic understanding of a business system.
CO3	IPGP402.3	To refine their presentation skills and increase their knowledge on latest managerial issues. To upscale the students' presentation and analytical skills and increase their knowledge on emerging management areas. To keep the students abreast of emerging issues in management and at the same time improve their analytical and presentation skills.
CO4	IPGP402.4	To get practical exposure on any emerging managerial area and give opportunity to the students to apply theoretical and practical knowledge to analyze, present the current scenario of the subject under study and provide solutions if any.



SUBJECT TITLE: MARKETING MANAGEMENT

SUBJECT CODE: MMRL402

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To make students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm.
- To understand the tools used by marketing managers in decision situations.

Contents of Syllabus:

SECTION -I

Introduction to Marketing: Definition, Importance, Scope, Various Marketing Concepts, Marketing Mix, Marketing vs Selling, Effect Of Liberalization and Globalization, Creating Customer Value. Analyzing Marketing Environment- Micro, Macro Corporate Strategic Planning: defining role marketing strategies, Marketing planning process. Creating and Managing Product: Market Segmentation & Targeting. Differentiation & Positioning, Competitors Analysis. Product Decisions: Product Mix, Packaging And Labelling Decisions, Branding & Brand Equity New Product Development, Consumer Adoption Process, Product Life Cycle and Strategies

SECTION -II

Pricing Decisions: Determinants of Price; Pricing Process, Policies and Strategies. Delivering and Promoting Product: Supply Chain Decisions: Nature, Types, Channel Design and Channel Management Decisions, Retailing, Wholesaling, Managing Logistics and Supply Chain. Promotion Decisions: Communication Process, Promotion Mix, Advertising, Sales Promotion, Public Relations, Direct Selling and Online Marketing. Personal Selling:
Personal Selling Process

SECTION -III

Emerging Trends in Marketing: Green Marketing, Event Marketing, Network Marketing, Direct Marketing, Social Marketing, Buzz Marketing/ Viral Marketing, Consumerism, Customer Relationship Management (CRM), Customer Satisfaction, Loyalty, Retention, Global Marketing, Rural Marketing, E-Commerce: Marketing In The Digital Age.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MMRL402.1	Explain Creating Customer Value. Analyzing Marketing Environment.
CO2	MMRL402.2	Describing different stages of PLC & Explain New Product Development.
CO3	MMRL402.3	Explain Wholesaling, Retailing, Direct Selling and Online Marketing, Promotion Decisions.
CO4	MMRL402.4	Illustrate Green Marketing, Network Marketing, Event Marketing.

Recommended Books:

- Kotler,P., Keller, K.L. Koshy, A. and Jha, M. Marketing Management: A South Asian Perspective, Pearson Education, New Delhi.
- Etzel, M., Walker, B., Stanton, W. and Pandit, A .Marketing Management, Tata McGrawHill, New Delhi
- Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd., New Delhi
- Saxena, Rajan , Marketing Management, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
- Louis E. Boone and David L. Kurtz . Principles of Marketing, Cengage Learning
- Pride, William, M., and O.C. Ferrell . Marketing Planning, Implementation and Control, Cengage

Third Semester:

Subject		Contact Hours/Week			Credit	Contact Hrs.	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CWA	LWA	MTE	ETE	Total	
MB2301	Applied Operations Research	4	-	-	4	5	16	---	24	60	100	3Hrs
MB2302	Strategic Management	4	-	-	4	4	16	---	24	60	100	3Hrs
	Specialization- I	4	-	-	4	4	16	---	24	60	100	3Hrs
	Specialization- II	4	-	-	4	4	16	---	24	60	100	3Hrs
	Specialization- III	4	-	-	4	4	16	---	24	60	100	3Hrs
	Specialization- IV	4	-	-	4	4	16	---	24	60	100	3Hrs
	Specialization- V	4	-	-	4	4	16	---	24	60	100	3Hrs
MB2303	Presentation on Training report	-	-	2	1	1	60	---	---	40	100	---
MB2304	Integrated Project	-	-	2	1	1	60	---	---	40	100	---
Total		24	-	4	26	27				800		

L-- Lecture

T-- Tutorial

P---Practical

CWA Class work Assessment

LWA Lab work Assessment

MTE Mid Term Exam

ETE End Term Exam

Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

List of Specializations

Marketing	<ul style="list-style-type: none">• CONSUMER BEHAVIOUR (MB2305)• ADVERTISING MANAGEMENT (MB2306)
Human Resource	<ul style="list-style-type: none">• TRAINING & DEVELOPMENT (MB2307)• SOCIAL SECURITY & LABOUR WELFARE (MB2308)
Finance	<ul style="list-style-type: none">• MANAGEMENT OF FINANCIAL SERVICES (MB2309)• SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (MB2310)
International Business	<ul style="list-style-type: none">• INTERNATIONAL BUSINESS (MB2313)• FOREIGN TRADE POLICY (MB2314)
Agriculture	<ul style="list-style-type: none">• SEED PRODUCTION AND TECHNOLOGY (MB2317)• MATERIALS MANAGEMENT (MB2318)

SUBJECT TITLE: APPLIED OPERATIONS RESEARCH
SUBJECT CODE: MB 2301
SEMESTER: III
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
OBJECTIVES:

- To acquaint the students with the knowledge of various tools and techniques which help in optimal utilization the scarce resources of an organization.
- To know the basics of dynamic programming and simulation.

Contents of Syllabus:
SECTION – I

Introduction to Operations Research: Introduction, Historical Background, Scope of Operations Research , Features of Operations Research, Phases of Operations Research, Types of Operations Research Models, Operations Research Methodology, Operations Research Techniques and Tools , Structure of the Mathematical Model, Limitations of Operations Research . Linear Programming: Introduction, Linear Programming Problem, Requirements of LPP, Mathematical Formulation of LPP, Simplex Method: Introduction , Standard Form of LPP, Fundamental theorem of LPP, Solution of LPP – Simplex Method.

SECTION - II

Transportation Problem: Introduction, Formulation of Transportation Problem (TP), Transportation Algorithm (MODI Method), the Initial Basic Feasible Solution, Moving Towards Optimality. Assignment Problem: Introduction, Mathematical Formulation of the Problem, Hungarian Method Algorithm.

SECTION - III

Game Theory: Introduction, Competitive Situations, Characteristics of Competitive Games, Maximin – Minimax Principle, Dominance , ODDS Method , Sub Games Method & Others.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2301.1	Introduction to Operations Research & various tools & techniques. Students will learn how to formulate Linear Programming Problem.
CO2	MB 2301.2	Solving Linear Programming Problems with Graphic & Simplex Method.
CO3	MB 2301.3	Enabling Student to make optimum utilization of Resources with the Techniques of Assignment & Transportation Problems.
CO4	MB 2301.4	Enabling Student to face Business Competition with the technique of Game Theory and Network Analysis.

Recommended Books:

- Operations Research – An introduction 6th Edition , Taha H.A., Hall of India
- Operations Research Techniques for Management 7th Edition, Kapoor V.K., Sultan Chand & Sons
- Operations Research 9th Edition, Kantiswarup, Gupta P.K. & Sultan Chand & Sons Manmohan
- Operations Research 8th Edition, Sharma S.D., Kedarnath, Ramnath & Company
- Operations Research 2nd Edition, Bronson R, Shaum's Outline Series
- Quantitative Techniques in Management 3rd Edition , Vora N.D., Tata McGraw Hill co.
- Principles & Application 3rd Ed, Shreenath L.S., PERT & CPM, Affiliated East-West Press Pvt. Ltd.



8. Principles of Operations Research 2nd Edition, Wagener H.M., Prentice – Hall of India
9. Operations Research – Methods & Problems 1st Edition , Sasieni M, Yaspan A & John Wiley & Sons Friedman L
10. Operations Research, Natrajan Balasubramani, Tamilarasi, Pearson Education
11. Linear Programming, G. Hadley, Narosa Book Distributors Private Ltd
12. Quantitative Techniques (For Managerial Decisions VOL I), L.C. Jhamb, Everest Publishing House, Pune.
13. Linear Programming, Paul Loomba, Tata McGraw Hill Publishing Co. Ltd.
14. Operations Research Edition 2008, Aditham B. Rao, Jaico Publishing House, Mumbai,

SUBJECT TITLE: STRATEGIC MANAGEMENT

SUBJECT CODE: MB 2302

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objectives:

- To enable students conversant with a set of management guidelines which specify the firm’s product-market position, the directions in which the firm seeks to grow and change the competitive tools it will employ, the strengths it will seek to exploit and the weaknesses it will seek to avoid. Strategy is a concept of the firm’s business which provides a unifying theme for all its activities.
- Identification, appreciation and interpretation of the critical challenges and opportunities before an organization.

Contents of Syllabus:

SECTION - I

Defining Strategic Management, Characteristics of Strategic Management. Vision and Mission- Importance of Mission and Vision statements, Writing a mission statement. Environmental Scanning: Internal & External environment. External Audit- Economic, Socio-Cultural, Demographic, Political, Legal and Technological Forces. Competitive Analysis-Porter’s Five Forces Model.The External Factor Evaluation (EFE) Matrix, The Competitive Profile (CPM) Matrix. Internal Audit- Integrating Strategy and Culture, Management, Marketing, Finance/Accounting, Operations, Research & Development, Management Information System. Mc Kinsey’s 7s Framework.

SECTION - II

The Internal Factor Evaluation (IFE) Matrix. Strategies in Action- Setting Organizational Objectives. Types of Strategies- Integration, Intensive, Diversification and Defensive Strategies. Porter’s Generic Strategies. Strategy Analysis and Choice- Strategy – Formulation Framework- The Input Stage, The Matching Stage - Environmental Threat and Opportunity Profile (ETOP) Matrix, SWOT Analysis, GE 9 Cell Model, SPACE Matrix, BCG Matrix, The Internal External Matrix, The Grand Strategy Matrix.

SECTION - III

The Decision Stage – The Quantitative Strategy Planning Matrix (QSPM). Implementing Strategies- Annual Objectives, Policies, Resource Allocation, Managing Conflict, Matching Structure with Strategy. Managing Resistance to Change, Creating strategy supportive culture. Marketing, Finance, R & D, MIS Issues in Strategy Implementation. Strategy Review and Control.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2302.1	To elucidate the nature, significance, scope of Strategy & Strategic Management Process and Strategic Decision making.
CO2	MB 2302.2	Identify Critical Success Factors, Key Performance Indicators and Key Result Areas for organization & Methods and techniques of organizational appraisal
CO3	MB 2302.3	Demonstrate the importance corporate level strategies, Business level strategies and need for building and use of Core Competence
CO4	MB 2302.4	Analysis of Strategy implementation concerns & Procedural issues. Integration of functional plans and various techniques of strategic evaluation

Recommended Books:

1. Kazmi A. 'Business Policy & Strategic Management' Tata McGraw Hill
2. Thomson & Strickland 'Strategic Management: Concept & Cases' Tata McGraw Hill
3. S. Reddy, Strategic Management by Himalaya Publication
4. Wheelen & Hungee 'Strategic Management & Business Policy' Addison- Wesley
5. Johnson & Scholes 'Exploring Corporate Strategy' Prentice Hall India

SUBJECT TITLE: PRESENTATION ON TRAINING REPORT

SUBJECT CODE: MB 2303

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	2	1

Internal Assessment: 60
End Term Exam: 40
Duration of Exam; 3 Hrs

Between the second and the third semester the students of MBA are required to undergo summer training in any organization.

The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training.

This training report is required to be presented to the class and evaluated by a teacher/teachers of the college.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2303.1	Get exposure to a specific job, Profession or industry by integrating theory and practice.
CO2	MB 2303.2	Explore career alternatives; develop work habits, attitudes, communication, interpersonal and other critical skills pre-requisite in a job.
CO3	MB 2303.3	Demonstrate practical knowledge and skills, which in turn will motivate, develop and build their confidence.
CO4	MB 2303.4	Get some practical work experience in a specific field and a real insight into what is working in a particular job or career field.



SUBJECT TITLE: INTEGRATED PROJECT - III

SUBJECT CODE: MB 2304

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

The students are required to carry out a project on any management subject and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group. The project viva of MB2304 will be conducted by external examiner.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2304.1	Get exposure to a specific job, Profession, or industry by integrating theory and practice.
CO2	MB 2304.2	Explore career alternatives; develop work habits, attitudes, communication, interpersonal and other critical skills pre-requisite in a job.
CO3	MB 2304.3	Demonstrate practical knowledge and skills, which in turn will motivate, develop and build their confidence.
CO4	MB 2304.4	Get some practical work experience in a specific field and a real insight into what is actually working in a particular job or career field.

SUBJECT TITLE: CONSUMER BEHAVIOUR

SUBJECT CODE: MB 2305

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

OBJECTIVES:

- To enable students to demonstrate the ability to analyze the complexities of buying behavior and use the same to formulate successful strategies.
- To create an understanding of the group influences and consumer behavior in cultural and contextual environment.

Contents of Syllabus:

SECTION – I

Consumer Behaviour: Introduction, Scope, importance and interdisciplinary nature, its strategic applications, Research in Consumer behaviour: need, scope, types, research process, application of research in consumer

behaviour, Market Segmentation: meaning and bases of segmentation, criteria for effective targeting, implementing segmentation strategies.

SECTION -II

Individual Determinants of Consumer Behaviour: Motivation: Nature and Types of Motives, Dynamics of motivation, Types of Needs, Motivational theories, Personality: Theories, Product Personality, Self, Self image, Vanity, Consumer Perception: Concept and Elements of Perception, Dynamics of perception, Consumer Imagery, Perceived Risk, Consumer Learning: Elements of learning, Behavioural and Cognitive Learning Theories, Consumer Attitude: Functions of Attitude, Attitude Theories: Tricomponent, Multi attribute and Cognitive Dissonance, Attitude formation, Attitude Change Strategies, Designing persuasive communications. External Influences on Consumer Behaviour: Group behaviour: Meaning and types of group, Influence of Reference Groups, group appeals, Family: Functions of family, Family decision making, Family Life Cycle,

SECTION -III

Culture: Values and Norms, Characteristics and its affect on Consumer Behaviour, Types of sub culture, Cross cultural consumer, Social Class: Categories, Measurement and Applications of Social Class. Consumer Decision Making Process: Personal Influence and Opinion Leadership: Process of Opinion Leadership, Profile of Opinion Leader, Opinion leadership and Firm's promotional Strategy, Diffusion of innovations: Diffusion Process, Adoption Process, Profile of Consumer Innovator, Introduction to Consumer Decision Making: levels, decision making process-pre purchase, purchase and post purchase process, Models of consumer decision-making, Note : Relevant Case Studies should be discussed in class.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2305.1	Analyze personal and environmental factors that influence consumer decisions,
CO2	MB 2305.2	Understand the processes used when individuals, group or organizations make buying decisions,
CO3	MB 2305.3	Understand how and why marketers craft particular messages to appeal to consumers,
CO4	MB 2305.4	Assess the process of opinion leadership and its relationship with firm's promotional strategy.

Recommended Books:

1. Schiffman, L.G. and Kanuk, L.L., 'Consumer Behavior', Pearson Education
2. Loudon, D. and Bitta, D., 'Consumer Behaviour', Tata McGraw Hill
3. Assael, H., 'Consumer Behaviour in Action', Cengage Learning
4. Blackwell, R.D., Miniard, P.W. and Engel, J.F., 'Consumer Behaviour', Cengage Learning

SUBJECT TITLE: ADVERTISING MANAGEMENT

SUBJECT CODE: MB 2306

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs

OBJECTIVES:

- To develop an understanding about marketing communication tools and implement them in designing advertisement strategies.
- To understand how the advertising planning process is managed, and the various factors affecting decision-making in this area.

Contents of Syllabus:

SECTION -I

Meaning, nature, scope and classification of Advertising, Key players in advertising industry, role and importance of advertising, surrogate advertising, puffery in advertising. Advertising's role in Marketing Mix, Integrated marketing communication, AIDA Model, Laivdge–Stenier Model of communication, Setting goals and advertising objectives, concept of DAGMAR in setting objectives, Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.

SECTION –II

How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning, Advertising Media; industry structure, its functions, advantages & disadvantages of print, Television, Radio, Internet, Outdoor media. media planning -concept, media selection, Media Scheduling strategy, setting media budgets. Planning and managing creative strategies, creative approaches, Building Advertising Program: Message, Theme, advertising appeals, art of copywriting, Guidelines for copywriting, Copywriting for print, Audio, TV and outdoor media, advertising layout: how to design and produce advertisements.

SECTION –III

Advertising Budget: nature and methods of advertising appropriation, Measuring Advertising Effectiveness: stages of evaluations and various types of testing - Pre and Post testing, Advertising, Advertising agencies: history, role, importance, organizational structure, functions, selection of agency, client agency relationship, compensation strategies.

Note : Relevant Case Studies should be discussed in class.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2306.1	Explain use of advertising and sales promotion as a marketing tool.
CO2	MB 2306.2	Understand the basic concepts of advertisements & the way these advertisements are created.
CO3	MB 2306.3	Identify the concept and role of Sales management.
CO4	MB 2306.4	Acquire knowledge about the type of media used and planning/ scheduling of media.

Recommended Books:

1. Belch, G. E. & Belch, Advertising and Promotion, Tata McGraw Hill.
2. Wells W., Burnet J. and Moriarty S, Advertising: Principles & Practice, Pearson Education.
3. O' Guinn, T. and Allen, C. Advertising Management with Integrated Brand Promotion' Cengage Learning
4. Aaker, D A, Myers and Batra, Advertising Management, Pearson Education
5. S.A. Chunawalla, Foundation of Advertisement Theory and Practices, Himalaya Publications

SUBJECT TITLE: TRAINING & DEVELOPMENT

SUBJECT CODE: MB 2307

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objectives:

- To create understanding among students of the need, importance and implementation of training so as to achieve employee development.
- To guide the students to design their own learning objectives to meet their overall training goals and to match their preferred strategies for learning.

Contents of Syllabus:
SECTION - I

Training and Development: Concept Meaning & Importance of Training & Development, Process and Significant of T&D, Need Identification for Training, Methods of measuring Training needs, Principles and theories of Learning.

SECTION -II

Types of Training & Development, Training and Development System in India, Training & Development Centers, Role of External Agency in Training and Development, Training for change, Barriers in Training.

SECTION -III

Effective Trainer development, Implementing Training Programs & Process of Designing Training programs. Various Approaches for Management Development, Designing & Implementing Development Programmers in corporate, Team Building Exercises, Management Games, Simulations. Evaluation of Training and Development Programs, Basic Criteria, Identification of Problems. Steps Involved in Evaluation. Models used for evaluation: CIRO Model, Kirkpatrick Model of Evaluation, Analyzing Cost-Benefit of Training. Issues and Challenges in Training and Development in India. Evolving Training Policy in India.

Relevant Case Studies should be discussed in class.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2307.1	Widen an understanding of the evolution of training & development from a planned function
CO2	MB 2307.2	Provide an approach into what motivates to learn and use the suitable pedagogies to impart training to them.
CO3	MB 2307.3	Create a training module and to accomplish it.
CO4	MB 2307.4	Examine various strategies used by organizations to measure the performance & rewards for the same.

Recommended Books:

1. Biswajeet Pattanayak : Human Resources Management
2. Dayal, I 'Manpower Training in organizations' Prentice Hall of India, New Delhi
3. Craig, Robert 'Training and Development' McGraw Hill, New York
4. Reddy 'Effective Human Resource Training and Development Strategy' Himalaya Publications
5. Lynton, R.P and U. Pareek 'Training and Development' Irwin Doresy, Hopwood

SUBJECT TITLE: SOCIAL SECURITY & LABOUR WELFARE

SUBJECT CODE: MB 2308

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objectives:

- To create understanding of basic Acts and laws among students related to social security and labor welfare as applicable in India.
- To familiarizing the students with basics relating to Industrial Jurisprudence and also Labour Policy in India.

Contents of Syllabus:
SECTION - I

Concept & scope of social security laws in India. Evolution of Social Security and Social assistance, social insurance. Various Laws regarding social security .Payment of wages Act1936. Scope, importance, features and implications of Various Acts as applicable in India: Minimum Wages Act, 1948, Payment of Bonus Act, 1965, Workman’s Compensation Act,1923Maternity Benefit Act,1961.

SECTION -II

The concept of Labour welfare: definition, Scope and Objectives, welfare work and social work. Scope, importance, features and implications of Employment State Insurance Act,1948. Introduction to Provident Fund & Miscellaneous Provision Act,1951. Concept of payment of Gratuity Act, 1972I.L.O and social Security.

SECTION -III

Evolution of labour welfare, agencies performing welfare work in India and its classification. Welfare activities initiated by government of India; welfare work by trade unions Labour welfare work by voluntary social organizations. Labour administration; agencies for administrating labour welfare laws in India.

Relevant Case Studies should be discussed in class.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2308.1	Understand establishing & maintaining a sound relationship between the worker & the employer.
CO2	MB 2308.2	Classify the festering issues which might take the form of a dispute in the workplace
CO3	MB 2308.3	Explore the various provisions laid down by laws to settle disputes in the organizations
CO4	MB 2308.4	Figure out the concept and classification of labor welfare.

Recommended Books:

1. A. M. Sharma ‘Social, Security Labour Welfare’ Himalayas Publishing House
2. I.L.O Social Security, International labour Office

SUBJECT TITLE: MANAGEMENT OF FINANCIAL SERVICES
SUBJECT CODE: MB 2309
SEMESTER: III
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
Objectives:

- To familiarize students with various financial market services and system of trading at stock exchange.
- To examine the present status and Fintech development that are taking place in the financial services sector

Contents of Syllabus:
SECTION - I

Financial Services - Meaning, types and importance of financial services. Depository System in India– Introduction to depository system, depository participants in India, functioning of depository, benefits of depository system and process of switching over depository, Concept of Dematerialization and Rematerialization. Role, objectives and functions of SEBI and its guidelines relating to depository system.

SECTION - II

Mutual funds and AMCs: Origin and growth of mutual funds in India, Constitution of MFs: Sponsors, Trustees, Custodians and AMCs. Types of mutual funds schemes, advantages and disadvantages of mutual fund investment, Calculation of Net Asset Value and pricing of mutual funds. Recent trend in mutual fund investment in India. Credit rating: Concept and objective of credit rating, various credit rating agencies in India, factors affecting credit rating & process of credit rating. Introduction to International credit rating agencies.

SECTION - III

Leasing: concept and system of leasing, leasing & hire purchase system, advantages & disadvantages of leasing. Tax related aspect of leasing. Merchant Banking: Concept of merchant banking in India, Benefits of merchant banking to organizations. Venture capital: concepts of venture capital, guidelines for venture capital investment in India. Debt Securitization: Meaning, Features, Scope and process of securitization. Concept of Factoring and its types. Plastic Money: Concept and different types of plastic money - credit and debit cards, advantages and disadvantages of plastic money. Factors affecting use of plastic money in India.

Relevant case studies related to the topics should be discussed in classroom.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2309.1	To develop knowledge of areas of financial services in real world.
CO2	MB 2309.2	Create an understanding of investment and portfolio schemes.
CO3	MB 2309.3	Concepts of Plastic money and its relevance in economy.
CO4	MB 2309.4	To understand the regulatory environment in which financial services are undertaken.

Recommended Books:

1. Vasant Desai 'Financial Markets and Financial Services' Himalaya Publications
2. Gordon & Natarajan 'Financial Markets & Services' Himalaya Publications
3. M Y Khan 'Financial Services' Tata McGraw-Hill
4. V. A. Avdhani 'Financial Services in India' Himalaya Publications
5. L M Bhole 'Financial Institutions & Markets' Tata McGraw- Hill
6. S Gurusamy 'Financial Services & System' Thomson Publications

SUBJECT TITLE: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

SUBJECT CODE: MB 2310

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

OBJECTIVES:

- To establish a conceptual framework for the study of security analysis and portfolio management.
- To provide the student with ability to understand and utilise the skill of optimising returns. The focus at different places is to build models and discuss their validity and application to practical situations.

Contents of Syllabus:
SECTION -I

Investment- Meaning, Return and Risk, Asset Allocation decision, selecting investment in global market, Organisation and Functioning of security market. Valuation model of equity shares, preference shares and debenture. Investment Analysis:.

SECTION -II

Fundamental analysis : Economy Analysis, Industry Analysis & Company Analysis, Technical Analysis, Portfolio Management- Concept, Objective & significance Portfolio Theories Markowitz model, Sharpe model, Arbitrage Pricing theory. Techniques of portfolio revision.

SECTION -III

Financial Derivatives: Futures, Options, Portfolios of futures and options synthetics, Exotics and Financially engineered products. Case Studies in security analysis, portfolio construction and performance evaluation are required to be discussed.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2310.1	To familiarize the students about the basic concepts, various investment avenues, process of investment and market microstructure of financial markets,
CO2	MB 2310.2	To enable students to understand the need & significance of Valuation models of various types of securities & a deep knowledge about Fundamental, Economy Analysis, Industry Analysis, and analytical skills about Technical Analysis
CO3	MB 2310.3	To gain an insight about the concepts, process and techniques for portfolio construction, evaluation, and revision
CO4	MB 2310.4	To familiarize the students about the financial derivatives and financially engineered products

Recommended Books:

1. Fischer E. Donald " Security Analysis & Portfolio Management" Prentice Hall.
2. Bhatt Sudhindra " Security Analysis Portfolio Management" Excel Books
3. Singh D.R., "Security Analysis" Kalyani Publication
4. Bhalla V.K. "Investment Management" Sultan Chand

SUBJECT TITLE: INTERNATIONAL BUSINESS
SUBJECT CODE: MB 2313
SEMESTER: III
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60

Objectives:

- To emphasize the knowledge and skills managers need to face global competition and evaluate international investment and business opportunities.
- To understand the major trends in the international trade and investment patterns between and among the major groups of nations and the theories purporting to explain these patterns.

Contents of Syllabus:
SECTION-1

Introduction to Globalization - Globalization - Forces, Meaning, dimensions and stages in Globalization - Drivers and Barriers of Global Business - Kenchi Ohmae Model of borderless world - Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler – Porter’s competitive advantage of nations - The Changing nature of global economy, Rise of new economies like Japan, South East Asia and China, BRICS, impact of globalization on Indian economy.

SECTION - II

National Differences in Political Economy: - Political, Economic and legal systems in the world – Determinants of the economic development of a nation – Foreign Exchange Market, The International Monetary System – International Trade - Tariff and Non-tariff Barriers - Regional Economic Integration, Trade blocks. Cross-Culture and dynamic market understanding - Differences in Culture: Meaning of the culture of a society, sources that lead to differences in social culture, Business and economic implications of differences in culture. Influence of social culture values in the work place, Economic and business implications of cultural change – - Ethics in International Business, ethical issues faced by international businesses.

SECTION - III

The Strategy & Organization of International Business: - Entry Strategies and Strategic Alliances, Ethno centric, poly centric, geocentric and region centric approaches of MNE’s - Relevance between strategy and structure in the MNE – Introduction to Global Manufacturing, Materials Management and Marketing, Accounting & International Finance.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2313.1	To explore the students to understand deep current issues in International Trade
CO2	MB 2313.2	To enable students to use economic tools to analyze diversity of issues in the international economy.
CO3	MB 2313.3	To Explain the key legal issues related to businesses operating in other countries;
CO4	MB 2313.4	To enhance their cognitive knowledge of global issues; interpersonal skills with individuals from various cultures, and social responsibility awareness on global issues.

Recommended Books:

1. Charles Hill, ‘International Business’ Tata Mc-graw Hill
2. John D. Daniels, Lee H. Radebaugh and Daniel P. Sullivan Pearson, ‘International Business – Environments and Operations’ Pearson Publications
3. Rakesh Mohan Joshi, ‘International Business’ Oxford Publications
4. Graham, Cator and Gilly, ‘International Marketing’ published by McGraw Hill.

SUBJECT TITLE: FOREIGN TRADE POLICY

SUBJECT CODE: MB 2314

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

OBJECTIVES:

- To build a solid foundation and understanding of global trade.
- To understand latest policy of the Indian government regarding international trade.

Contents of Syllabus:
SECTION – I

The trends in the world trade direction and composition, India's foreign trade direction and composition. Foreign trade policies since independence. India's performance in Balance of Payment and Balance of Trade. India's trade with ASEAN goods and services. Instruments of export promotion, export assistance and measures, Import facilities, Duty draw back, Tax concession, Marketing assistance, Role of state trading house.

SECTION – II

Latest Foreign Trade Policy of the Government of India – General provisions regarding export and import, promotional measures, Duty exemption/remission schemes, EPCG etc. SEZ Act 2005, 100% export oriented units, Export house and trading house, EPZ's, STP, EHTP, BTP, Deemed export convertibility, Foreign collaborations and investments, Counter trade arrangements, Indian joint ventures abroad.

SECTION – III

Policy framework for FDI in India, Policy on counter trade arrangements, Indian joint venture, abroad project and consultancy exports, India's Double Tax Avoidance Agreements, Comprehensive Economic Co-operation Agreements.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2314.1	To explain the fundamental theories and concepts of international trade and finance and apply for the management decisions.
CO2	MB 2314.2	Analyze the organizations allocate portfolio assets and take investment decisions. Students will be able to apply the different methods to mitigate the foreign trade and exchange rate risks in their respective organizations after they are recruited.
CO3	MB 2314.3	To understand various Foreign Trade Policy of the Government of India. Duty exemption/remission schemes, EPCG etc. SEZ Act 2005, 100% export-oriented units, Export house and trading house, EPZ's, STP, EHTP, BTP, Deemed export convertibility.
CO4	MB 2314.4	Identify major recent developments in the FDI and be able to critically analyze key issues of India's Double Tax Avoidance Agreements, Comprehensive Economic Co-operation Agreements and by the spread of regional trading arrangements.

Recommended Books:

- 1) Varshney and Bhattacharya, 'International Marketing Management', Sultan Chand & Sons Publication
- 2) K S Chatwal, 'Manual of Export Promotion' Export Marketing and Management Service
- 3) Deepak Nayyar, 'India's Export and Import Policies in 1960's' Cambridge University Press
- 4) World Development Report, World Bank, Washington DC
- 5) Economic Survey
- 6) Export and Import Policy of Ministry Of Commerce
- 7) Report of working group on Export Houses, Ministry of commerce

SUBJECT TITLE: SEED PRODUCTION & TECHNOLOGY
SUBJECT CODE: MB 2317
SEMESTER: III
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
OBJECTIVES:

- To develop an understanding of seed development, germination, vigor, deterioration and the relationship between laboratory tests and field performance.
- To explain to the students the principles of seed production for agronomic and horticultural crops within and outside of the region of adaptation and the techniques used in seed conditioning.

Contents of Syllabus:
SECTION – I

Importance of quality seeds in agriculture; principles and methods of seed production of cereals, pulses, oilseeds and miscellaneous field crops; principles of seed certification and certification agency, seed laws and seed law enforcement; Seed processing drying, cleaning, grading, treatment, weighing, bagging and handling of seeds

SECTION – II

Installation and management of seed processing plants- Seed storage; loss of seed viability during storage; seed packaging storing breeder, foundation and certified seeds; germ plasm conservation; Construction and seed stores: seed development and germination; principles and methods moisture, viability, seed vigour, genetic purity and seed health.

SECTION – III

Seed industry in India-present status and prospects; role of public, private and cooperative sectors; national policy and programs seed demand and supply; forecasting seed demands; seed trade and export potential, organization of seed industry in India; Human resource development in seed industry, managing seed industry efficiently.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2317.1	To explore the students to understand the principles of seed production.
CO2	MB 2317.2	To explain the key issues related to Seed and seed technology.
CO3	MB 2317.3	To enable students to use processing equipment's for post-harvest handling of seeds.
CO4	MB 2317.4	Apply the framework for Seed Quality Control and Seed Testing.

Recommended Books:

- Seed technology-R.L.Agarwal
- Principles of seed technology- G.M.Kulkarini
- Principles of seed science & technology-L.O.Copeland & M.B.KcDonald

SUBJECT TITLE: MATERIAL MANAGEMENT
SUBJECT CODE: MB 2318
SEMESTER: III
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
OBJECTIVES:

- To understand how the knowledge of materials management can be an advantage to logistics and supply chain operations.
- To use MRP, ERP and PLM in managing materials.

Contents of Syllabus:
SECTION - I

Importance, objectives and functions of Material Management. Organizational structure for material management. **Materials Planning:** Determination and description of material quantity. Material planning in Push and Pull system. MRP & JIT. Determination and description of material quality. Incoming quality inspection. Acceptance sampling plans.

SECTION - II

Purchasing: Objectives and functions. Purchasing cycle. Sources of supply. Vendor rating. Buyer-vendor relations. Right pricing. Public/Government purchasing. Purchasing of capital equipments. Legal aspects of purchasing. International purchasing – procedures and documentation. Make or buy decisions. **Warehousing:** Importance and functions of storage. Location & layout of stores. Management of receipts and issue of materials from stores. Warehousing costs. Stock verification.

SECTION – III

Cost reduction methods: Classification, codification, standardization, simplification & variety reduction, Value Engineering. Disposal of waste and scrap. Materials handling. Materials information system. **Inventory control:** Objectives, EOQ & its derivation. Deterministic inventory models. Buffer stock, safety stock, reserve stock and re-order point. P & Q inventory models. ABC analysis. VED Analysis. XYZ Analysis, SDE Analysis. MUSIC – 3D. **Logistics And Supply Chain Management:** Recent Developments With Reference To Rural Economy.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB 2318.1	To ensure continuous uninterrupted production or operation or project work by maintaining a steady flow of materials
CO2	MB 2318.2	To enable students the better understanding of the concept of effect economies in the cost of materials by purchasing materials of the right quality, in the right quantity, at the right time, from the right source, at the right price;
CO3	MB 2318.3	To explore the students to understand the cooperation among all departments of the enterprise to meet materials management objectives both at the corporate and functional levels and to ensure proper coordination in respect of such activities;
CO4	MB 2318.4	To conserve materials resources within enterprise, thereby contributing to the conservation of national resources.

Recommended Books:

- Materials Management System, Brown, R. B., John Wiley & Sons, New York.
- Materials Management: An Integrated Approach, Gopalakrishnan, P. & Sundaresan, M., Prentice-Hall of India.
- Purchasing and Materials Management, Lee, L.(Jr.) & Dobler, D. W., Tata McGraw-Hill Publishing Co.

Fourth Semester:

Subject		Contact Hours/Week			Credit	Contact Hrs.	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CW A	L W A	MT E	ETE	Total	
MB240 1	Entrepreneurship and Managing small Business	3	-	-	3	3	16	---	24	60	100	3Hrs
MB240 2	Corporate Legal Environment	3	-	-	3	3	16	---	24	60	100	3Hrs
	Specialization- I	4	-	-	4	4	16	---	24	60	100	3Hrs
	Specialization- II	4	-	-	4	4	16	---	24	60	100	3Hrs
	Specialization- III	4	-	-	4	4	16	---	24	60	100	3Hrs
	Specialization- IV	4	-	-	4	4	16	---	24	60	100	3Hrs
	Specialization- V	4	-	-	4	4	16	---	24	60	100	3Hrs
MB240 3	Research Project report	-	-	2	1	1	60	---	---	40	100	---
MB240 4	Integrated Project- 4	-	-	2	1	1	60	---	---	40	100	---
Total		22		4	24	24					800	

L-- Lecture

T-- Tutorial

P---Practical

CWA Class work Assessment

LWA Lab work Assessment

MTE Mid Term Exam

ETE End Term Exam

Note: For Evaluation scheme see ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

List of Specializations:

Marketing	<ul style="list-style-type: none"> • INTERNATIONAL MARKETING (MB2405) • SERVICE MARKETING (MB2406)
Human Resource	<ul style="list-style-type: none"> • ORGANISATION DEVELOPMENT (MB2407) • INTERNATIONAL HUMAN RESOURCE MANAGEMENT(MB2408)
Finance	<ul style="list-style-type: none"> • INTERNATIONAL FINANCE (MB2409) • BANKING AND INSURANCE OPERATION (MB2410)
International Business	<ul style="list-style-type: none"> • INTERNATIONAL MARKETING (MB2413) • INTERNATIONAL MANAGEMENT (MB2414)
Agriculture	<ul style="list-style-type: none"> • FOOD TECHNOLOGY AND PROCESSING MANAGEMENT (MB2417) • FRUIT PRODUCTION AND POST HARVEST MANAGEMENT (MB2418)



SUBJECT TITLE: ENTREPRENEURSHIP AND MANAGING SMALL BUSINESS

SUBJECT CODE: MB2401

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To develop & prepare the students as entrepreneurs and view Entrepreneurship as a desirable career. The subject seeks to build the necessary competencies and motivation among students for Entrepreneurship.
- To enable the students to study the FSM macro environment and how it directly or indirectly influences entrepreneurship and the establishment and growth of small businesses in the FSM.

Contents of Syllabus:

SECTION - I

Concept of Entrepreneurship: Concept, Need, Definition & role of Entrepreneurship, Characteristics & scope of Entrepreneur. Difference between Innovation, Invention and Creativity. Concepts of Entrepreneur, Manager and Intrapreneur. Indian economy and Role of entrepreneur in development. Entrepreneurship as a career, Sustaining Competitiveness in business and maintaining competitive advantage, Entrepreneurial culture. Decisions to become entrepreneur - Steps for becoming entrepreneur - Search for a business idea, source of ideas, idea processing, selection idea, input requirements, causes of failure of startup ventures, Case studies on successful, failed and turnaround ventures.

SECTION - II

Entrepreneurship Development & Women entrepreneurs: Problems & reasons for less women entrepreneurs in India. Various institutes & Government schemes to help & uplift women entrepreneurs. Case studies for successful women entrepreneurs. Concept, need & role of Entrepreneurship Development. Role of various agencies in the Entrepreneurship Development DIC, SISI, EDII & NIESBUD.

SECTION - III

Importance of Small & Medium Enterprises: Meaning and importance, Definition of SME role & importance in India Economy, Steps for setting up Small Industry: Technical, Financial, Marketing Personnel and Management feasibility Analysis. SME Funding, Sources of Finance for SME's. Financial schemes offered by various financial institutions in India: Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding, Angel Capitalist. Support from Central Government and State Government for Promoting Entrepreneurship with various incentives, subsidies, and grants.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2401.1	Explain role and functions of entrepreneur in economic development.
CO2	MB2401.2	Describing Family Business, Managing Business.
CO3	MB2401.3	Explain External environment analysis, Economic, Social and Technological analysis.
CO4	MB2401.4	Describing Need, Growth and development of women Entrepreneurship.

Relevant case studies related to the topics should be discussed in classroom.

Recommended Books:

- 1) Angadi, Cheema, Das, Entrepreneurship, Growth, and Economic Integration, Himalaya Publication.
- 2) Vasant Desai Management of small scale industries, Himalaya Publishing
- 3) Roy Entrepreneurship Oxford University Press
- 4) Rizwana and Janakiran, Entrepreneurship Development, Excel Books
- 5) Murthy, Small Scale Industry and Entrepreneurial Development, Himalaya Publishing

SUBJECT TITLE: CORPORATE LEGAL ENVIRONMENT

SUBJECT CODE: MB2402

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To acquaint the students with the corporate legal framework prevalent in the country.
- To make ready for self-selling by the prospective new executive to suit to the requirements of the organization as an all-rounder.

Contents of Syllabus:

SECTION- I

Law of Contract: Definition, offer and Acceptance, Consideration, Capacity of parties, Free Consent, Legality of Object, Performance and Discharge of Contract and Remedies for Breach of Contract. Agent: introduction and basic concept, different types of mercantile agents, Bailment and Pledge, Indemnity and Guarantee.

SECTION - II

Sale of Goods Act: Meaning, Formation of contract, Meaning of condition and warranties. Difference between Transfer of Property and Possession, Right of an Unpaid Seller Negotiable Instrument: Bills of Exchange, Promissory Note, Cheque and Rules Regarding the Crossing of Cheques. Dishonour of cheques and liability of banker and drawer. Law of Insurance: Fundamentals Elements of Insurance. Basic features of law relating to carriers (Air, Road, Rail and Shipping).

SECTION - III

Company Law: Incorporation of companies Memorandum of Association and Articles of Association Membership of a company Prospectus, Issue of capital, Loans, investments, deposits and charges, Meetings, Accounts and Auditors, Amalgamation, reconstructions, arrangements and compromises Provision with respect to appointment and removal of Director, Meeting, Winding up by court. Taxation: Constitutional framework of taxation. Direct and indirect taxes. Basic features of Central excise, Customs, Central, state sales tax and VAT.

Note : Relevant Case Studies should be discussed in class.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2402.1	Explain Performance and Discharge of Contract and Remedies for Breach of Contract
CO2	MB2402.2	Describing difference between Transfer of Property and Possession
CO3	MB2402.3	Explain Incorporation of companies Memorandum of Association and Articles of Association
CO4	MB2402.4	Illustrate Customs, Central, state sales tax and VAT.

Recommended Books:

1. Majumdar A. K. and Kapoor G. K. 'Company Law' Taxmann Publishers
2. Bansal C. L. 'Business Laws' Taxmann Publishers
3. Singhanian V. K. and Singhanian K. 'Direct Tax Laws and Practice' Taxmann Publishers.
4. Chawla, Garg and Sarin 'Mercantile Law' Kalyani Publishers.
5. K.R. Bulchandani 'Law and corporate law' Himalya Publishing

SUBJECT TITLE: RESEARCH PROJECT REPORT
SUBJECT CODE: MB2403
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	2	1

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs

A team of two examiners will evaluate the Research Project. There will be one external and one internal examiner, each evaluating out of 40 & 60 marks. The institute will select and invite an external examiner for the evaluation.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2403.1	Demonstrate their capacity to improve achievement, engagement, retention and manage change through collaboration with others.
CO2	MB2403.2	Get in-depth understanding of academic theory and preparation of high-quality research projects pertinent to the field of study.
CO3	MB2403.3	Develop Research aptitude.
CO4	MB2403.4	Ability to support and participate in academic, government, and industrial research at an internationally competitive level.

SUBJECT TITLE: INTEGRATED PROJECT - IV
SUBJECT CODE: MB 2404
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	-	-	3

Internal Assessment: 60
End Term Exam: 40
Duration of Exam; 3 Hrs

The students are required to carry out a project on any management subject and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group. The project viva of MB2404 will be conducted by external examiner.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2404.1	Get exposure to a specific job, Profession, or industry by integrating theory and practice.
CO2	MB2404.2	Explore career alternatives; develop work habits, attitudes, communication, interpersonal and other critical skills pre-requisite in a job.
CO3	MB2404.3	Demonstrate practical knowledge and skills, which in turn will motivate, develop, and build their confidence.
CO4	MB2404.4	Get some practical work experience in a specific field and a real insight into what is working in a particular job or career field.

SUBJECT TITLE: INTERNATIONAL MARKETING

SUBJECT CODE: MB2405

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To make students acquaint with the concepts and procedures for international marketing and trains them to develop and implement plans and strategies for entering international markets and managing overseas operations with environment, procedural, institutional and decisional aspects of International Marketing.
- To make students learn to plan effectively for the marketing of consumer and business needs and wants on an international level.

Contents of Syllabus:

SECTION - I

Nature & Scope of International Marketing, its differentiation from domestic marketing. Economic environment in International Marketing. Emergence of trading blocs like E. U. and steps/stages involved in their formation (Customs union to common currency). Constraints in International marketing, i.e. Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers. Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements.

SECTION - II

Institutional infrastructural framework for export promotion in India, i.e. EPCs, ECGC, Commodity Boards etc. Registration, Production and clearance of goods for exports. Shipping and Transportation. Documentation for Exports. International Marketing mix- identification of markets, International Product Life-Cycle, Promotion and Pricing in International marketing. Various forms of international business- Joint ventures.

SECTION - III

Processing of an export order, organization and structure of export and import houses. International product policy: Product standardization & adaptation, international, product mix, international product life cycle, new product development, exports packaging, international pricing policy: Factors influencing selection of pricing policies, international pricing strategies, International distribution policy: Factors influencing selection of international distribution channels, types of international distribution channels, role of internet in international distribution.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2405.1	To Explain Nature, importance and scope of international marketing
CO2	MB2405.2	To Analyzes International Market Segmentation and Positioning
CO3	MB2405.3	Explain product decisions, Pricing for International Markets and promotion strategies
CO4	MB2405.4	To understand and define the structure of international distribution systems; Distribution channel strategy-International distribution

Recommended Books:

1. Subash C. Jain, International Marketing, Thomson Learning, Mumbai, 6th Edition.
2. Philip R. Cateora and John L. Graham, International Marketing, McGraw Hill Company, 12th Edition, 2004.
3. Onkvisit S. & Shaw, J., International Marketing: Analysis & Strategy, Pearson Education
4. CzinkotaM, Ronkaine I, Sutton Brady, C. and Beal, T. International Marketing,
5. CengageLearning.
6. Cherunilam F, International Trade & Export Management, Himalaya Publishing.
7. Cateora& Graham, International Marketing, McGraw Hill.

SUBJECT TITLE: SERVICE MARKETING

SUBJECT CODE: MB2406

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To introduce the learner to the service sector management in an organization and to the process providing the service. To this end, we will understand the strategic role of services marketing and develop the ability to define and analyze the problems dealt with by managers.
- To equip students with concepts and techniques that help in taking decisions relating to various services marketing situations.

Contents of Syllabus:

SECTION - I

The Emergence of Service Economy, Nature, Scope and Concept of Services Marketing, Difference in Goods and Services Marketing, Marketing Challenges in Service Businesses, Marketing Framework for Services Businesses, Relationship Marketing: Concept, Benefits and Strategies, Services Market Segmentation, Targeting and Positioning. The Service Classification, Service Product Development, Consumer Behaviour in Services, Customer Expectation of Services, Customer Perception of Services.

SECTION - II

Formulating Marketing Mix for Services Marketing, Internal Marketing, Employee Empowerment, Customer Involvement in Services. Quality Issues and Quality Models; Managing Productivity and Differentiation in Services Organizations; Demand-Supply Management; Advertising, Branding and Packaging of Services, Service Recovery Management.

SECTION -III

Services Marketing communications and services marketing triangle, Pricing of services: Pricing approaches, Pricing Strategies, Improving Service Quality and productivity: Integrated gaps model of service quality, Prescriptions for closing quality gaps, Applications of Services Marketing (Case Studies).

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2406.1	Understand the fundamental concepts of service marketing and its functions,
CO2	MB2406.2	Identify the role and significance of various elements of service marketing mix,
CO3	MB2406.3	Analyze customer requirement, measure service quality and design and deliver better service,
CO4	MB2406.4	Understand service marketing applications in different service sectors.

Recommended Books:

1. Zeithmal A Valarie and Bitner Mary, 'Services Marketing', Tata McGraw Hill,
2. Lovelock, Christopher H, 'Services Marketing', Pearson Education
3. Shankar Ravi, Service Marketing, Excel Books, New Delhi, 2002.
4. Hoffman, 'Marketing of services', Thomson South westen

SUBJECT TITLE: ORGANISATION DEVELOPMENT

SUBJECT CODE: MB2407

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs

OBJECTIVES:

- To make students understand interventions processes in the organization.
- To understand and study the Organization in terms of types, Characteristics, Needs, Motives, Organization behavior, Organization Communication, Organization development and Individual behavior in organization.

Contents of Syllabus:

SECTION - I

OD; Introduction, Definitions & its distinguishing characteristics, Historical background: various stages, second-generation OD and extent of application, values, assumptions and beliefs in OD., Foundations of OD: Models and theories of planned change, Systems theory, Participation and Empowerment, Teams and Teamwork, Strategies of change, Inter-Disciplinary Nature of OD.

SECTION - II

Action Research and OD, Action Research: A Process and an Approach. Managing OD Process: Diagnosis, The Six-Box Model, Third Waves Consulting, Nature of OD intervention, Analysis of Discrepancies, Phases of OD Program, Model of Managing Change, Creating Parallel Learning Structures. OD Interventions: AN overview, Team Interventions, Intergroup and Third Party Peace Making Interventions, Comprehensive Interventions, Structural Interventions, Training Experience: T-Groups, Behavioral Modeling and Career Anchors.

SECTION - III

Power, politics and OD: Power defined and explored, theories about the sources of Power, Organizational Politics in the practice of OD. Issue in Consultant- Clint Relations: Entry and contracting, defining the client

system, trust, the nature of the consultant's expertise, diagnosis and appropriate, interventions, depth of intervention, on being absorbed by the cultural, the consultant as a model, the consultant team as a microcosm, the dependency issue and terminating the relationship, ethical standards in OD, Implications of OD for the Client. Contemporary Issues in OD. OD and Quality Movement, OD-Now and Beyond. Relevant case studies related to the topics should be discussed.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2407.1	Define the organization design & effectiveness,
CO2	MB2407.2	Define the organizational culture & ethics,
CO3	MB2407.3	Define the techno structural interventions & strategic change,
CO4	MB2407.4	Elaborate the organizational transformation.

Recommended Books:

1. Wendeel L. French, Cecil H. Bell : Organization Development Prentice Hall
2. Richard Beckhard: Organization Development Strategies & Models Tata Mc Graw Hill.
3. Blake, Robert & Mouton : Building a Dynamic Corporate through Grid OD , Homewood
4. Thomas H, Patten Organization Development through Team Building, Thomas Publication
5. Edgar F. Huse : Organization Development & Change, Thomas Publication

SUBJECT TITLE: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

SUBJECT CODE: MB2408

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs

OBJECTIVES:

- To make students understand HR Policies in Global settings.
- To develop a critical understanding of the role and functions of the various human resource activities within multinational corporations (MNC).

Contents of Syllabus:

SECTION-I

Introduction to cross cultural management: Significance of Culture for International Management. Culture dimensions, impact of cross culture on organizations, role of culture in Strategic Decision-Making. Influence of National Culture on Organizational Culture. Comparing Culture: Cultural and behavioral differences in different countries, various models for comparing cultural-Hofstede. GLOBE, Kluchohm & Stood beck. Shift in Culture: Culture as a factor in a people's Response to Change, significance of shift in Culture, Economic Factors and Shifts in National Culture, Foreign Intervention and influence on shifts in Local Cultures.

SECTION-II

Cross-Cultural Communication: Role of effective communication for international and cross-cultural management and in the field of international marketing, Cross, Cultural Verbal Non-Verbal communication across cultures, managing Culture, Specific Perception , Responding the Demographic Change. Cross Cultural Human Resources Management –Staffing and Training for Global Operations Global Staffing Choices, Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, managing and motivating multi culture Teams.

SECTION-III

Cross –cultural Negotiation & Decision making: Culture and Dispute, Resolution of Conflicts and Disputes in cross culture context, Negotiations across culture, Cross, culture Negotiation Process with two illustrations from multi cultural context {India-Europe / India –US setting, for instance}. Cross-culture ethics: Ethics values across cultures and Ethics dilemma, Overview of culture and management in Asia (India,China and Japan), US and Europe.

Relevant case studies related to the topics should be discussed.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2408.1	To critically evaluate Current IHRM Theory and Practice and have the ability to question it.
CO2	MB2408.2	To recognize and assess Social, Cultural, Ethical, And Environmental obligations and problems in international contexts.
CO3	MB2408.3	To understand and explain the differences between Domestic and International HRM.
CO4	MB2408.4	To analyze how Cultural and Contextual Elements have influenced MNCs' use of Human Resources.

Recommended Books:

1. Deresky Helen ‘International management: Managing Across Borders and Cultural’,4th Ed.,Prentice Hall India
2. Esen Drlarry, Rchildress John ‘The Secret of a Winning Culture: Building High -Performance Teams’, Prentice Hall India.
3. Cashby Franklin ‘Revitalize Your Corporate Culture: Powerful Ways to Transform Your Company into a Hiongh- Performance Organisation, Prentice Hall India.
4. Rao, P.L. Interantional Human Resource Management, Excel Books

SUBJECT TITLE: INTERNATIONAL FINANCE

SUBJECT CODE: MB2409

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To create a better understanding of the International Business regime.
- To provide students with an in-depth knowledge of currency risks and the global financial environment.

Contents of Syllabus:

SECTION - I

International Finance: Scope Overview, Importance and need, recent developments and challenges in IFM. System of International Fund Flow: Concept of Balance of Payments, Basics of BOP, International Accounting components for adjusting BOP, International Trade Flow and Factors affecting International Trade flows, Supporting Agencies for management of international business. System of International Monetary Transactions: Evolution of currency, Gold Standard, Bretton Woods system of currency valuation, Flexible exchange rate system, Current exchange rate arrangements, Economic and Monetary Union (EMU).

SECTION - II

Foreign Exchange Market, Function and Structure of the Forex markets, Major players in Forex, Transactions and settlement system in Forex Market, Factors influencing foreign exchange rates, Foreign exchange quotations. Parity Conditions in International finance, Currency Value Forecasting: Purchasing Power Parity (PPP), Concept of Fisher Effect and International Fisher Effect, Theory of Interest Rate parity, Future, Forward and Spot rates. Management of Exchange risk: Transaction exposure, Economic exposure and Translation exposure.

SECTION - III

International Risk Analysis, International Derivative Markets: Currency Futures and Option Markets, Concept of currency Swap and Interest rate derivatives. Sources of Finance in International Business: Long Term sources International Capital Markets, ADR & GDR, Foreign Bond Market and Euro Markets. Short Term sources: Banker's Acceptance, Discounting, Factoring, World Bank, IMF and EXIM Bank of India.

Relevant case studies related to the topics should be discussed in classroom.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2409.1	Understanding about nature and scope challenges in International Finance and Agencies that facilitate international fund flows
CO2	MB2409.2	To analyze International Monetary System and the framework of international exchange rate system including factors influencing, participant of foreign exchange Market
CO3	MB2409.3	To make student familiar with concepts of Parity Conditions in International Finance and various sources of international sources of finance.
CO4	MB2409.4	To provide understanding for critical and analytical thinking about Taxation Systems and Legal Aspects of International double taxation & Money Laundering.

Recommended Books:

1. Alan C. Shapiro, Multinational Financial Management, Prentice Hall India Private Ltd
2. P. G. Apte, International Financial Management, Tata McGraw-Hill, New Delhi.
3. Avadhani, V.A. International Finance, Himalaya Publishing
4. Maurice D. Levi, International Finance, Tata McGraw-Hill, New Delhi.

SUBJECT TITLE: BANKING & INSURANCE OPERATION

SUBJECT CODE: MB2410

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

OBJECTIVES:

- To make students understand the applications of Banking and Insurance Operations in Business.
- To make them aware of various banking innovations after nationalization and to give them an overview about insurance industry.

Contents of Syllabus:

SECTION - I

Banking Systems and structure in India. Types of Banks. Role of Reserve Banks as regulator of banking System. Provisions of banking Regulations Act and Reserve Bank of India Act. The terms Banking and Customer, Types of Relationship between Banker and customer, bankers' obligations to customers, Right of Lien and set off

appropriations, Provisions of negotiable instrument Act, 1881- Bankers Legal Duty of disclosure and related matters.

SECTION - II

Customers Account With Banks , Opening Operations ,KYC Norms and Operation, Types of accounts and customers, Nomination, settlement of death claims, banking Technology, Home Banking, ATM, Mobile Banking, Core Banking solutions, Debit, credit, and smart cards, EFD, RTGS International Banking, Exchange Rates , Documentary letter of credit, Financing Exporters and importers, ECGC Policies and guarantees.

SECTION - III

Introduction to Insurance, Elements of Insurance, Risk players in Life and Non –Life Insurance Sector, Insurance Documents, Role and Responsibilities of IRDA, Provisions of Insurance Act 1938 Insurance Ombudsman, Types of Insurance. Life Insurance and General Insurance products including unit linked Plans Insurance and Indian scenario, future prospects, Insurance accounting, financial Analysis and valuations, solvency and performance Measures.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2410.1	To highlight the fundamentals of banking along with various legal and regulatory aspects of banking operations with special focus on Banking Regulation Act, Negotiable Instruments Act etc.
CO2	MB2410.2	To provide an overview of emerging trends in banking, facilitating a creative approach towards the banking products and services.
CO3	MB2410.3	To emphasize on the concept of insurance and the regulatory framework concerned inculcating a deeper view for risk management in the minds of student.
CO4	MB2410.4	To introduce various insurance plans and to present the students with technical elements of insurance, such as financial analysis and valuation.

Recommended Books:

1. L.M. Bhole Financial institutions and Markets. Tata McGraw Hill.
2. Sunderaram and Varshney (Theory , law and Practice).banking Theory, law and Practice .Sultan chand nad Sons. New Delhi
3. Koch W, Timothy, and S.Scott, bank management, Thomson , New delhi
4. Gordon and natrajan, Banking (theory law and Practice) Himalaya , Publishing.
5. Agrawal, O.P Banking and Insurance , Himalaya Publishing.

SUBJECT TITLE: INTERNATIONAL MARKETING

SUBJECT CODE: MB2413

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objectives:

- To make students acquaint with the concepts and procedures for international marketing and trains them to develop and implement plans and strategies for entering international markets and managing overseas operations with environment, procedural, institutional, and decisional aspects of International Marketing.

- To familiarize the students with cultural and environmental aspects of international trade, and integration of culture and marketing functions.

Contents of Syllabus:
SECTION - I

Nature & Scope of International Marketing, its differentiation from domestic marketing. Economic environment in International Marketing. Emergence of trading blocs like E. U. and steps/stages involved in their formation (Customs union to common currency). Constraints in International marketing, i.e., Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers. Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements.

SECTION - II

Institutional infrastructural framework for export promotion in India, i.e. EPCs, ECGC, Commodity Boards etc. Registration, Production and clearance of goods for exports. Shipping and Transportation. Documentation for Exports. International Marketing mix- identification of markets, International Product Lifecycle, Promotion and Pricing in International marketing. Various forms of international business- Joint ventures.

SECTION - III

Processing of an export order, organization and structure of export and import houses. International product policy: Product standardization & adaptation, international, product mix, international product life cycle, new product development, exports packaging, international pricing policy: Factors influencing selection of pricing policies, international pricing strategies, international distribution policy: Factors influencing selection of international distribution channels, types of international distribution channels, role of internet in international distribution.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2413.1	To explain Nature, importance and scope of international marketing.
CO2	MB2413.2	To analyzes International Market Segmentation and Positioning.
CO3	MB2413.3	To explain product decisions, Pricing for International Markets, and promotion strategies.
CO4	MB2413.4	To understand and define the structure of international distribution systems; Distribution channel strategy-International distribution.

Recommended Books:

- Subash C. Jain, International Marketing, Thomson Learning, Mumbai, 6th Edition.
- Philip R. Cateora and John L. Graham, International Marketing, McGraw Hill Company, 12th Edition, 2004.
- Onkvisit S. & Shaw, J., International Marketing: Analysis & Strategy, Pearson Education
- CzinkotaM, Ronkaine I, Sutton Brady, C. and Beal, T. International Marketing,
- CengageLearning.
- Cherunilam F, International Trade & Export Management, Himalaya Publishing.
- Cateora& Graham, International Marketing, McGraw Hill.

SUBJECT TITLE: INTERNATIONAL MANAGEMENT
SUBJECT CODE: MB2414
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs

OBJECTIVES:

- To develop capabilities to understand the intricacies involved in International Trade.
- To develop cross-cultural intelligence and sensitivity to interact with people from different cultures.

Contents of Syllabus:
SECTION – I

Global Business Environment: Business organizations and management decisions and actions exist in a complex, dynamic and often turbulent environment. Understanding of the dimensions and layers of global business environment. To recognise, and understand the challenges and opportunities which the business environment presents to organizations. Businesses and managers operating in an international context. Theories, concepts and tools for analysing the business environment and apply these to ‘real world’ and hypothetical management scenarios via case studies.

SECTION – II

Global Logistics Management: Global Supply Chain Management, Global Demand Chain Management. Centralized Logistics Management, Decentralized Logistics Management, Outsourcing of Logistics services. International Transportation issues, Terms of Shipment and Sale. International Inventory issues, International Packaging issues, Managing Across Cultures: Develop awareness, skills and knowledge required by managers seeking to work abroad as international executives. ‘Soft skills’ of management, particularly as concerns crosscultural variations and their impact on the practices and processes of management. Complexity presented to managers in their process of managing people across national and cultural borders, addressing the issues of the impact of culture on management structures and processes.

SECTION - III

Managing a Firm Across Borders: Key issues in international recruitment and selection, Issues on expatriate and repatriate, Design of international compensation packages, Implications of culture on international HRM, Essential skills for international assignments in multinational companies. Taking a closer look at different types of firms, industry contexts, strategies and structures - explore the strategic and organisational challenges posed by global competition and provide students with frameworks for dealing with them. Explore the broad themes - global strategic analysis, global strategies, international expansion and global organisation. Building strategic Alliances, franchise, Joint Ventures, etc. Negotiations and strategies applied. Relevant case studies related to the topics should be discussed.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2414.1	To Explain the Concept, Dimensions and Approaches of International Management.
CO2	MB2414.2	To Elaborate the Challenges of Global Planning in International Management including Economic, political, and strategic.
CO3	MB2414.3	To Elaborate the Management of Personnel with Different Social and Cultural Backgrounds including Selection, training, and development of people for global assignments.
CO4	MB2414.4	To Explain Political risk assessment and protection techniques for multinational corporations in International Management.

Recommended Books:

- Martin J Gannon , ‘Cultural Metaphors’ Sage Publications
- Edwin Flippo, ‘Personnel management’ Tata Mcgraw Hill Publications
- Richard M. Steers and Luciara Nardon, ‘Managing in the Global Economy’ PHI Learning Private Limited Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffett, ‘International Business’ South Western Cengage Learning.

SUBJECT TITLE: FOOD TECHNOLOGY & PROCESSING MANAGEMENT
SUBJECT CODE: MB2417
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
OBJECTIVES:

- To develop concepts of heat transfer in food processing and build the understanding of basic principles of freezing, drying and other thermal processes.
- To impart knowledge of various preservation techniques and their use to increase the shelf life of foods.

Contents of Syllabus:

Present status of food industry in India; organizational structure of agro industry; major dimensions of agro based industries; risk management; unit operations of food industry; deteriorative factors and their control; laws and regulation related to food industry; quality management in food industry-quality standards and ISO: principles of food preservation and processing; preservation through temperature reduction, water removal, radiation, heat processing, fermentation and use of preservatives, technology of extrusion, solvent extraction, refining and hydrogenation; processing of dairy products; cereals milling; pulse milling; oil seeds crushing; processing of fruits and vegetable; confectionery; tea and coffee processing; food additive and toxicology; protection of food during storage, and transportation; packaging distribution of food products; case studies on project formulation-dairy products, oil industry, fruit and vegetables processing, milling-pulse, cereals etc.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2417.1	Develop an appreciation about need of different emerging techniques used in food processing and preservation
CO2	MB2417.2	Apply their knowledge on high pressure processing, pulsed electric processing, irradiation, and hurdle technology in various food industries
CO3	MB2417.3	Understand the concepts related to membrane technology, supercritical fluid extraction and quality assessment of food using ultrasonic technique
CO4	MB2417.4	Get an overview on principles, mechanism, and application of nanotechnology in food.

Recommended Books:

- Sun, Da-Wen (2005). Emerging Technologies for Food Processing: Academic Press.
- Barbosa- Canovas, G. V., Tapia, M. S. and Cano, M. P. (2004). Novel Food Processing Technologies: CRC Press.
- Leistner L. and Gould G. (2002). Hurdle Technologies –Combination Treatments for Food Stability, Safety and Quality: Kluwer Academics /Plenum Publishers, New York.

SUBJECT TITLE: FRUIT PRODUCTION & POST HARVEST MANAGEMENT
SUBJECT CODE: MB2418
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	-	-	4

Internal Assessment: 40
End Term Exam: 60
Duration of Exam; 3 Hrs
OBJECTIVES:

- To gain knowledge on various management technologies on pre- harvest and post-harvest of fruits and vegetables.
- To gain knowledge on conventional and modern packaging methods.

Contents of Syllabus:

Present status of fruit industry in India and emerging scenario; major fruit growing zones, management of fruit production technology for domestic and global market; post-harvest handling technology harvesting, pre-cooling, grading, packing, storage and transportation for cooling, grading, packing, storage and transportation, pre and post-harvest management for quality and shelf life; fruit processing industry; international trade in fruits problems and prospects and global marketing of fruits, and government policy, incentives *domestic and global trade*.

COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB2418.1	Identify important economic fruit crops and their production region.
CO2	MB2418.2	Describe significant morphological characteristics related to production and management of fruit crops.
CO3	MB2418.3	Describe production and management system of fruits crops including soil adaptability, crop nutrition, irrigation, frost management, stress management, pollination, planting and trellising systems and cropping.
CO4	MB2418.4	Study a system of handling, storing and transporting agricultural commodities after harvest

Recommended Books:

- Sudheer, K.P. and V.Indira. 2007. Post harvest technology of horticultural crops. New India Publishing Agency, Nw Delhi.
- Verma, L.R. and V.K. Joshi. 2000. Post harvest technology of fruits and vegetables – Handling, Processing, Fermentation and Waste Management. Indus Publishing Company. New Delhi.
- Chadha, K.L. 2009. Handbook of Horticulture. IARI Publications, New Delhi