

SCHEME & SYLLABUS
(Choice Based Credit System)
For
MBA
(w.e.f. Session 2017-2018)

Program Code: MGMT 401



RIMT
UNIVERSITY

DEPARTMENT OF MANAGEMENT & COMMERCE
SCHOOL OF MANAGEMENT STUDIES & COMMERCE

RIMT UNIVERSITY, MANDI GOBINDGARH, PUNJAB

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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
Frequency	Induction program for the students to be offered right at the start of the first year
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	30	900	28
2	II	29	900	28
3	III	26	800	26
4	IV	23	600	23
Total		108	3200	105

COURSE CATEGORY-WISE CREDIT DISTRIBUTION

S. No.	Category	Number of Credits	Percentage Weightage
1	University Core	-	-
2	University Open	-	-
3	Program Core	60	57.14
4	Program Elective	-	-
5	Program Specialization	38	36.19
6	MOOCs	-	-
7	Project / Research Projects	6	5.71
8	Thesis / Dissertation	-	-
9	Training / Internships/ Field Trips	1	0.95
10	Professional Skills	-	-
11	Any Other (Fundamental)	-	-
TOTAL CREDITS		105	99.99

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			CWA	LWA	MTE	ETE	Total	
MB1101	Quantitative Techniques	4	-	-	4	5	16	---	24	60	100	3Hrs
MB1102	Managerial Economics	4	-	-	4	4	16	---	24	60	100	3Hrs
MB1103	Accounting for Management	4	-	-	4	5	16	---	24	60	100	3Hrs
MB1104	Business Communication	2	-	-	2	2	16	---	24	60	100	3Hrs
MB1105	Organizational Behavior	3	-	-	3	3	16	---	24	60	100	3Hrs
MB1106	Computer Fundamentals (MS Office)	3	-	2	4	4	8	8	24	60	100	3Hrs
MB1107	Integrated Project - I	-	-	2	1	1	60	---	---	40	100	---
MB1108	Principles of Management	3	-	-	3	3	16	---	24	60	100	3Hrs
MBA1109	Environment & Agri Business	3	-	-	3	3	16	---	24	60	100	3Hrs
Total		26	-	4	28	30					900	

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: MB1101

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	MB1101.1	Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
CO2	MB1101.2	To apply the knowledge in mathematics in solving real world problems with special emphasis on management applications like sampling and probability.
CO3	MB1101.3	To apply and demonstrate the mathematical competencies needed in fields like Economics, Research, and Business.
CO4	MB1101.4	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: MB1102

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	MB1102.1	Familiarizing the students with the concepts relating to Microeconomics and the variables concerning it.
CO2	MB1102.2	Discover the fundamental concepts of Elasticity of Demand and forecasting of demand and their use in managerial decision making
CO3	MB1102.3	To facilitate an in-depth analysis of the cost and revenue curves along with the

		price-output decisions under various market structures.
CO4	MB1102.4	Emphasize upon the Concept of National Income, macroeconomic variables, inflation and business cycles.

Recommended Books:

- David Begg, Stanley Fisher, Rudiger Dornbusch, *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: MB1103

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	MB1103.1	Introduction to Accounting Concepts & Conventions, Accounting Standards, Preparation of Financial Statements.
CO2	MB1103.2	Develop Abilities to Analyze & Interpret Financial Statements to face the business situations.
CO3	MB1103.3	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	MB1103.4	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: MB1104

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 andDisadvantages, 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 BodyLanguage, 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	MB1104.1	Understand and apply communication theory
CO2	MB1104.2	Display competence in oral, written, and visual communication.
CO3	MB1104.3	Understand how word choice, syntax, grammar, and text structure may vary with context and purpose.
CO4	MB1104.4	Interact skillfully and ethically.

Recommended Books:

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

SUBJECT TITLE: ORGANIZATIONAL BEHAVIOUR

SUBJECT CODE: MB1105

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	MB1105.1	Explain the Role and Importance of Management in the Organizations.
CO2	MB1105.2	Evaluate the different issues relating to decision making and controlling process
CO3	MB1105.3	Analyze individual/group behavior dynamics in an organization.
CO4	MB1105.4	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 Behavior, Pearson Education
- Luthans, Organization Behavior, Tata McGraw Hill
- Newstrom, Organizational Behavior: Human Behavior at work, Tata McGraw Hill
- Kalliath, Organization Behavior, The McGraw –Hill
- Griffin& Moorhead, Introduction to Organizational Behavior, Cengage Learning
- Hersey, Management of Organizational Behavior, Prentice Hall India

SUBJECT TITLE: COMPUTER FUNDAMENTALS (MS OFFICE)

SUBJECT CODE: MB1106

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	MB1106.1	Understanding the concept of input and output devices of Computers.
CO2	MB1106.2	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	MB1106.3	Understand the word, excel, power point.
CO4	MB1106.4	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

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 at 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	MB1107.1	To infuse the capacity of students to improve achievement, engagement, retention and manage change through collaboration with others.
CO2	MB1107.2	To provide an in-depth understanding of academic theory
CO3	MB1107.3	To make student capable to have a comprehensive understanding of their courses

CO4	MB1107.4	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
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SUBJECT TITLE: PRINCIPLES OF MANAGEMENT

SUBJECT CODE: MB1108

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	MB1108.1	Illustrate necessary concepts, nature and principles of Management.
CO2	MB1108.2	Clarify the task and duties of managers and adapt to the various techniques of management across organizations.
CO3	MB1108.3	Acquire analytical abilities to face the business situations

CO4	MB1108.4	Apply various tools that would facilitate the decision-making process in the business.
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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.
- Principles of Business Management, R C Bhatia.

SUBJECT TITLE: ENVIRONMENT & AGRI BUSINESS

SUBJECT CODE: MBA1109

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 create understanding or various government and private sectors involved in modern agriculture system.

Contents of Syllabus:

SECTION-I

Role of agriculture in Indian economy; problems and policy changes relating to farm supplies, farm production, agro processing, agricultural marketing, agricultural finance etc. in the country.

SECTION-II

Structure of Agriculture - Linkages among sub-sectors of the Agribusiness sector; economic reforms and Indian agriculture; impact of liberalization, privatization and globalization on Agri business sector.

SECTION-III

Emerging trends in production, processing, marketing, and exports; policy controls and regulations relating to the industrial sector with specific reference to agro-industries. Agribusiness policies-concept and formulation; and new dimensions in Agri business environment and policy.

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

CO1	MBA1109.1	Promote basic understanding on the concepts of business environment.
CO2	MBA1109.2	Providing knowledge about the Indian and international business environment.
CO3	MBA1109.3	Providing knowledge about economic reforms
CO4	MBA1109.4	Providing knowledge about various policies related to agriculture.

Suggested Readings

- Adhikary M. 1986. Economic Environment of Business. S. Chand & Sons.

- Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ.
- Francis Cherunilam 2003. Business Environment. Himalaya Publ.

Second Semester:

Subject		Contact Hours/Week			Credit	Contact Hrs.	Evaluation Scheme (% of Total Marks)					Exam Duration (Hours)
Code	Title	L	T	P			CW A	LWA	MTE	ETE	Total	
MB1201	Business Environment	4	-	-	4	4	16	---	24	60	100	3Hrs
MB1202	Research Methodology	4	-	-	4	4	16	---	24	60	100	3Hrs
MB1203	Financial Management	4	-	-	4	5	16	---	24	60	100	3Hrs
MB1204	Management of Human Resources	3	-	-	3	3	16	---	24	60	100	3Hrs
MB1205	Productions and Operations Management	3	-	-	3	3	16	---	24	60	100	3Hrs
MB1206	Human Values and Professional Ethics	3	-	-	3	3	16	---	24	60	100	3Hrs
MB1207	Integrated Project-2	-	-	2	1	1	60	---	---	40	100	---
MB1208	Marketing Management	3	-	-	3	3	16	---	24	60	100	3Hrs
MBA1209	Agribusiness & Rural Marketing (for agri students)	3	-	-	3	3	16	---	24	60	100	3Hrs
Total		27	-	2	28	29					900	

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: MB1201

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	MB1201.1	Outline how an entity operates in a complex business environment drawing a relationship between business and the environment.
CO2	MB1201.2	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	MB1201.3	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	MB1201.4	Highlight various business development strategies based on current and emerging

	business possibilities in India.
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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: MB1202

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 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 must 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	MB1202.1	To make student understand various types of research and research methods thereby making student grasp the relevance & scope of research
CO2	MB1202.2	To impart the knowledge of statistics and various measures of central tendency
CO3	MB1202.3	To provide students information about sampling, sample design, sample size , various sampling techniques

CO4	MB1202.4	To make student aware about steps involved in preparation of questionnaire and various modes of data collection
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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
- Churchill & Israel, Marketing Research, Cengage Learning
- Rajendra Nargundka Marketing Research : Text & Cases, Tata McGraw Hill
- Srivastava and Rego, Business Research Methodology, Tata McGraw Hill

SUBJECT TITLE: FINANCIAL MANAGEMENT

SUBJECT CODE: MB1203

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 Economical 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	MB1203.1	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	MB1203.2	Explain the Factors affecting the capital structure and significant role of Cost of Capital.
CO3	MB1203.3	Estimate working capital Management of Business concern including Cash, Inventory & Receivables.
CO4	MB1203.4	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 Mc Graw Hill.
- Sheeba Kapil. 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: MB1204

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	MB1204.1	To Enables the Students to Understand Nature of PM, Scope, Functions and Objectives, PM Policies, and practices & Models of PM,
CO2	MB1204.2	To Help the Students Focus on Design Human Resource Planning and How to recruit and select the HR,
CO3	MB1204.3	To Enables the Students to Understand Make Career Planning, Undertake Training and Development programs at different levels,
CO4	MB1204.4	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: MB1205

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 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	MB1205.1	Enable the students to Understand ever growing importance of Production and Operations management in uncertain business environment
CO2	MB1205.2	Explain the Gain an in-depth understanding of resource utilization of an organization
CO3	MB1205.3	Develop skills to operate competitively in the current business scenario.
CO4	MB1205.4	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: MB1206

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. Inter connectedness 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	MB1206.1	Categorize and examine an ethical issue in the subject matter under investigation or in a relevant field.
CO2	MB1206.2	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	MB1206.3	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	MB1206.4	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 Vidyaek Parichay, Divya Path Sansthan, Amarkantak.
- Susan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
- P L Dhar, R R Gaur, 1990, Science and Humanism, Commonwealth Publishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers Subhas Palekar, 2000, How to practice Natural Farming, Pracheen (Vaidik) Krishi Tantra Shodh, Amravati.

SUBJECT TITLE: INTEGRATED PROJECT - II

SUBJECT CODE: MB1207
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	MB1207.1	Demonstrate their capacity to improve achievement, engagement, retention and manage change through collaboration with others.
CO2	MB1207.2	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	MB1207.3	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	MB1207.4	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: MB1208
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.

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

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

CO1	MB1208.1	Explain Creating Customer Value. Analyzing Marketing Environment.
CO2	MB1208.2	Describing different stages of PLC & Explain New Product Development.
CO3	MB1208.3	Explain Wholesaling, Retailing, Direct Selling and Online Marketing, Promotion Decisions.
CO4	MB1208.4	Illustrate Green Marketing, Network Marketing, Event Marketing.

SUBJECT TITLE: AGRIBUSINESS & RURAL MARKETING

SUBJECT CODE: MBA1209

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:

- Enable students to gain knowledge on agricultural marketing, challenges, and prospects for improving agricultural marketing system.
- Provide the platform to the students of marketing of agricultural inputs.

Contents of Syllabus:**SECTION -I**

Concept and scope of rural marketing, nature and characteristics of rural markets, potential of rural markets in India, rural communication, and distribution.

Environmental factors - socio-cultural, economic, demographic, technological and other environmental factors affecting rural marketing.

SECTION –II

Rural consumer's behaviour - behavior of rural consumers and farmers; buyer characteristics and buying behaviour; Rural v/s urban markets, customer relationship management, rural market research. Rural marketing strategy - Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning; product mix, pricing Course Objective, pricing policy and pricing strategy, distribution strategy.

SECTION –III

Promotion and communication strategy - Media planning, planning of distribution channels, and organizing personal selling in rural market in India, innovation in rural marketing.

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

CO1	MBA1209.1	Understand the importance of rural markets.
CO2	MBA1209.2	Brief to the needs and behaviors of consumers and channels.
CO3	MBA1209.3	Understand the rural market segmentation and rural products
CO4	MBA1209.4	Expose the students to rural market distribution and services from agri point of view.

Recommended Books:

- Krishnamacharyulu C & Ramakrishan L. 2002. Rural Marketing. Pearson Edu
- Ramaswamy VS & Nanakumari S. 2006. Marketing Management. 3rd Ed. MacMillan Publ.
- Singh AK & Pandey S. 2005. Rural Marketing. New Age.
- Singh Sukhpal. 2004. Rural Marketing. Vikas Publ. House.

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	4	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
	Specialization- VI	4	-	-	4	4	16	---	24	60	100	3Hrs
MB2303	Presentation on Training report	-	-	2	1	1	60	---	---	40	100	---
MB2304	Integrated Project-3	-	-	2	1	1	60	---	---	40	100	---
Total		24	-	4	26	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.

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)
IT	<ul style="list-style-type: none"> • PROGRAMMING IN C (MB2311) • PROGRAMMING IN C++ (MB2312)
International Business	<ul style="list-style-type: none"> • FOREIGN TRADE POLICY AND MANAGEMENT (MB2313) • INTERNATIONAL BUSINESS(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.
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Recommended Books:

1. Operations Research – An introduction 6th Edition , Taha H.A., Hall of India
2. Operations Research Techniques for Management 7th Edition, Kapoor V.K., Sultan Chand & Sons
3. Operations Research 9th Edition, Kantiswarup, Gupta P.K. & Sultan Chand & Sons Manmohan
4. Operations Research 8th Edition, Sharma S.D., Kedarnath, Ramnath & Company
5. Operations Research 2nd Edition, Bronson R, Shaum’s Outline Series
6. Quantitative Techniques in Management 3rd Edition , Vora N.D., Tata McGraw Hill co.
7. 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

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
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SEMESTER: III
CONTACT HOURS/WEEK:

4	-	-	4
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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’ IrwineDoresy, 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

End Term Exam: 60

Duration of Exam; 3 Hrs

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: PROGRAMMING IN C

SUBJECT CODE: MB 2311

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:

- The objective of the C programming language is to make user familiar with the programming approach. The C programming offers a new powerful way to cope with the complexity of a program.
- To familiarize students with the software development environment.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Programming process and Problem Solving: Problem Identification, Analysis, Flowcharts and algorithms. Program Coding and Execution. C Character set, Identifiers and keywords, Data types, Declarations, Expressions, Statements and Symbolic Constants.	10
UNIT-II	Input-Output functions. Pre processor Program structure. Operators and their procedure, Various Expressions and Statements. Control statements: Branching, looping using for, while and do-while Statements, Nested control structures, switch, break, continue statements.	10
UNIT-III	Functions: Definition, Call, prototypes, and passing arguments to functions. Storage classes, automatic, external and static variables. Pointers: The basics of Pointer, Pointer Expressions and arithmetic. Arrays: Single and Multidimensional Arrays, Initializing the arrays Memory Representation, Accessing array elements. Introduction to String and String Manipulation Functions.	10
UNIT-IV	Structures: initialization, accessing members, Arrays of structures, structures containing arrays, Unions File handling: Introduction, Defining & Opening a File Closing a File, Input/Output Operations on Files.	10

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

CO1	MB2311.1	Develop basic understanding of computers, the concept of algorithm and algorithmic thinking.
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CO2	MB2311.2	Develops the ability to analyze a problem, develop an algorithm to solve it.
CO3	MB2311.3	Understand the fundamentals of C programming.
CO4	MB2311.4	Choose the right control statement based on the requirements of the problem.

Recommended Books:

1. Herbert Schildt, C: The Complete Reference, McGraw-Hill Osborne Media
2. Y.P. Kanetkar, Let us C Solutions: BPB Publications
3. Brain W. Kernigham and Dennis M. Richie, The C Programming Language: PHI Learning
4. Ashok Kamthane, Programming with ANSI and Turbo C : Pearson Education
5. Gottfried, B, Theory and Problems of Programming in C: Tata Mcgraw-. Hill Ltd

SUBJECT TITLE: PROGRAMMING IN C++
SUBJECT CODE: MB 2312
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 learn programming from real world examples and understanding object oriented approach for finding solutions to various problems with the help of C++ language.
- Students will learn to create computer based solutions to various real-world problems using C++ and will learn various concepts of object oriented approach towards problem solving.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Object Oriented Programming: Objects, Classes, Data abstraction, Data Encapsulation, Inheritance, Polymorphism, Introduction to C++, Identifier and keywords, constants, C++ operators, Variable declaration, statements, expressions, Conditional expression loop statements, breaking control statements.	10
UNIT-II	Defining function, types of functions, Parameter Passing: by value, by address and by reference, Arrays, Pointers: Pointer Operations, Pointer Arithmetic, Pointers and Arrays, Pointer to functions. Classes, member functions, objects, nested classes, inline member functions, static class member, Friend functions and Friend classes.	10
UNIT-III	Constructors: properties, types of constructors, Default, parameterized and copy, Destructors, Inheritance, single inheritance, types of base classes, types of derivations, multiple inheritance.	10
UNIT-IV	Polymorphism: Function, operator and constructor overloading. Operator overloading: Rules for operator overloading, unary, binary operator overloading, abstract base classes. Files and streams: Classes for file stream operations, opening and closing of files	10

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

CO1	MB2312.1	Understand THE basics of C++ and how C++ improves C with object-oriented features.
CO2	MB2312.2	Understand and Apply the concepts of Classes & Objects, friend function , constructors & destructors in program design.

CO3	MB2312.3	Create functions, Static Members & Functions inside and outside the class with the use of scope resolution operator.
CO4	MB2312.4	To implement code reusability using inheritance, runtime polymorphism and compile time polymorphism.

Recommended Books:

1. D. Ravichandran, Programming with C++, Tata McGraw-Hill
2. Herbert Schildt, The Complete Reference C++, McGraw-Hill Osborne Media
3. Robert Lafore, Object Oriented Programming in C++, Pearson Education
4. Deitel and Deitel, C++ How to Program, Prentice Hall
5. Bjarne Stroustrup, The C++ programming language, Addison-Wesley Professional

SUBJECT TITLE: FOREIGN TRADE POLICY & MANAGEMENT

SUBJECT CODE: MB2313

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

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-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.	10
UNIT-II	Instruments of export promotion, export assistance and measures, Import facilities, Duty draw back, Tax concession, Marketing assistance, Role of state trading house.	10
UNIT-III	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.	10
UNIT-IV	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.	10

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

CO1	MB 2313.1	To explain the fundamental theories and concepts of international trade and finance and apply for the management decisions.
CO2	MB 2313.2	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 2313.3	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 2313.4	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: INTERNATIONAL BUSINESS
SUBJECT CODE: MB2314
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 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:

Sr. No	Contents	Contact Hours
UNIT-I	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.	10
UNIT-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.	10
UNIT-III	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	10
UNIT-IV	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.	10

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

CO1	MB 2314.1	To explore the students to understand deep current issues in International Trade
CO2	MB 2314.2	To enable students to use economic tools to analyze diversity of issues in the international economy.
CO3	MB 2314.3	To Explain the key legal issues related to businesses operating in other countries;
CO4	MB 2314.4	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: SEED PRODUCTION & TECHNOLOGY

SUBJECT CODE: MB2317

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:

Sr. No	Contents	Contact Hours
UNIT-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,	10

	seed laws and seed law enforcement;	
UNIT-II	Seed processing drying, cleaning, grading, treatment, weighing, bagging and handling of seeds; 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;	10
UNIT-III	Construction and seed stores: seed development and germination; principles and methods moisture, viability, seed vigour, genetic purity and seed health- Seed industry in India-present status and future prospects; role of public, private and cooperative sectors; national policy and programmes	10
UNIT-IV	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.	10

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:

1. Agarwal, R.L. Seed Technology, Oxford & IBH Publishing Co. Delhi.
2. Agarwal, P.K. Seed Technology, ICAR, New Delhi.
3. Subir Sen and Nabinanda Ghosh. Seed Science and Technology, Kalyani Publishers. New Delhi.
4. Dhirenra Khare and Mohan S. Bhale.. Seed Technology. Scientific Publishers (India), Jodhpur.

SUBJECT TITLE: MATERIAL MANAGEMENT

SUBJECT CODE: MB2318

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:

Sr. No	Contents	Contact Hours
UNIT-I	Importance, objectives and functions of Material Management. Organizational structure for material management. Materials Planning:	10

	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.	
UNIT-II	Purchasing: Objectives and functions. Purchasing cycle. Sources of supply. Vendor rating. Buyer-vendor relations. Right pricing. Public/Government purchasing. Purchasing of capital equipment's. 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.	10
UNIT-III	Cost reduction methods: Classification, codification, standardization, simplification & variety reduction, Value Engineering. Disposal of waste and scrap. Materials handling. Materials information system.	10
UNIT-IV	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	10

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:

1. Gopalakrishnan P. and Haleem Abid. Handbook Of Materials Management Kindle Edition
2. Datta, A. K. Material Management: Procedures, Text and Cases. PHI
3. Gopalakrishnan P. Purchasing and Materials Management. THM
4. Kumar Saroj and Singh Priyanka. Materials and Logistic Management. Thakur Publishers

Fourth 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	
MB-2401	Research Project	-	-	6	3	3	60	-	-	40	100	3Hrs
MB-2408	Entrepreneurship and Managing Small Business	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
	Specialization- VI	4	-	-	4	4	16	---	24	60	100	3Hrs
Total		20	-	6	23	23					600	

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"> • BRAND MANAGEMENT (MB-2402) • E-COMERCE (MB-2403)
Human Resource	<ul style="list-style-type: none"> • INDUSTRIAL RELATIONS & LABOUR LAW (MB-2404) • LEADERSHIP & TEAM DYNAMICS (MB-2405)
Finance	<ul style="list-style-type: none"> • MERGERS & ACQUISITIONS (MB-2406) • BANKING AND INSURANCE OPERATIONS (MB-2407)
IT	<ul style="list-style-type: none"> • E-COMMERCE AND CYBER SECURITIES (MB-2411) • RELATIONAL DATABASE MANAGEMENT SYSTEM (MB-2412)
International Business	<ul style="list-style-type: none"> • INTERNATIONAL MANAGEMENT (MB-2409) • INTERNATIONAL MARKETING (MB-2410)
Agriculture	<ul style="list-style-type: none"> • FOOD TECHNOLOGY AND PROCESSING MANAGEMENT (MB-2413) • FRUIT PRODUCTION AND POST HARVEST MANAGEMENT (MB-2414)

SUBJECT TITLE: RESEARCH PROJECT
SUBJECT CODE: MB-2401
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	6	6

Internal Assessment: 100

A team of two examiners will evaluate the Research Project. There will be one external and one internal examiner, each evaluating out of 100 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	MB-2401.1	Demonstrate their capacity to improve achievement, engagement, retention and manage change through collaboration with others.
CO2	MB-2401.2	Get in-depth understanding of academic theory and preparation of high-quality research projects pertinent to the field of study.
CO3	MB-2401.3	Develop Research aptitude.
CO4	MB-2401.4	Ability to support and participate in academic, government, and industrial research at an internationally competitive level.

SUBJECT TITLE: ENTREPRENEURSHIP & MANAGING SMALL BUSINESS
SUBJECT CODE: MB-2408
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 & 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:

Sr. No	Contents	Contact Hours
UNIT-I	Foundations of Entrepreneurship: Concept , Need, Definition& role of Entrepreneurship, Definition, characteristics& scope of Entrepreneur, Innovation, Invention, Creativity, Opportunities . Concepts of Entrepreneur, Manager, Intrapreneur / Corporate Entrepreneur– comparative study, Roles & Responsibilities. Role of entrepreneur in Indian economy, Entrepreneurship as a career, Sustaining Competitiveness - Maintaining competitive advantage, Entrepreneurial culture. Reasons for the failure of entrepreneurial ventures, various case studies successful, failed and turnaround ventures.	10
UNIT-II	Women entrepreneurs& Entrepreneurship Development:-Meaning, role, problems& reasons for less women entrepreneurs. Various institutes & Govt schemes to help & uplift women entrepreneurs. Case studies for successful women entrepreneurs. Concept, need & role of Entrepreneurship Development. Role of the following agencies in the Entrepreneurship Development DIC,SISI ,EDII &NIESBUD .	15
UNIT-III	Small& Medium Enterprises:- Small & Medium Industry: Meaning and importance - Definition of SME –role & importance in India Economy, Steps for Starting Small Industry: Decisions to become entrepreneur - Steps to be taken - Search for a business idea, source of ideas, idea processing, selection idea, input requirements, Nature and Components of SME Environment, SME Funding, Sources of Finance for SME’s.	15
UNIT-IV	Project Management Technical, Financial, Marketing Personnel and Management feasibility Reports Financial schemes offered by various financial institutions like Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding, Angel Capitalist. Role of Central Government and State Government in Promoting Entrepreneurship with various incentives, subsidies, grants	10

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

CO1	MB-2408.1	Explain role and functions of entrepreneur in economic development.
CO2	MB-2408.2	Describing Family Business, Managing Business.
CO3	MB-2408.3	Explain External environment analysis, Economic, Social and Technological analysis.
CO4	MB-2408.4	Describing Need, Growth and development of women Entrepreneurship.

Recommended Books:

- Vasant Desai Management of small scale industries, Himalaya Publishing
- Angadi, Cheema, Das, Entrepreneurship, Growth, and Economic Integration, Himalaya Publication
- Roy Entrepreneurship Oxford University Press
- Dr. R.K Gupta & Lipika k.Guliani Fundamentals of entrepreneurship development & project management-Himalaya Publication.
- Rizwana and Janakiran, Entrepreneurship Development, Excel Books
- Murthy, Small Scale Industry and Entrepreneurial Development, Himalaya Publishing

SUBJECT TITLE: BRAND MANAGEMENT

SUBJECT CODE: MB-2402

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 help future managers in building and effectively maintaining brand equity is among the top priorities of high performing companies.
- To provide students with insights into how profitable brand strategies can be created and the implications for brand management professionals. The course also provides an understanding of the key issues in building and maintaining brands and brand equity.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction: Basic Understanding of Brands- Definitions- Branding Concepts- Functions of Brand- Significance of Brands- Different Types of Brands, Commodities Vs Brands. Brand and Brand Management- Role of Brand Manager, Strategic Brand Management process- Building strong brand, how it has evolved over time, Branding Challenges and Opportunities.	8
UNIT-II	Brand Strategies: Strategic Brand Management Process- Building a strong Brand- Brand Positioning- Establishing Brand Values- Brand Vision – Brand Elements- Branding for Global Markets- Competing with Foreign Brands, Brand Portfolios and Market Segmentation. Brand Extension: Brand Adoption practices- Different types of Brand Extension- Factors influencing Decision for Brand Extension- Re-Branding and Re -Launching	12
UNIT-III	Brand Communications & Brand Awareness: Brand Image Building- Brand Loyalty Programmes- Brand Promotion Models- Role of Brand Ambassadors, Celebrities- Online Brand Promotions. Factors Influencing Brand Awareness. Define Public Relations, Identify the difference among Advertising and PR (Public Relations).	8
UNIT-IV	Brand Equity Concept: Brand Equity Models- Brand Asset Valuation Model, Aaker's brand Equity Model, BRANDZ model, Keller's Customer Based Brand Equity Model, Building Brand Equity, Brand Identity and Brand Image, Brand Vision & Objective. Measuring Brand Performance- Measuring Brand Equity, Establishing Brand Equity Management System,	12

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

CO1	MB-2402.1	Understand what a product is, the various levels which make it up, and different types of products.
CO2	MB-2402.2	Recognize the features and importance of a brand and conduct branding research.
CO3	MB-2402.3	Understand the concept of brand loyalty and measuring brand performance.
CO4	MB-2402.4	Describe the role of various branding strategies in brand equity management

Recommended Books:

1.Aaker, D. A. (1996). Building strong brands: Building, measuring, and managing brand equity.

- 2.Kumar, S. R. (2002). Managing Indian Brands. Vikas Publication, India.
- 3.Sagar, M. (2009). Brand management. Ane Books Pvt Ltd
- 4.Economic Times (<https://economictimes.indiatimes.com>) For latest Case Studies

SUBJECT TITLE: E-COMMERCE

SUBJECT CODE: MB-2403

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 familiarize the students with the basic of E Commerce and E Business and give insights about developing E Commerce website.
- To help students in understanding various types of e-commerce models and optimizations for e business.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	E Commerce, E-Business, E-Marketing, and their features. Difference between E Commerce and E-Business and E-Marketing, Types of E Commerce - B2B, B2C, B2G, C2B, C2C, C2G, Evolution of E Commerce, Key elements of a business model, B2B and B2C business models.	15
UNIT-II	Building an E-Commerce website, World Wide Web, Security Threats in E Commerce, Technological Solutions, E-Commerce payment systems: Traditional payment systems and latest systems-Digital Wallets, Digital Cash, Online store systems, Digital payment systems, Digital checking payment systems, Virtual Currency, Pay Pal.	15
UNIT-III	Search engine optimization (SEO), Ecommerce marketing concept, Content Marketing, B2C and B2B marketing and branding strategies, Net pricing strategies, Marketing communications: Online advertising, Email, Online catalogs, Ethical, Social and Political issues in E Commerce, E Governance, Online retailing and services, Use of Social Networks in E-Commerce.	10
UNIT-IV	Intellectual property rights in Cyber Space, Patents for Digital Technologies, Copyrights in Digital Space, Copyright (Amendment) Act, 2001, Information Technology Act, 2005, Domain names.	10

Relevant Case studies should be discussed.

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

CO1	MB-2403.1	Explain introduction meaning, nature and scope channels of e - commerce
CO2	MB-2403.2	Elaborate on business to consumer e-commerce applications
CO3	MB-2403.3	Elaborate electronic payment systems and order fulfillment.
CO4	MB-2403.4	Explain security issues in e-commerce & explain regulatory environment of e-commerce.

Recommended Books:

1. Kenneth C. Laudon and Carol Guercio Traver , „E Commerce Business Technology Society” Pearson Publisher
2. Henry Chan, „E-Commerce Fundamentals and Application”, Wiley publication
3. Gary Schneider, „Electronics Commerce” Thomson Course technology

SUBJECT TITLE: INDUSTRIAL RELATIONS & LABOR LAWS

SUBJECT CODE: MB-2404

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:

- The aim of this course is to help students to understand basics of industrial relations applicable in various business houses.
- To provide students basic understanding of laws governing various aspects of the industries.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Industrial Relations-Concept , Theories and Evolution, System approach to IR-Actors, Context, Web of Rules & Ideology, Trade UNIONSIM, The Trade unions Act ,1926 {with amendments}	10
UNIT-II	Grievance Handling, Tripartite and bipartite bodies, Anatomy of Industrial disputes, Conciliation , arbitration and adjudication, Sexual Harassment	10
UNIT-III	Collective bargaining: Nature and legal frame work of collective bargaining, levels of bargaining and agreements, The Role of Government in Industrial Relations: the means of state intervention, role of state in industrial relations at the state level, industrial conflict, and reference of disputes to boards, courts or tribunals.	15
UNIT-IV	The Industrial Disputes Act, 1947: Scope and Extent of the act, Definitions [Industry, Industrial dispute, Individual and collective dispute, Average Pay, Employer, Independent person, Lay – off, Lock Out, Retrenchment, Strike, Unfair Labor Practices, Wage and Workmen], Procedure for settlement of industrial dispute, Prohibition of strikes and lockouts. Industrial relations in U, K & USA, Japan & Russia.	10

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

CO1	MB-2404.1	Understand the conceptual framework of Industrial Relations.
CO2	MB-2404.2	Identify the heated issues which might take the form of disputes in the workplace.
CO3	MB-2404.3	Elaborate the Concept, evolution, implementation & Challenges of Worker's Participation in Management
CO4	MB-2404.4	Explain the concept, evolution and implementation of Collective Bargaining

Recommended Books:

1. Arun Monappa & J.T., Dunlop Industrial System, TATA McGraw Hill
2. C.N.Patil, Collective Bargaining, University press
3. Pramod verma, Industrial Relations, Tata McGraw Hill
4. S.C.Srivastava, Industrial Relation& Labor Laws, Vikas Publications
5. Singh and Sinha, Labour Laws in Brief, Excel Books.

SUBJECT TITLE: LEADERSHIP & TEAM DYNAMICS

SUBJECT CODE: MB-2405

SEMESTER: IV

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

OBJECTIVES:

- The course will let the student understand the impact and importance of becoming a leader, effective leadership behavior and styles.
- To create understanding about various theories of leadership and their importance in becoming successful leader.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Leadership: Defining leadership. Nature and significance of leadership, developments of effective leadership behavior. Leadership Styles : Autocratic, democratic, benevolent, parent, task nurturant Leadership. Distinguishing Leadership and Management. Leadership Fundamentals: Individual Factors and Situational factors.	10
UNIT-II	Theories of leadership: Training, goal, attribution, life cycle theory, path goal theory. Models of leadership : Victor, Vroom, Fiedler, Yelton. Approaches to defining leaders and leadership : Trait, Behavioral Approach, Skills approach. Approaches to defining leaders and leadership: Contingency Theories, Path Goal Theory.	20
UNIT-III	Developing leadership Skills : Leading a meeting, group discussions, listening, initiating personal change, sensitivity training, Johari Window, TR-group theory, Laboratory method.	20
UNIT-IV	Team Dynamics : Interpersonal and intra-personal processes of behavior, emotional expressions, Transactional Analysis, Team Building – Makings of effective interpersonal relationship. Effective organization – Survey of	10

	climate and motivation levels.	
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COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB-2405.1	Describe how effective leadership is influenced by global leadership competencies.
CO2	MB-2405.2	Explain and recognize the function of the leader in teams.
CO3	MB-2405.3	Understand & recognize the function of the good team development
CO4	MB-2405.4	Understand how situational and contingent leadership might benefit from evidence-based leadership.

Recommended Texts

1. Guest R, Hersey P & Blanchard K : Organizational change this Effective Leadership, Prentice Hall, New Jersey, 1977.
2. Yukl GA : Leadership in Organization, Prentice-Hall, New Jersey, 1981.
3. E;ezmol A : The Dynamics of Inter-personnel Behaviour, John Wiley & Sons., Inc., New York, 1969.
4. Adair John : Effective Leadership, Rupa & co.
5. Davar, Rustom S : Creative Leadership, UBS Publishers Distributors Ltd

SUBJECT TITLE: MERGERS AND ACQUISITIONS

SUBJECT CODE: MB-2406

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	0	0	4

Internal Assessment: 40
End Term Exam: 60

OBJECTIVES:

- To familiarize students with mergers process and significance of corporate restructuring.
- To make students understand about various financing options used for mergers and acquisitions.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Mergers- types of merger– theories of mergers- operating, financial and managerial synergy of mergers – value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities- Impact of M & A on stakeholders. M & A – A strategic perspective- industry life cycle and product life cycle analysis in M&A decision, strategic approaches to M&A- SWOT analysis, BCG matrix.	15
UNIT-II	Merger Process: Dynamics of M&A process - identification of targets – negotiation - closing the deal. Five-stage model – Due diligence– Types - due diligence strategy and process - due diligence challenges. Process of merger integration – organizational and human aspects – managerial challenges of M & A. Corporate restructuring – significance - forms of restructuring – joint ventures – sell off and spin off – divestitures – equity carve out – leveraged buy outs (LBO)	15

	– management buy outs – master limited partnership– Limited Liability Partnership (LLP) in India: Nature and 91 incorporation of LLP-De merger-strategic alliance- buyback of shares.	
UNIT-III	Methods of financing mergers – cash offer, share exchange ratio – mergers as a capital budgeting decision Synergies from M&A: Operating and Financial synergy Accounting for amalgamation – amalgamation in the nature of merger and amalgamation in the nature of purchase- pooling of interest method, purchase method – procedure laid down under Indian companies act of 1956.	10
UNIT-IV	Takeovers, types, takeover strategies, - Takeover defences – financial defensive measures – methods of resistance – anti-takeover amendments – poison pills, Legal aspects of Mergers/amalgamations and acquisitions/takeovers- Combination and Competition Act- Competition Commission of India (CCI), The SEBI Substantial Acquisition of Shares and Takeover code.	10

Relevant Case studies should be discussed

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

CO1	MB-2406.1	Understand various types of mergers and its theories and explain the relevance of merger and acquisition strategies in firms competing in the global economy.
CO2	MB-2406.2	To gain an insight about process of mergers, methods of financing mergers, challenges in mergers & Acquisition where student will understand various organizational and human aspects and managerial challenges of M & A.
CO3	MB-2406.3	To impart knowledge about corporate restructuring and Mergers, amalgamations and acquisitions, takeovers and explaining the different Synergies arising from M&A.
CO4	MB-2406.4	To explain the regulatory aspects of mergers, acquisitions, and corporate restructuring. To gain insight about Takeovers, anti-takeover amendments and methods of resistance.

Recommended Books:

1. Kenneth C. Laudon and Carol Guercio Traver , E Commerce Business Technology Society" Pearson Publisher.
2. Henry Chan,E-Commerce Fundamentals and Application", Wiley publication
3. Gary Schneider, Electronics Commerce" Thomson Course technology
4. Vinod V Sople, Managing Intellectual Property" PHI Learning Private Limited

SUBJECT TITLE: BANKING & INSURANCE OPERATIONS

SUBJECT CODE: MB-2407

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:

Sr. No	Contents	Contact Hours
UNIT-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.	10
UNIT-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.	10
UNIT-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,	10
UNIT-IV	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.	10

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

CO1	MB-2407.1	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	MB-2407.2	To provide an overview of emerging trends in banking, facilitating a creative approach towards the banking products and services.
CO3	MB-2407.3	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	MB-2407.4	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 managem,ent , 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 MANAGEMENT

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
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SUBJECT CODE: MB- 2409

SEMESTER: IV

CONTACT HOURS/WEEK:

4	0	0	4
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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:

Sr. No	Contents	Contact Hours
UNIT-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 recognize, and understand the challenges and opportunities which the business environment presents to organizations. Businesses and managers operating in an international context.	10
UNIT-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.	15
UNIT-III	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 cross-cultural 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.	10
UNIT-IV	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. Explore the broad themes - global strategic analysis, global strategies, international expansion and global organization. Building strategic Alliances, franchise, Joint Ventures, etc. Negotiations and strategies applied.	10

Relevant Case studies should be discussed

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

CO1	MB-2409.1	To Explain the Concept, Dimensions and Approaches of International Management.
CO2	MB-2409.2	To Elaborate the Challenges of Global Planning in International Management including Economic, political, and strategic.
CO3	MB-2409.3	To Elaborate the Management of Personnel with Different Social and Cultural Backgrounds including Selection, training and development of people for global assignments.
CO4	MB-2409.4	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: INTERNATIONAL MARKETING

SUBJECT CODE: MB -2410

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	0	0	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:

Sr. No	Contents	Contact Hours
UNIT-I	Nature & Scope of International Marketing, its differentiation from domestic marketing. Economic environment in International Marketing. Emergence of trading blocks like E. U. and steps/stages involved in their formation (Customs union to common currency).	10
UNIT-II	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. 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.	15
UNIT-III	International Marketing mix- identification of markets, International Product life-Cycle, Promotion and Pricing in International marketing. Various forms of International business- Joint-ventures. 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,	10
UNIT-IV	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	10

Relevant Case studies should be discussed

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

CO1	MB-2410.1	To Explain Nature, importance and scope of international marketing
CO2	MB-2410.2	To Analyzes International Market Segmentation and Positioning
CO3	MB-2410.3	Explain product decisions, Pricing for International Markets and promotion strategies
CO4	MB-2410.4	To understand and define the structure of international distribution systems;

	Distribution channel strategy-International distribution
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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: E- COMMERCE & CYBER SECURITIES

SUBJECT CODE: MB-2411

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 understanding among the students with E-business in competing international markets.
- To understand various security systems involved in online transaction and payment system for e-commerce.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to E-Commerce and E- Business: Definition and competing in the digital economy – Forces Fueling E-commerce and E- Business Models – B2B, B2C, C2C. Social impact of E- Business, opportunities, and Challenges. Industry framework and types, Structure and organization of E-Business, Communications – Internet Service Providers, Internet access provider, Concept of WWW, Internet Technology. EDI, EFT, Electronic Payment Systems, Online applications for banking and other business services.	15
UNIT-II	Electronic Payment Technology, Digital Cash, Electronic check, On-line Credit Card; Electronic Commerce and Banking; Changing dynamics in the banking Industry, Home banking Implementation approaches, Management issues in online banking. sales force, online customer service and support.	15

UNIT-III	Supply chain management: Importance of supply chain management, objective and methodology of supply chain management, CRM - online Technology and Marketing Strategy: Intranets and manufacturing integrated logistics, Internet Marketing, Intranet based manufacturing logistics Management.	15
UNIT-IV	Security Issues in e-business: Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Securing E-commerce Networks: Security Protocols such as HTTP, SSL, Firewalls, Personal Firewalls, IDS, VPNs, Public Key Infrastructure (PKI) for Security	10

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

CO1	MB-2411.1	Understand the framework and anatomy of ecommerce applications and analyze ecommerce consumer, organizational applications.
CO2	MB-2411.2	Understand the implementation of Electronic Data Interchange (EDI) in day-to-day life.
CO3	MB-2411.3	Study all the aspects of Intra-Organizational electronic commerce including supply chain management.
CO4	MB-2411.4	Analyze different security mechanism related to e-commerce.

Recommended Books:

1. Cady, G H and Part McGreger, The Internet, BPB Pub.
2. Carpenter Phil e Brands, HBS Press, Boston, 2000
3. Keen, Peter and Mark McDonald The e-Process Edge, Delhi, Tata McGraw-Hill ,

SUBJECT TITLE: RELATIONAL DATA BASE MANAGEMENT SYSTEMS

SUBJECT CODE: MB-2412

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 understanding among the students with database management in for various business needs.
- To understand various languages and protocols used to manage different database.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
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UNIT-I	<p>An Overview of DBMS and DB Systems Architecture: Introduction to Database Management systems; Data Models; Database System Architecture; Relational Database Management systems; Candidate Key and Primary Key in a Relation; Foreign Keys; Relational Operators; Set Operations on Relations; Attribute domains and their Implementation.</p> <p>The Normalization Process: Introduction; first Normal Form; data Anomalies in 1NF Relations; Partial Dependencies; Second Normal Form; data Anomalies in 2NF Relations; Transitive Dependencies; Third Normal Form; data Anomalies in 3NF Relations.</p> <p>The Entity Relation Ship Model: The Entity Relationship Model; Entities and Attributes; Relationships; One-One Relationships; Many-to-one Relationships; Normalizing the Model; Table instance charts.</p>	20
UNIT-II	<p>Interactive SQL : SQL commands ; Data Definition Language Commands; Data Manipulation Language Commands; The Data types a cell can hold; insertion of data into the tables; Viewing of data into the tables; Deletion operations; updating the contents of the table; modifying the structure of the table; renaming table; destroying tables; Data Constraints; Type of Data Constraint; Column Level Constraint; Table Level Constraint; Null value Concepts; The UNIQUE Constraint; The PRIMARY constraint; The FOREIGN key constraint; The CHECK Constraint; Viewing the User Constraints.</p> <p>Viewing The Data: Computations on Table Data; Arithmetic Operators; Logical Operators; Comparison Operators; Range Searching; Pattern Searching; ORACLE FUNCTIONS; Number Functions; Group Functions; Scalar Functions; Data Conversion Functions; Manipulating Dates in SQL ; Character Functions.</p>	20
UNIT-III	<p>Sub queries and Joins: Joins; Equi Joins; Non Equi Joins; Self Joins; Outer Joins; Subqueries; Correlated Queries; Using Set Operators: - Union, Intersect; Minus; Views and Indexes: Definition and Advantages Views; Creating and Altering Views; Using Views; Indexed Views; Partitioned views; Definition and Advantages of Indexes; Composite Index and Unique Indexes; Accessing Data With and without Indexes; Creating Indexes and Statistics.</p>	10
UNIT-IV	<p>Introduction to PL/SQL: Advantage of PL/SQL; The Generic PL/SQL Block; The Declaration Section; The Begin Section; The End Section; The Character set; Literals; PL/SQL Data types; Variables; Constants; Logical Comparison; Conditional Control in PL/SQL; Iterative Control; Advanced PL/SQL: Types of Cursors; Implicit Cursor; Explicit Cursor; Explicit Cursor attributes.</p> <p>Cursor For Loop: Parameterized Cursor; Error Handling in PL/SQL; Internal Exceptions; User Defined Exceptions</p>	10

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

CO1	MB-2412.1	Discuss basic concepts of relational database management systems, relational data model, entity-relationship model.
CO2	MB-2412.2	To familiar with the database design by normalization.
CO3	MB-2412.3	To learn and understand the concepts of the SQL commands.

CO4	MB-2412.4	To enhance programming techniques using PL/SQL.
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Recommended Books:

1. Ullman, Principles of Database Systems
2. Oracle –Developer –2000 by Ivan Bayross.
3. Database System concepts & Oracle (SQL/PLSQ) –AP Publishers

SUBJECT TITLE: FOOD TECHNOLOGY & PROCESSING MANAGEMENT

SUBJECT CODE: MB-2413

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 students with the basics of production of ornamental crops, maps and landscaping.
- To familiarize students with quality management in food industry-quality standards and ISO standards.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
	Present status of food industry in India; organisational 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.	45

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

CO1	MB-2413.1	Develop an appreciation about need of different emerging techniques used in food processing and preservation.
CO2	MB-2413.2	Apply their knowledge on high pressure processing, pulsed electric processing, irradiation, and hurdle technology in various food industries.
CO3	MB-2413.3	Understand the concepts related to membrane technology, supercritical fluid extraction and quality assessment of food using ultrasonic technique.
CO4	MB-2413.4	Get an overview on principles, mechanism, and application of nanotechnology in food.

Suggested Readings :

1. Srivastava, R.P. and Kumar, S Fruits and Vegetable Preservation. Principle and Practices. International Book Distributing Comp., Lucknow
2. Lal, G., Siddapa, G.S. and Tandon, G.L. Fruit and vegetable Preservation in India. ICAR, New Delhi
3. Nair, S.S. And Sharma, H.C. Phal Tarkari Parikshan Praydhogiki.Rajasthan Hindhi Granth Academy, Jaipur
4. Verma L.R. and JoshiV.K. Postharvest Technology of Fruits and Vegetables: Handling, Processing, Fermentation and Waste Management. Indus Publishing Company, New Delhi.

SUBJECT TITLE: FRUIT PRODUCTION & POST HARVEST MANAGEMENT

SUBJECT CODE: MB-2414

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:

- The course aims at teaching about the post-harvest management and value addition of fruits and vegetables.
- To help students in understanding current status of food industry in India and emerging opportunities for business.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
	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	45

	<p>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.</p>	
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COURSE OUTCOMES: On completion of this course, the students will be able to

CO1	MB-2414.1	Identify important economic fruit crops and their production region.
CO2	MB-2414.2	Describe significant morphological characteristics related to production and management of fruit crops.
CO3	MB-2414.3	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	MB-2414.4	Study a system of handling, storing and transporting agricultural commodities after harvest

Suggested Readings

1. Lal, G., Siddapa, G.S. and Tandon, G.L. Fruit and vegetable Preservation in India. ICAR, New Delhi
2. Srivastava, R.P. and Kumar, S Fruits and Vegetable Preservation. Principle and Practices. International Book Distributing Comp., Lucknow
3. Bose. T.K., Kabir.J., Das.P. & Joy.P.P., Tropical Horticulture. Naya Prokash. Calcutta
4. Bal. J.S., Fruit Growing. Kalyani Publisher, New Delhi
5. Singh. S.P., Commercial Fruits. Kalyani Publishers, New Delhi