



Established under Chhattisgarh Private Universities (Establishment and Operation) Act, 2005

SHRI DAVARA UNIVERSITY



FACULTY OF COMMERCE AND MANAGEMENT

(FOCM)

DEPARTMENT OF MANAGEMENT

**POST GRADUATION DIPLOMA IN
BUSINESS ADMINISTRATION**

SEMESTER-I

(EFFECTIVE FROM THE SESSION 2025-2026)

DEPARTMENT OF MANAGEMENT
COURSE CURRICULUM

PART-A:Introduction		
Program: Department of Management (Certificate/Diploma/Degree Honors) Program Code: FOCM PGDBA	Semester-I	Session: 2025-26
Course Code	DUDBA1001	
Course Title	Management theory & practices	
Course Type	DSC	
Pre-Requisite(If Any)	basic business knowledge, introductory management awareness, analytical skills, communication ability, and computer literacy	
Course Outcomes(CO)	<p>This Course Will Enable The Students To:</p> <p>Students will be able to clearly define management, distinguish between management and administration, and identify the five fundamental functions of a manager: Planning, Organizing, Staffing, Directing (Leading), and Controlling.</p> <p>Students will describe the development of management theory, summarizing and differentiating between major schools of thought, including:</p> <p>Students will identify the barriers to communication and demonstrate the written and oral communication skills required to convey managerial ideas clearly to different stakeholders.</p>	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Concept of Management: Its nature, scope and purpose. Managing Science or Art. Management Vs Administration, Skills of a Manager. Organization and its pervasiveness. Reasons for organizations. Significance of Goals in Organizations.	15

II	Organization Structure: Formal and Informal organizations. Forms of formal organization structures. Line and staff organization. Functional Organization. Product/Market Organization. Project organization and Matrix organization. Benefits and Cost of Informal Organizations.	15
III	Evolution of Management Thought: Scientific Management. Frederick W.Taylor. Contributions and Limitations of Scientific Management Theory. Classical Organization Theory. Contributions and Limitations of Classical Organization Theory. Henry Fayol's Principles of Management, Human Relations Movement:	15
IV	Decision-Making: Phases of Decision-Making. Problem Discovery. Problem Definition. Goal Setting. Developing Alternatives, Evaluating alternative and Making choices, Nature of Managerial Decision-making. Certainty, Risk and Uncertainty. Rationality, Behavioural and Emotional Barriers to Decision-Making. Dealing with barriers to Decision-Making. Group as Decision- maker. Individual Vs. Group Decision-making.	15

PART-C: Learning resources		
Text Books, Reference Books And Others		
Text Books Recommended –		
<ol style="list-style-type: none"> 1. Management Concepts and Practices: Dr. C. B. Gupta 2. Management: Principles and Practices: Ricky W. Griffin 		
E-Resources: https://Onlinecourses.Nptel.Ac.In https://Eppq.Inflibnet.Aci.In https://Swayam.Gov.In https://Www.Mooc.Org		
Part-D: Assessment Evaluation		
Suggested Continuous Evaluation Methods: Maximum Marks: 100Marks Continuous Internal Assessment(CIA): 30Marks End Semester Exam(ESE): 70Marks		
Continuous Internal Assessment(CIA):30 (By Course Teacher)	Internal Test/Quiz:20+20 Assignment/ Seminar-10 Total Marks-30	Better Marks Out Of The Two Total Quiz + Obtained Marks In Assignment Shall Be Considered Against 30 Marks
End Semester Exam	Two Section : A & B Section A:Q1.Objective 10*1=10 Marks Q2.Short Answer Type Question - 5*4 = 20 Section B:Descriptive Answer Type Question,1 Out Of 2from Each Unit -4*10=40 Marks	

DEPARTMENT OF MANAGEMENT
COURSE CURRICULUM

PART-A:Introduction		
Program: Department of Management (Certificate/Diploma/Degree Honors) Program Code: FOCMPGDBA	Semester- I	Session: 2025-26
Course Code	DUDBA1002	
Course Title	Accounting for managers	
Course Type	DSC	
Pre-Requisite(If Any)	basic math skills, introductory accounting awareness, business knowledge, and computer literacy	
Course Learning Outcomes(CLO)	<p>This Course Will Enable The Students To:</p> <p>The course outcomes for Accounting for Managers (often titled Managerial Accounting or Financial Accounting for Managers) are focused on equipping managers and non-accounting specialists with the essential skills to use financial and cost data for planning, control, and strategic decision-making within an organization.</p> <p>The course typically blends foundational Financial Accounting knowledge (for interpretation) with core Management Accounting tools (for internal decisions)</p>	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Introduction to Accounting: Meaning, scope, and objectives of accounting for managerial decision-making. Distinction between Financial Accounting (external reporting) and Management Accounting (internal reporting). Fundamental accounting concepts (e.g., accrual vs. cash basis, going concern).	15

II	Cost Concepts: Meaning and elements of cost. Classification of costs: Fixed vs. Variable, Product vs. Period, Direct vs. Indirect, Controllable vs. Non-Controllable. Cost assignment: Introduction to Job Order Costing and Process Costing. Concept of Marginal Costing and contribution margin.	15
III	Planning and Budgetary Control : Budgeting Fundamentals: Meaning, objectives, and limitations of budgeting. Types of budgets: Static vs. Flexible Budgets> Preparation of components of the master budget: Sales Budget, Production Budget, Materials, Labor, and Overhead Budgets. Preparation of the Cash Budget for financial planning. Concept of Standard Costing and its role in control.	15
IV	Accounting for Managerial Decision-Making and Performance : relevant Costing for Decisions: Identifying relevant costs and revenues for decision-making; avoiding sunk costs. Application to short-term decisions: Make-or-Buy, Accept-or-Reject Special Orders, and Drop-or-Add a Product Line.	15

ART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended – Accounting for Managers: R. Narayanaswamy
Real-World Decision Emphasis: Hilton & Platt

E-Resources: <https://Onlinecourses.Nptel.Ac.In>

<https://Eppq.Inflibnet.Aci.In>

<https://Swayam.Gov.In>

<https://Www.Mooc.Org>

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

Continuous Internal Assessment(CIA):30 (By Course Teacher)	Internal Test/Quiz:20+20 Assignment/ Seminar-10 Total Marks-30	Better Marks Out Of The Two Total Quiz + Obtained Marks In Assignment Shall Be Considered Against 30 Marks
End Semester Exam	Two Section : A & B Section A: Q1.Objective 10*1=10 Marks Q2.Short Answer Type Question - 5*4 = 20 Section B: Descriptive Answer Type Question, 1 Out Of 2 from Each Unit -4*10=40 Marks	

Signature Of Members (Bos)	
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DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

PART-A:Introduction		
Program: Department of Management (Certificate/Diploma/Degree Honors) Program Code: FOCMPGDBA.	Semester-I	Session: 2025-26
Course Code	DUDBA1003	
Course Title	Organizational behavior & organizational change	
Course Type	DSC	
Pre-Requisite(If Any)	basic management knowledge, awareness of human behaviour, communication skills, and analytical ability.	
Course Learning Outcomes(CLO)	<p>This Course Will Enable The Students To:</p> <p>Students will recognize ethical issues in managing people and change.</p> <p>They will demonstrate sensitivity to diversity, equity, and inclusion in organizational settings.</p> <p>They will understand the interdisciplinary foundations of OB and its relevance to management practice.</p>	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Foundations of Organizational Behaviour This unit introduces the meaning, scope, and importance of Organizational Behaviour (OB). It traces the historical evolution of OB and highlights its interdisciplinary nature. Students will explore key concepts at the individual, group, and organizational levels, focusing on personality, perception, attitudes, and values that shape workplace behavior. The unit also covers motivation theories such as Maslow, Herzberg, McClelland, and Vroom. Finally, it examines learning processes in organizational settings.	15
II	Group Dynamics and Leadership This unit examines the nature and types of groups within organizations, including the stages of group development as explained by Tuckman. It emphasizes team building and effectiveness, as well as communication processes through formal and informal channels. Leadership theories	15

III	Organizational Culture and Change This unit focuses on the concept and dimensions of organizational culture, distinguishing it from organizational climate. It highlights the role of innovation and creativity in shaping culture and introduces the meaning and need for organizational change.	15
IV	Managing Organizational Change and Development The final unit introduces Organizational Development (OD), its concept, objectives, and importance. It explores OD interventions such as sensitivity training, team building, process consultation, and survey feedback. The role of change agents in organizations is discussed, along with strategies for managing strategic change and fostering continuous improvement	15

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Organizational Behaviour by *J.S. Chandan and Kavita Singh* – Vikas Publishing House.
- Organizational Change & Development → *Cummings & Worley* or *Palmer et al.*
- *Understanding Organizational Behaviour* (Pareek & Khanna)

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment(CIA): 30 Marks

End Semester Exam(ESE): 70 Marks

Continuous Internal Assessment(CIA):30
(By Course Teacher)

Internal
Test/Quiz:20+20
Assignment/
Seminar-10
Total Marks-30

Better Marks Out Of The
Two Total
Quiz + Obtained Marks In
Assignment Shall Be
Considered Against 30 Marks

End Semester Exam

Two Section : A & B
Section A: Q1. Objective 10*1=10 Marks Q2. Short Answer Type Question - 5*4 = 20
Section B: Descriptive Answer Type Question, 1 Out Of 2 from Each Unit -4*10=40 Marks

Signature Of Members (Bos)

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

PART-A:Introduction		
Program: Department of Management (Certificate/Diploma/Degree Honors) Program Code: FOCMPGDRD..	Semester-I	Session: 2025-26
Course Code	DUDBA1004	
Course Title	Managerial Economics	
Course Type	DSC	
Pre-Requisite(If Any)	Basic economics, mathematical skills, logical reasoning, and business awareness..	
Course Learning Outcomes(CO)	This Course Will Enable The Students To: <input type="checkbox"/> Students will be able to explain the meaning, scope, and importance of managerial economics in business decision-making. <input type="checkbox"/> They will understand the relationship between economics, management, and organizational strategy. <input type="checkbox"/> Students will be able to evaluate different market structures (perfect competition, monopoly, oligopoly, monopolistic competition).	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content of The Course		
Total No. of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Nature and Scope of Economics: Micro Economics and Macro Economics. Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective. Equi-Marginal Principle.	15
II	Demand Analysis and Demand Forecasting: Theory of Demand. Types of Demand and their characteristics. Utility Analysis. Cardinal Utility and Ordinal Utility. Elasticity of Demand and its measurement. Price Elasticity. Income Elasticity. Arc Elasticity. Cross Elasticity and Advertising Elasticity. Estimation of Revenue. Average Revenue. Marginal Revenue and Elasticity of Demand. Techniques of Demand Forecasting.	15

III	Cost Analysis: Concept of Cost and Cost Classification. Accounting Cost and Economic Cost. Law of Variable proportions - Increasing, Decreasing and Constant Returns. Cost output relationship in the short-run. Cost output relationship in the Long-run, Production Functions. ISO Cost Curves and their significance in cost analysis. Economies of Scale. Least Cost Combination Concept.	15
IV	Market Structure and Product Pricing: Perfect and Imperfect Market Structures. Conditions of Perfect Competition. Price of a Product under demand and supply forces. Equilibrium Price. Price behavior and time element. Market Price and Normal Price. Pricing under Perfect Competition. Prices under short-run and Long-run. Pricing under Monopoly and Monopolistic Competition. Pricing under Oligopoly. Kinked Demand Curve. Discriminating Prices.	15

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended – Gupta G.S. : Macro Economics – Theory and Applications

Peterson & Lewis : Managerial Economics

Diwedi D.N. : Managerial Economics 8

E-Resources: <https://Onlinecourses.Nptel.Ac.In>

<https://Eppq.Inflibnet.Aci.In>

<https://Swayam.Gov.In>

<https://Www.Mooc.Org>

Part-D: Assessment and evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100 Marks		
Continuous Internal Assessment(CIA): 30 Marks		
End Semester Exam(ESE): 70 Marks		
Continuous Internal Assessment(CIA):30 (By Course Teacher)	Internal Test/Quiz:20+20 Assignment/ Seminar-10 Total Marks-30	Better Marks Out Of The Two Total Quiz + Obtained Marks In Assignment Shall Be Considered Against 30 Marks
End Semester Exam	Two Section : A & B Section A: Q1. Objective 10*1=10 Marks Q2. Short Answer Type Question - 5*4 = 20 Section B: Descriptive Answer Type Question, 1 Out Of 2 from Each Unit - 4*10=40 Marks	

<i>Signature Of Members (Bos)</i>	
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DEPARTMENT OF MANAGEMENT
COURSE CURRICULUM

PART-A:Introduction		
Program: Department of Management (Certificate/Diploma/Degree Honors) Program Code: FOCMPGDRD..	Semester-I	Session: 2025-26
Course Code	DUDBA1005	
Course Title	Statistical analysis and quantitative methods	
Course Type	DSC	
Pre-Requisite(If Any)	basic math, introductory statistics, logical reasoning, and computer literacy.	
Course Outcomes(CO)	<p>This Course Will Enable The Students To:</p> <p>Students will be able to explain the meaning, scope, and importance of statistical analysis and quantitative methods in business decision-making.</p> <p>They will understand the role of data-driven approaches in managerial and research contexts.</p> <p>They will use optimization techniques to allocate resources efficiently.</p>	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	, Statistics: An Overview-Importance for learning statistics for mangers. Statistical thinking and analysis, Types of Statistical Methods, Importance and scope of statistics, especially in Business Management. Measure of Central Tendency-Objectives of averaging. Requisites of measure of central tendency.	15

II	Fundamentals of Probability -Concept of probability, Definition of probability, Counting rules for determining the number of outcomes, Rules of probability and algebra of events. Probability tree diagram, The Bayes' Theorem Probability Distributions- Probability distribution function.	15
III	Measure of Dispersion -Significance of measuring dispersion (variation). Classification of measure of dispersion. Distance measures- range and inter-quartile range or deviation. Average deviation measures- mean absolute deviation, Variance and standard deviation. Coefficient of variation. Skewness,	15
IV	Transportation Model : - Mathematical Formulation, Initial Basic Feasible Solution: North West Corner Method, Least Cost Method and Vogel's Approximation Method; Optimization (Minimization and Maximization) using Modified Distribution Method.	15

PART-C: Learning resources

Text Books, Reference Books And Others

- Alan Bryman, Emma Bell : Business Research Methods, Oxford University Press

Text Books Recommended –

1 Gupta S.P. & Gupta M.P. : Business Statistics, S Chand & Sons, New Delhi.

2 Sharma J.K. : Business Statistics, Pearson, New Delhi

E-Resources: <https://Onlinecourses.Nptel.Ac.In>

<https://Epqp.Inflibnet.Aci.In>

<https://Swayam.Gov.In>

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Part-D: Assessment and evaluation

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End Semester Exam(ESE): 70Marks

Continuous Internal Assessment(CIA):30
(By Course Teacher)

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DEPARTMENT OF MANAGEMENT
COURSE CURRICULUM

PART-A:Introduction		
Program: Department of Management (Certificate/Diploma/Degree Honors) Program Code: FOCMPGDRD..	Semester-I	Session: 2025-26
Course Code	DUDBA1006	
Course Title	Information Technology	
Course Type	DSC	
Pre-Requisite(If Any)	basic computer literacy, analytical skills, and business awareness.	
Course Learning Outcomes(CLO)	<p>This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ Socio-economic conditions: ➤ Rural development concepts and strategies: ➤ Rural institutions and governance: 	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Fundamentals of Information Technology: Meaning, scope, and importance of IT in business, Components of IT: hardware, software, networks, and data, Basics of operating systems and application software, Data storage, retrieval, and management concepts, Role of IT in decision-making and business efficiency	15
II	Management Information Systems (MIS): Concept and types of information systems: TPS, MIS, DSS, ESS, Role of MIS in managerial decision-making, Database management systems (DBMS) and data warehousing, Enterprise Resource Planning (ERP) systems, Case studies on MIS applications in organizations	15

III	E-Business and Digital Transformation: □ Introduction to e-business and e-commerce models, Online payment systems and digital security, in supply chain management and customer relationship management (CRM), Cloud computing and its business applications, Social media, mobile apps, and digital platforms in business strategy	15
IV	Emerging Trends and IT Strategy: Artificial Intelligence (AI) and Machine Learning in business, Big Data analytics and business intelligence, Big Data analytics and business intelligence, Cyber security and ethical issues in IT	15

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended – Fundamentals & MIS → *Ramesh Behl* or *Laudon & Laudon*.
Digital Transformation & Emerging Trends → *Turban et al.*

E-Resources: <https://onlinecourses.nptel.ac.in>

<https://epqp.inflibnet.ac.in>

<https://swayam.gov.in>

<https://www.mooc.org>

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

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and Semester Exam(ESE): 70 Marks

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End Semester Exam	Two Section : A & B Section A:Q1.Objective 10*1=10 Marks Q2.Short Answer Type Question - 5*4 = 20 Section B:Descriptive Answer Type Question,1 Out Of 2 from Each Unit -4*10=40 Marks	

<i>Signature Of Members (Bos)</i>	
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Faculty of Commerce & Management
(FOCM)

Department of Management

Post Graduation Diploma in Business Administration
Semester-II

(Effective from the session: 2025-26)

Established under Chhattisgarh Private Universities (Establishment and Operation) Act,
POST GRADUATION DIPLOMA IN BUSINESS ADMINISTRATION
SEMESTER-II
Examination Scheme

(Effective from the session: 2025-26)

S.N	Course Type	Specialization	Course	Course Title	LTP Ratio			Credits	Assessment Marks		
			Code		L	T	P		Internal	External	Total
1	DSC		DUDBA2001	Strategic Management	4	4	-	4	30	70	100
2	DSC		DUDBA2002	Research Methodology	4	4	-	4	30	70	100
3	DSC		DUDBA2003	Legal Framework of Business	4	4	-	4	30	70	100
4	DSC		DUDBA2004	Research report & Viva Voce	2	2	-	4	50	50	100
5	DSE	Marketing Management	DUDBA2005-B	Consumer Behavior	4	-	-	4	30	70	100
6	DSE		DUDBA2005-B	Sales & Distribution Management	2	-	-	4	30	70	100
	DSE	Human Resource Management	DUDBA2006-B	Management of Training and Development				4	30	70	100
	DSE		DUDBA2006-B	International Human Resource Management				4	30	70	100
	DSE	Finance Management	DUDBA2007-B	Financial Market & Institutions				4	30	70	100
	DSE		DUDBA2007-B	Merchant Banking & Financial Services				4	30	70	100
	DSE	Hospital Management	DUDBA2008-B	Hospital Architecture, Planning and Maintenance				4	30	70	100



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	DSE		DUDBA2008-B	Health care Laws, Ethics and Medical Terminology				4	30	70	100
Total Hourse =24				Total Credit=24				Total Marks=600			

COURSE CURRICULUM
PART-A:Introduction

Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors)
Program Code:

SEMESTER-II
Session: 2025-26
Course Code
DUDBA2001
Course Title
Strategic Management
Course Type
DSC
Pre-Requisite(If Any)
Course Learning Outcomes(CLO)
This Course Will Enable The Students To:

- Understand the importance of the concept of strategic management and strategic intent in the organization.
- Appraise the organizational environment to formulate the various strategies for the organization.
- Differentiate and list various label strategy and choose the best strategy for the organization by executing the effective strategy analysis and choice tool.
- Judge various strategy implementation issues and formulate the functional and operational strategies, plans and policies for the organization

Credit Value
4 Credits
1 Credit = 15Hours-Learning &Observation
Total Marks
Max. Marks: 100
Min Passing Marks:40
PART-B:Content Of The Course
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)
Unit
Topics
No. Of Periods
I

Definition of Strategic Management—Nature of Strategic Management, Dimensions of Strategic Management, Need for Strategic Management, Benefits of Strategic Management, Risks involved in Strategic Management, Strategic Management Process.

15
II

Aspects of Strategy Formulation , Business Vision, Defining Vision, Nature of Vision, Characteristics of Vision Statements, Importance of Vision, Advantages of Vision. Defining Mission, Importance of Mission Statement, Characteristics of a Mission Statement, Components of a Mission Statement, Formulation of Mission Statement, Evaluating Mission Statements, Concept of Goals and Objectives.

15

III	Concept of Environment, Porter’s Five Force Analysis, The Five Forces, Forces that Shape Competition, Industry Analysis, Framework for Industry Analysis , Competitive Analysis, Environmental Scanning, Features of Environmental Analysis—Techniques of Environmental Scanning. Importance of Internal Analysis, SWOT Analysis, Carrying out SWOT Analysis—Steps in SWOT Analysis—Critical Assessment of SWOT Analysis—Advantages and Limitations	15
IV	Strategy and Culture—Value Chain Analysis—Analysis—Conducting a Value Chain Analysis—Usefulness of the Value Chain Analysis— Organisational Capability Factors—Resources—Strategic Importance of Resources—Critical Success Factors—Benchmarking. Expansion Strategies—Retrenchment Strategies—Turnaround Strategy, Divestment, Bankruptcy—Liquidation—Combination Strategies— Internationalization—Cooperation Strategies—Joint Ventures—Strategic—Alliances—Consortia—Restructuring	15

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

1. A.M. Natrajan, “Strategic Management ”, Pearson Education
- N. D. Vohra. “Strategic Management ”, New Delhi: Tata McGraw Hill Publication.

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Epqp.Inflibnet.Aci.In>

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks

Continuous Internal Assessment(CIA): 30Marks

End Semester Exam(ESE): 70Marks

Continuous Internal Assessment(CIA):30 (By Course Teacher)	Internal Test/Quiz:20+20 Assignment/ Seminar-10 Total Marks-30	Better Marks Out Of The Two Total Quiz + Obtained Marks In Assignment Shall Be Considered Against 30 Marks
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PART-A:Introduction

Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors)
Program Code:

SEMESTER-II

Session: 2025-26

Course Code

DUDBA2002

Course Title

Research Methodology

Course Type

DSC

Pre-Requisite(If Any)

Course Learning Outcomes(CLO)

This Course Will Enable The Students To:

- Students who complete this course will be able to understand and comprehend the basics in research methodology and applying them in research/ project work.
- This course will help them to select an appropriate research design
- With the help of this course, students will be able to take up and implement a research project/ study. The course will also enable them to collect the data, edit it properly and analyse it

Credit Value

4 Credits

1 Credit = 15Hours-Learning &Observation

Total Marks

Max. Marks: 100

Min Passing Marks:40

PART-B:Content Of The Course

Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)

Unit

Topics

No. Of Periods

I

Introduction to Research : The concept of research, characteristics of good research, Application of Research, Meaning and sources of Research problem, characteristics of good Research problem, Research process, outcomes, application of Research, Meaning and types of Research hypothesis, Importance of Review of Literature, Organizing the Review of Literature.

15

II

Types of Research : Types of research, pure (basic, fundamental) and applied research, qualitative and quantitative. Research Design: Meaning, need, types of research design, Exploratory, Descriptive, Casual research Design, Components of research design, and Features of good Research design. Experiments, surveys and case study Research design.

15

III	Sampling Design: Fundamentals of Sampling Design, Non-probability and Probability Sampling, Reliability and Validity. Questionnaire Design: Techniques and Precautions; Measurement and Scaling Techniques: Types of Data; Rating Scale and Ranking Scales. Data Collection and Preparation: Primary and Secondary Sources of data; Data Tabulation,	15
IV	Analysis and Report Writing - Selection of Appropriate Statistical Techniques - Confidence Intervals and Hypothesis Tests Based on Two Samples; One way and Two way ANOVA; Chi Square Test. Introduction to Non Parametric Tests. Presentation of Result: Report Writing. Structure of an abstract and keywords. Thesis and dissertations . components of thesis and dissertations. Referencing styles and bibliography	15

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

1. D.R. Brown, An Experimental Approach to Organization Behavior, Pearson Education
2. Carol P Harvey and M.June Allard, Understanding and managing diversity, PHI India

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Egqp.Inflibnet.Aci.In>
<https://Swayam.Gov.In>
<https://Www.Mooc.Org>

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks

Continuous Internal Assessment(CIA): 30Marks

End Semester Exam(ESE): 70Marks

<p>Continuous Internal Assessment(CIA):30 (By Course Teacher)</p>	<p>Internal Test/Quiz:20+20 Assignment/ Seminar-10 Total Marks-30</p>	<p>Better Marks Out Of The Two Total Quiz + Obtained Marks In Assignment Shall Be Considered Against 30 Marks</p>
<p>End Semester Exam</p>	<p>Two Section : A & B Section A: Q1.Objective 10*1=10 Marks Q2.Short Answer Type Question - 5*4 = 20 Section B: Descriptive Answer Type Question, 1 Out Of 2 from Each Unit -4*10=40 Marks</p>	

Established under Chhattisgarh Private Universities (Establishment and Operation) Act,
MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

**COURSE CURRICULUM
MARKETING MANAGEMENT-I**

PART-A:Introduction		
Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code:	SEMESTER-IV	Session: 2024-28
Course Code	DUDBA 2003	
Course Title	Legal Framework of Business	
Course Type	DSC	
Pre-Requisite(If Any)		
Course Learning Outcomes(CLO)	<p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ▪ able to appreciate the importance of law and legal institution ▪ business able to have a basic understanding of the laws relating to ▪ consumer protection, competition,• companies and dispute resolution 	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Company and Its Forms; Meaning and Kinds of Companies, One Person Company and listed companies. Distinction between body corporate and company, characteristics of company, classification of different types of companies. Companies Act-2013; Scope and Application of the Companies Act. Administrative Structure as per Provisions of Companies Act. Meaning and distinction between public and private company, provisions regarding conversion of company from one class to another. provisions regarding conversion of priv	15

II	Memorandum of Association; Meaning, clauses of memorandum, different forms of memorandum as per Section 4(6) of the Companies Act-2013 Schedule 3 -1, provisions regarding alteration of clauses of memorandum. Articles of Association; Meaning, Contents of the Articles of Association, different forms of articles as per Section 5(6) of the Companies Act-2013 Schedule1, Alteration of Articles, Distinction between memorandum and articles of association and their binding effects, Constructive Notice of Memorandum and Articles of Association and the Doctrine of Indoor Management, Doctrine of Ultravires.	15
III	Different Types of Securities; Different types of securities including shares and debentures. Meaning and nature of Shares, Share Capital, and stock. Provisions regarding purchase and loan of own shares by company, provisions regarding buying-back of own securities. Provisions regarding issue of shares at premium and discount, Concepts including pre-emption rights, sweat equity and right issue. Provisions regarding issue and redemption of preference shares, further issue of capital, and conversion of loans into capital.	15
IV	Membership of Company; Different conditions of becoming member for shareholder and other members. Modes and process of getting membership, rights and liabilities of members and termination of membership including provisions when surrender of shares.	15

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

1. Corporate Legal Framework by Dr. G.K. Varshney, Sahitya Bhawan Publications, Agra (Latest Version).
2. Principles of Business Law by S.N. Maheshwari and S.K. Maheshwari, Himalaya Publishing House. (Latest Version). O
3. Business Law by N.D. Kapoor, New Age Publication. (Latest Version).
4. Business and Corporate Law by Sarvanavel and Mahapatra, Himalaya Publishing House. (Latest Version)

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Egpp.Inflibnet.Aci.In>
<https://Swayam.Gov.In>
<https://Www.Mooc.Org>

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment(CIA): 30 Marks

End Semester Exam(ESE): 70 Marks

<p>Continuous Internal Assessment(CIA): 30 (By Course Teacher)</p>	<p>Internal Test/Quiz: 20+20 Assignment/ Seminar-10 Total Marks-30</p>	<p>Better Marks Out Of The Two Total Quiz + Obtained Marks In Assignment Shall Be Considered Against 30 Marks</p>
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End Semester Exam	Two Section : A & B Section A:Q1.Objective 10*1=10 Marks Q2.Short Answer Type Question - 5*4 = 20 Section B:Descriptive Answer Type Question,1 Out Of 2from Each Unit -4*10=40 Marks
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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

Marketing Management -I

PART-A:Introduction		
Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code:	SEMESTER-IV	Session: 2024-28
Course Code	DUDBA2005-A	
Course Title	Consumer Behavior	
Course Type	DSE	
Pre-Requisite(If Any)		
Course Learning Outcomes(CLO)	<p>This Course Will Enable The Students To: Understand Legal Frameworks:</p> <ul style="list-style-type: none"> Identifying their strengths and weakness, reasons of fear and failure that would enable Understanding the importance of English Language in business world. Understand and apply the use of Articles and Tenses in day-to-day life. Appreciate and value the use of idioms and phrase as enriching elements of language expression 	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Introduction and concept:-Introduction market strategy and consumer behaviour, Market Analysis, consumer decision process.	15
II	<p>Culture and consumer behaviour: - Meaning of culture, Characteristics of culture, function of culture. types of culture, Cross-cultural consumer analysis:- cross cultural marketing objectives,Basic areas for cross cultural marketing, problem in cross cultural marketing.</p> <p>Motivation and consumer behaviour: - Introduction, motives and motivation, positive or negative motivation, Consumer motives:- personal ,social motives, Involvement:-types of involvement, measuring involvement, values , values and attitudes, means and end chain model.</p>	15

III	Perception and consumer behavior:- Introduction, of groups , advantages and disadvantage of groups, reference group, types of reference group, social class and consumer behavior-Introduction social class categorization, social class life style and buying behavior, social class and market segmentation, social factors, social class and consumer behavior.	15
IV	Perception and consumer behaviour: - Introduction, meaning, nature, Importance and limitation of perception, Barriers to accurate perception, Sensation, perception of values, perception of process. Determining consumer buying Behaviour:-Consumer purchase decision, types of decision, types of decision behaviour, buying stage and situational influence, models of consumer behaviour- Economic model, learning model, sociological model, Howard Sheth model of buying.	15

PART-C: Learning resources

Text Books, Reference Books And Others

1. Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)
2. Singh B.D. - Industrial Relations & Labour Laws (Excel, 1st Ed.)

Reference Books: 1. Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)

Text Books Recommended –

1. VenkataRatnam – Industrial Relations (Oxford, 2006, 2nd Ed.)
5. Monappa Arun, Industrial Relations

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment(CIA): 30 Marks

End Semester Exam(ESE): 70 Marks

Continuous Internal Assessment(CIA): 30 (By Course Teacher)	Internal Test/Quiz: 20+20 Assignment/ Seminar-10 Total Marks-30	Better Marks Out Of The Two Total Quiz + Obtained Marks In Assignment Shall Be Considered Against 30 Marks
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End Semester Exam	Two Section : A & B Section A: Q1. Objective 10*1=10 Marks Q2. Short Answer Type Question - 5*4 = 20 Section B: Descriptive Answer Type Question, 1 Out Of 2 from Each Unit -4*10=40 Marks
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MASTER OF BUSINESS ADMINISTRATION
DEPARTMENT OF MANAGEMENT
COURSE CURRICULUM
Marketing Management -II
PART-A:Introduction

Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors)
Program Code:

SEMESTER-IV
Session: 2024-28
Course Code
DUDBA2005-B
Course Title
Sales & Distribution Management
Course Type
DSE
Pre-Requisite(If Any)
Course Learning Outcomes(CLO)
This Course Will Enable The Students To:

- Given a situation of Festival, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.
- Given a situation of opening a new outlet, student manager will be able to draft a sales plan.
- Given a situation of Selling products / services, student manager should be able to explain Personal Selling Process.
- Given a criteria of newly launched company, student manager should be able to design an effective Sales Compensation Plan for Sales Executive.

Credit Value
4 Credits
1 Credit = 15Hours-Learning &Observation
Total Marks
Max. Marks: 100
Min Passing Marks:40
PART-B:Content Of The Course
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)
Unit
Topics
No. Of Periods
I

Introduction to Sales Management: The Role of personal selling in marketing mix. The personal selling process, selling process, Personal selling objectives, Types of Sale Jobs, Changing Scenario of Selling Environment.

15
II

Theories of Sales Management: objectives, Nature and Scope. Buyer- Seller Dyads, Theories of selling – AIDAS Theory, “ Right set of circumstances” Theory, “Buying Formula” Theory, and Behavioral Equation, Theory of selling. Sales Planning: Sales Organization, Sales Forecasting, Sales Budgeting, Territory Design and Setting Quotas.

15

III	Operational Sales Management: Recruitment Sources, Selection Procedure, Sales Force Training, Sales Promotion Trade Promotion Concepts; Selection, Training, Motivation and Compensation, Purpose Of Motivation, Various Models Of Compensating The Sales Force, Model of Motivation Process, Factors Affecting Sales persons Motivation. Principles Of Sales Evaluation, Evaluating Performance Standards, Field Sales Report.	15
IV	Distribution :Introduction, Objectives of Channels of Distribution, Flows in Channels of Distribution. Pattern Of Distribution Management of Channels, Managing Co-Opertions Conflict and Competition, Channel Structure and Design Channel Management:- Channel Distribution	15

PART-C: Learning resources

Text Books, Reference Books And Others

1. Corner L S, Guide Hackney H- The Professional Counselor's Process to Helping
2. McLennan, Nigel - Counseling for Managers
3. Moursund J - The Process of Counseling and Theory
4. Flippo, Edwin B - Principles of Personnel Management

Text Books Recommended –

1. Munra C A - Counseling- A Skills Approach
2. Lussiar - Human Relations in Organization
3. Corner L S et.al- The Professional Counselor Guide to Helping
6. Patterson – The counselling Process

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Eppq.Inflibnet.Aci.In>
<https://Swayam.Gov.In>
<https://Www.Mooc.Org>

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks

Continuous Internal Assessment(CIA): 30Marks

End Semester Exam(ESE): 70Marks

Continuous Internal Assessment(CIA):30
(By Course Teacher)

Internal Test/Quiz:20+20
Assignment/
Seminar-10
Total Marks-30

Better Marks Out Of The Two Total
Quiz + Obtained Marks In Assignment Shall Be Considered Against 30 Marks



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End Semester Exam	Two Section : A & B Section A:Q1.Objective 10*1=10 Marks Q2.Short Answer Type Question - 5*4 = 20 Section B:Descriptive Answer Type Question,1 Out Of 2from Each Unit -4*10=40 Marks
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DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM
Human Resource Management -I

PART-A:Introduction		
Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code:	SEMESTER-IV	Session: 2024-28
Course Code	DUDBA2006-A	
Course Title	Management of Training and Development	
Course Type	DSE	
Pre-Requisite(If Any)		
Course Learning Outcomes(CLO)	<p>This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> • Understand the need and process of training need analysis in organizations. • Understand the process of designing a training programme and its evaluation. • Understand various training methods and their applicability in different organizational situations. • Comprehend the tools and techniques of management development. 	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	An overview of training; role of training and development in HRD; opportunities and challenges for training; training and organizational development; setting training objectives;Spiral model of training. Need to conduct Training Need Analysis (TNA), TNA Model, need assessment process: organizational analysis, person analysis, task analysis; output of TNA, approaches to TNA: Proactive TNA, Reactive TNA.	15
II	Designing training programs: Organizational constraints, training objectives, facilitation of learning, facilitation of transfer; Post training: Training evaluation, Training impact on individuals and organizations, Evaluating Programmes, Participants, Objectives.	15



III	Training methods: Lectures and demonstrations; Games and Simulations: Equipment simulators, business games, In-basket technique. Case studies, role play, behaviour modelling, Job instruction technique, apprenticeship, coaching, mentoring, experiential training, vestibule training; Computer based training methods.	15
IV	Management development: concept, Strategies and management characteristics, management development implications, Types of management development programs, Development methods: Action learning, job rotation, executive development programs, special job assignments, team building, coaching, and mentoring.	15

PART-C: Learning resources

Text Books, Reference Books And Others

1. John.C.Hull, Options, Futures and other Derivative Securities“, PHI Learning, 9th Edition, 2012
2. Keith Redhead, „Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs“,– PHI Learning, 2011.

Text Books Recommended –

1. John.C.Hull, Options, Futures and other Derivative Securities“, PHI Learning, 9th Edition, 2012
2. Keith Redhead, „Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs“,–

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Eppq.Inflibnet.Aci.In>
<https://Swayam.Gov.In>
<https://Www.Mooc.Org>

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks

Continuous Internal Assessment(CIA): 30Marks

End Semester Exam(ESE): 70Marks

Continuous Internal Assessment(CIA):30 (By Course Teacher)	Internal Test/Quiz:20+20 Assignment/ Seminar-10 Total Marks-30	Better Marks Out Of The Two Total Quiz + Obtained Marks In Assignment Shall Be Considered Against 30 Marks
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End Semester Exam	Two Section : A & B Section A:Q1.Objective 10*1=10 Marks Q2.Short Answer Type Question - 5*4 = 20 Section B:Descriptive Answer Type Question,1 Out Of 2from Each Unit -4*10=40 Marks
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DEPARTMENT OF MANAGEMENT

COURSE

Human Resource Management -II

PART-A:Introduction		
Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code:	SEMESTER-IV	Session: 2024-28
Course Code	DUDBA2006-B	
Course Title	International Human Resource Management	
Course Type	DSE	
Pre-Requisite(If Any)		
Course Learning Outcomes(CLO)	<p>This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> • Gain an overview of the nature, scope and importance of International Human Resource Management • Understand and appreciate the role of International Human Resource Management in development and execution of strategies for success of multinational corporations. • Learn the role of International Human Resource Management in long-term planning and staffing of manpower globally • Gain insights of the strategic role of Training and Development of Expatriates in management of international assignments. 	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Introduction and Overview: Importance to International HRM, Difference between Domestic and International Manager, Global Market Context: Key Perspective in Global Workforce Management, Cultural Foundations of International Human resource Management, Understanding Culture, Cross Culture Differences in Workplace, Major Models of National Culture, Final Caveats on Culture and Global Workforce Management, Changes and Challenges in the Global Labor Market, Globalization, Technological Advancement, Change in Labour Force Demographics and Migration, Emerging on the Contingent Workforce, Offshore Sourcing, Global Workforce Management Challenges.	15

II	The Key role of International HRM in Successful MNC Strategy: Knowledge Transfer, Global Leadership Training and Development, Strategic Control Needs, Competitive Strategy of Multinational Corporations, Structuring for Optimal Global Performances, Linking Human Resource Management Practices to Competitive Strategy and Organization Structure, Paradigm Shift of International Human Resource Management from Contingency Model to Process Development.	15
III	Global Human Resource Planning: From Strategy to Decision about Work Demand and Labor Supply, External Environment Scanning, Job Design for Meeting Global Strategy Work Demand, HR Planning for the Long-term. Global Staffing: General Actors Affecting Global Staffing, Global Recruitment of Human Resources, Global Selection of Human Resources.	15
IV	Global Workforce Training and Development: Strategic Role of Training and Development in the Global Market Place, Fundamental Concepts and Principles for Guiding Global Training and Development, Training Imperative for the Global Workforce. Managing International Assignments: Expatriate Preparation, Foreign Assignment and Repatriation, International Assignments Considerations for Special Expatriates, New and Flexible International Assignments.	15

PART-C: Learning resources

Text Books, Reference Books And Others

1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 12th Edition, 2012

Nalini Prava Tripathy, Financial Services, PHI Learning, 2011

Text Books Recommended –

- Srinivas R Kandula, International Human Resource Management, Sage, 4e, 2018.
- Anne-Wil Harzing and Ashly H. Pinnington, International Human Resource Management, Sage Publications, 4e, 2017.
- S.C. Gupta, International Human Resource Management, McMillan, 2e, 2017. • Charles M Vance and Yongsunpaik, Managing Global Work force, PHI, 3e, 2015.
- Tony Edwards and Chris Rees: International Human Resource Management, Pearson, 2009.

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Eppq.Inflibnet.Aci.In>
<https://Swayam.Gov.In>
<https://Www.Mooc.Org>

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks



Established under Chhattisgarh Private Universities (Establishment and Operation) Act,

**Continuous Internal
Assessment(CIA):30**
(By Course Teacher)

Internal
Test/Quiz:20+20
Assignment/
Seminar-10
Total Marks-30

Better Marks Out Of The
Two Total
Quiz + Obtained Marks In
Assignment Shall Be
Considered Against 30 Marks

**End Semester
Exam**

Two Section : A & B
Section A:Q1.Objective 10*1=10 Marks Q2.Short Answer Type
Question - 5*4 = 20 Section B:Descriptive Answer Type Question,1 Out Of 2from
Each Unit -4*10=40 Marks

Established under Chhattisgarh Private Universities (Establishment and Operation) Act,
MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

Finance Management -I

PART-A:Introduction		
Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code:	SEMESTER-IV	Session: 2024-28
Course Code	DUDBA2007-A	
Course Title	Financial Market & Institutions	
Course Type	DSE	
Pre-Requisite(If Any)		
Course Learning Outcomes(CLO)	<p>This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> • After going through the course, students will be able to understand the Financial architecture of an economy and its key players • The fabrication of Indian Financial markets • Working of Capital market, debt market, money market in India • Functioning of different players in financial market including Regulators. 	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Structure of Indian Financial System: An overview of the Indian financial system, major reforms in the last decade: Payment banks, GST, innovative remittance services, Insolvency and Bankruptcy code. Regulatory Institutions in India: RBI, SEBI, IRDA, PFRDA. Commercial Banking: Role of Banks, NPA, Risk Management in Banks. Universal Banking: need and importance, Core banking solution (CBS), NBFCs and its types; comparison between Banks and NBFCs	15

II	Introduction to Financial Markets in India: Role and Importance of Financial Markets, Types of Financial Markets: Money Market; Capital Market; Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, 6 P a g e Primary Market: Instruments, book building process (numerical). Merchant Bank: role and types, Mutual Fund: types of Mutual Funds and different types of schemes. Corporate Listings: Listing and Delisting of Corporate Stocks, Foreign Exchange Market: Introductory, only Conceptual.	15
III	Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Indian Stock Indices and their construction. Major Instruments traded in stock markets: Equity Shares, Debentures, Exchange Traded Funds. Trading of securities on a stock exchange; Selection of broker, capital and margin requirements of a broker, MTM and VAR Margins (with numerical), kinds of brokers, opening of an account to trade in securities, DEMAT System, placing an order for purchase/sale of shares, contract note and settlement of contracts, Commodity Markets – Structure.	15
IV	Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Certificate of Deposit and Commercial Paper (with numerical). Debt Market: Introduction and meaning, Primary Market for Corporate Securities in India: Issue of Corporate Securities, Secondary market for government/debt securities (NDS-OM), Auction process (with Numerical), Corporate Bonds vs. Government Bonds. Retail Participation in Money and Debt Market-RBI Retail Direct platform.	15

PART-C: Learning resources

Text Books, Reference Books And Others

- Saunders, Anthony & Cornett, Marcia Millon (2007). Financial Markets and Institutions (3rd ed.). Tata McGraw Hill
- Pathak, Bharati V., Indian Financial System: Markets, Institutions and Services, Pearson education, New Delhi, Second edition, 2008.
- . Khan, M. Y., Financial Services. McGraw Hill Education.

Text Books Recommended –

1. Jeff Madura, Financial Institutions and Markets, Cengage Learning EMEA, 2008
2. . Meir G. Kohn, Financial Institutions and Markets, Oxford University Press, 2004.
3. . Fabozzi, Frank J. and Modigliani, Franco, Capital Markets: Institutions and Markets, Prentice Hall of India, New Delhi, Third edition, 2005.

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Eppq.Inflibnet.Aci.In>
<https://Swayam.Gov.In>
<https://Www.Mooc.Org>

Part-D: Assessment and evaluation



Established under Chhattisgarh Private Universities (Establishment and Operation) Act,

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks

Continuous Internal Assessment(CIA): 30Marks

End Semester Exam(ESE): 70Marks

**Continuous Internal
Assessment(CIA):30**
(By Course Teacher)

Internal
Test/Quiz:20+20
Assignment/
Seminar-10
Total Marks-30

Better Marks Out Of The
Two Total
Quiz + Obtained Marks In
Assignment Shall Be
Considered Against 30 Marks

**End Semester
Exam**

Two Section : A & B
Section A:Q1.Objective $10*1=10$ Marks Q2.Short Answer Type
Question - $5*4 = 20$ Section B:Descriptive Answer Type Question,1 Out Of 2from
Each Unit - $4*10=40$ Marks

Established under Chhattisgarh Private Universities (Establishment and Operation) Act,
MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

Finance Management -II

PART-A:Introduction		
Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code:	SEMESTER-IV	Session: 2024-28
Course Code	DUDBA2007-B	
Course Title	Merchant Banking & Financial Service	
Course Type	DSE	
Pre-Requisite(If Any)		
Course Learning Outcomes(CLO)	<p>This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> • Understand the concept of Financial Services know the emergence and developments of Financial services in • India acquire the knowledge of various fund based and fee based financial • Services familiarize about innovative financial products and Instruments • Observe the challenges ahead for financial services sector 	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Financial Services Industry – Emergence – Developments – Fund Based and Non-fund based activities – modern activities – New Financial Products and Services, Innovative Financial Instruments – Challenges Ahead.	15

II	Merchant Banking - Issues Management Intermediaries – Merchant Bankers/Lead Managers –Underwriters – Bankers, Brokers and Registrars to an Issue and Share Transfer Agents– Debenture /Trustees – Portfolio Managers – Issue Management Activities/Procedures – Eligibility norms – Pricing or Issues – Promoters’ contribution – Issue of Indian Depository Receipts (IDR) – Issue Advertisement – Issue of Debt Instruments – Book building – Greenshoe Option – Initial Public Offer through Stock Exchange Online System – Preferential Issues – Qualified Institutional Placement.	15
III	Factoring and Forfeiting - Modus Operandi, types, functions – Factoring in India - Bills Discounting – Real estate Industry – Housing Finance – Housing Finance system – National Housing Bank – Refinance scheme for HFCs – Asset Liability Management - Securitization – Mortgage Based Securitization – Reverse Mortgage Loan (RML) Securitization of Standard Assets.	15
IV	Mutual Funds - Origin, Types of Mutual Funds, Importance, Mutual Funds Industry in India – SEBI’s directives for Mutual Funds, Private Mutual Funds, Asst Management company – Unit Trust of India – Evaluation of Performance of Mutual Funds – Money Market Mutual Funds -RBI Guidelines – Venture Capital: Meaning, Origin, Importance, Methods, India Scenario.	15

PART-C: Learning resources

Text Books, Reference Books And Others

Rajiv Mishra, Rachel Chaterjee, Sujatha Rao, India Health Report, Oxford University Press, New Delhi, 2005

Text Books Recommended –

4. FINANCIAL SERVICES, Tata McGraw Hill, New Delhi, 2001. Gurusamy, MERCHANT BANKING AND FINANCIAL SERVICES, Tata McGraw Hill, New Delhi, 3/ed. 2009.

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Egpp.Inflibnet.Aci.In>
<https://Swayam.Gov.In>
<https://Www.Mooc.Org>

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment(CIA): 30 Marks

End Semester Exam(ESE): 70 Marks

Continuous Internal Assessment(CIA): 30
(By Course Teacher)

Internal
Test/Quiz: 20+20
Assignment/
Seminar-10
Total Marks-30

Better Marks Out Of The Two Total
Quiz + Obtained Marks In Assignment Shall Be Considered Against 30 Marks



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End Semester Exam	Two Section : A & B Section A:Q1.Objective 10*1=10 Marks Q2.Short Answer Type Question - 5*4 = 20 Section B:Descriptive Answer Type Question,1 Out Of 2from Each Unit -4*10=40 Marks
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DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

Hospital Management -I

PART-A:Introduction		
Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code:	SEMESTER-IV	Session: 2024-28
Course Code	DUDBA2008-A	
Course Title	Hospital a Planning and Maintenance Architecture	
Course Type	DSE	
Pre-Requisite(If Any)		
Course Learning Outcomes(CLO)	<p>This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> • Understanding Planning Principles • Design Compliance and Regulations • Functional Zoning and Layout • Infrastructure and Maintenance Management • Project Management Skills 	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Hospital as a system: Definition of hospital-classification of hospitals-changing role of hospital administrator - hospital as a system - hospital & community.	15
II	<p>Planning: Principles of planning - regionalization - hospital planning team - planning process - size of the hospital - site selection - hospital architect - architect report - equipping a hospital - interiors & graphics - construction & commissioning - planning for preventing injuries - electrical safety</p> <p>Technical analysis: Assessment of the demand and need for hospital services - factors influencing hospital utilization - bed planning - land requirements - project cost - space requirements-hospital drawings & documents-preparing project report.</p>	15



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III	Hospital standards and design: Building requirement - Entrance & Ambulatory Zone - Diagnostic Zone - Intermediate Zone - Critical zone - Service Zone - Administrative zone - List of Utilities - Communication facility - Biomedical equipment - Voluntary & Mandatory standards - General standards - Mechanical standards - Electrical standards - standard for centralized medical gas system - standards for biomedical waste	15
IV	Facilities planning: Transport - Communication - Food services - Mortuary - Information system - Minor facilities - others.	15

PART-C: Learning resources

Text Books, Reference Books And Others
ORGANISATIONS & MANAGEMENT
 G.D.Kunders, HOSPITALS, FACILITIES PLANNING AND MANAGEMENT.

Text Books Recommended –
 G..D. Kunders, DESIGNING FOR TOTAL QUALITY IN HEALTH CARE
 Gupta S.K.;Sunilkant Chandra Shekhar; R Satpathy, MODERN TRENDS IN PLANNING AND DESIGNING OF HOSPITALS
 Syed Amin Tabish, HOSPITAL AND NURSING HOMES PLANNING,

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Eppq.Inflibnet.Aci.In>
<https://Swayam.Gov.In>
<https://Www.Mooc.Org>

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:
Maximum Marks: 100Marks
Continuous Internal Assessment(CIA): 30Marks
End Semester Exam(ESE): 70Marks

Continuous Internal Assessment(CIA):30
 (By Course Teacher)

Internal
 Test/Quiz:20+20
 Assignment/
 Seminar-10
 Total Marks-30

Better Marks Out Of The
 Two Total
 Quiz + Obtained Marks In
 Assignment Shall Be
 Considered Against 30 Marks

End Semester Exam	Two Section : A & B Section A:Q1.Objective 10*1=10 Marks Q2.Short Answer Type Question - 5*4 = 20 Section B:Descriptive Answer Type Question,1 Out Of 2from Each Unit -4*10=40 Marks
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DEPARTMENT OF MANAGEMENT
COURSE CURRICULUM
Hospital Management -II

PART-A:Introduction		
Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code:	SEMESTER-IV	Session: 2024-28
Course Code	DUDBA2008-B	
Course Title	Health Care Laws, Ethics and Medical Terminology	
Course Type	DSE	
Pre-Requisite(If Any)		
Course Learning Outcomes(CLO)	<p>This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> • Participants will understand the laws governing medical practice • Students will be able to define, identify, and analyze types of medical negligence • Learners will gain the ability to navigate the legal requirements for obtaining informed consent • The course enables professionals to apply ethical principles—such as beneficence 	
Credit Value	4 Credits	1 Credit = 15Hours-Learning &Observation
Total Marks	Max. Marks: 100	Min Passing Marks:40
PART-B:Content Of The Course		
Total No. Of Teaching-Learning Periods(01 Hr. Per Period)-60 Periods(60 Hours)		
Unit	Topics	No. Of Periods
I	Laws relating to Hospital formation: Promotion-Forming society-The Companies Act-Law of Partnership-A Sample Constitution for the Hospital-The Tamil Nadu Clinics Act - Medical Ethics	15
II	Laws relating Purchases and funding: Law of contracts-Law of Insurance-Export Import Policy-FEMA-Exemption of Income Tax for Donations-Tax Obligations: Filing Returns and Deductions at Source. Bottles and Infant Food Act, 1992.	15



III	Laws pertaining to Hospitals: Transplantation of Human Organs Act, 1994-Pre-natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994 - Medical Negligence - Medico Legal Case - Dying Declaration-MCI act on medical education. The Biomedical Waste (Management and Handling) Rules-Radiation Safety System.	15
IV	Medical Terminology- Glossary of medical terms: major Diseases and medical specialties- Roots, Prefixes, Suffixes, Abbreviations and symbols-Common roots: element referring to, usage and definition-Common prefixes and suffixes-Common abbreviations: departments, time, general healthcare, routes of medication and laboratory-Symbols.	15

PART-C: Learning resources

Text Books, Reference Books And Others
 BM Sakharakar, PRINCIPLES OF HOSPITAL ADMINISTRATION AND PLANNING - Jaypee brothers Publications.
 Francis CM, Mario C de Souza ; HOSPITAL ADMINISTRATION - Jaypee brothers Medical Publishers

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Egpp.Inflibnet.Aci.In>
<https://Swayam.Gov.In>
<https://Www.Mooc.Org>

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Better Marks Out Of The
 Two Total
 Quiz + Obtained Marks In
 Assignment Shall Be
 Considered Against 30 Marks

End Semester Exam	Two Section : A & B Section A: Q1. Objective 10*1=10 Marks Q2. Short Answer Type Question - 5*4 = 20 Section B: Descriptive Answer Type Question, 1 Out Of 2 from Each Unit -4*10=40 Marks
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