



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



Faculty of Commerce and Management

(FOCM)

Department of Management

MASTER OF BUSINESS ADMINISTRATION

SEMESTER-III



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

MASTER OF BUSINESS ADMINISTRATION

SEMESTER-III

Examination Scheme

(Effective from the session: 2025-26)

| S.N. | Course Code | Th/ Pr | Subject | Type Of Course | Teaching Hours Per Week | | | C | Examination Scheme | | | | Total Marks |
|------|---|-----------|---------------------------------------|-------------------|-------------------------------|---|---|---|--------------------|----|-----------|-----|----------------|
| | | | | | L | T | P | | Theory | | Practical | | |
| | | | | | | | | | Ex | In | Ex | In | |
| 1 | MBA301 | Th | Optimization Methods | Core | 3 | 1 | | 4 | 70 | 30 | | | 100 |
| 2 | MBA302 | Th | Organizational Development | Core | 3 | 1 | | 4 | 70 | 30 | | | 100 |
| 3 | MBA304 | Pr | Summer Training Report And Viva | | 3 | 1 | | 8 | | | 50 | 150 | 200 |
| 4 | Codes Are Given In The List Of Electives | Th | Elective I (Paper – 1, A) | Core | 3 | 1 | | 4 | 70 | 30 | | | 100 |
| 5 | Codes Are Given In The List Of Electives | Th | Elective-I (Paper – 2 , B) | Core | 3 | 1 | | 4 | 70 | 30 | | | 100 |
| 6 | Codes Are Given In The List Of Electives | Th | Elective II (Paper – 1, A) | Core | 3 | 1 | | 4 | 70 | 30 | | | 100 |
| 7 | Codes Are Given In The | Th | Elective-Ii (Paper – 2 , B) | Core | | | | 4 | 70 | 30 | | | 100 |



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|--------------------------------------|-------------------------|--|--|--|--|--|--|---------------------|--|--|--|------------|--|
| List Of Electives | | | | | | | | | | | | | |
| Total Contact Hr Per Week: 24 | Total Credit: 32 | | | | | | | Total Marks: | | | | 800 | |



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| S.No | Specialization Name | Subject Name | CODE |
|------|---------------------------|--|-------------|
| 1 | Marketing Management | International Marketing | MBA3004-A |
| | | Sales And Distribution Management | MBA3004-B |
| 2 | Human Resource Management | Management Of Industrial Relations | MBA3005-A |
| | | HRM: Training & Development | MBA3005-B |
| 3 | Finance Management | International Finance Management | MBA3006-A |
| | | Income Tax Management | MBA3006-B |
| 4 | Hospital Management | Health care Environment | MBA3007-A |
| | | Hospital West Management | MBA3007-B |
| 5 | Information Technology | Data Base Management & Integrity | MBA3008-A |
| | | Data Communication & Network | MBA3008-B |
| 6 | Banking Management | Banking & Operation Management | MBA3009 - A |
| | | Insurance & Risk Management | MBA3009 - B |
| 7 | Production Management | Production Planning And Control | MBA3010 - A |
| | | Purchasing And Materials Management | MBA3010 - B |
| 8 | Rural Management | Rural Economic Structure | MBA3011 - A |
| | | Rural Development Programmes | MBA3011 - B |
| 9 | Disaster Management | Disaster Management -Policy ,Institutions & Governance | MBA3012 - A |
| | | Disaster Management –Remote Sensing & Geo informatics | MBA3012- B |
| 10 | Supply Chain | Procurement & Inventory Management | MBA3013 - A |



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|----|------------------------|--|-------------|
| | Management | International Logistics Management | MBA3013 - B |
| 11 | Public Relation | Principles Of Communication | MBA3014- A |
| | | Public Relations –Mass Media Communication | MBA3014- B |
| 12 | E-Commerce | Fundamental Of E-Commerce And Networking | MBA3015 - A |
| | | E-Commerce: An Application | MBA3015 - B |
| 13 | International Business | International Trade And Operations | MBA3016 - A |
| | | MNC's: International Financial Management | MBA3016 - B |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

| | | |
|---|--|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3001 | |
| Course Title | Optimization method | |
| Course Type | DSC | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> Formulate the LPP for a real life Problems and give the solution for the problem using suitable optimization techniques Solve LPP by using Graphical, Simplex and Big-M method. Find the IBFS of TP using North-west Corner Rule, Least cost Method and VAM.. | |
| 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 | 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 |
| II | Optimization Methods: Meaning and Scope; Various Stages in Optimization Projects. Linear Programming Problem: Meaning of Linear programming, General Mathematical Formulation of LPP. Feasible and Optimal Solutions: Graphical Analysis, Simplex Method, Duality and Sensitivity Analysis. Advantages and Limitations of LPP. | 15 |
| III | Assignment Problem: Assignment Model as a Particular Case of Transportation | |



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| | Model, Formulation of Assignment Problems, Solution of Assignment Problems using Hungarian Method, Travelling Salesman Problem. | 15 |
| IV | Network Analysis: Shortest Route Problem, Network & Time Estimation, Project Planning & Control Using Critical Path Method (CPM) and Program me Evaluation & Review Technique (PERT). Project Scheduling – Cost Slope, Crashing the Network, Estimation of Optimum Project Cost. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

1. A.M. Natrajan, “Operation Research”, Pearson Education
- N. D. Vohra. “Quantitative Techniques”, New Delhi: Tata McGraw Hill Publication.

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

Part-D: Assessment and evaluation

Suggested Continuous Evaluation Methods:

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

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| 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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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

| | | |
|---|--|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3002 | |
| Course Title | Organizational Development and Change | |
| Course Type | DSC | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> Explain the significance of Organizational Development (OD) in today's business environment Evaluate different organizational development frameworks and interventions to effectively manage change Analyze strategic OD partnerships: HR, middle management, executive team, and/or consultants Develop strategies and interventions to align business goals and organizational culture with desired change | |
| 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 organizational Development: Concepts, Nature and Scope of O.D. Historical perspective of O.D. underlying assumptions & Values Theory and practice on change and changing: The nature of planned change. The nature of client Systems: Group Dynamics, Inter group, Dynamics and Organisation as System. | 15 |



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|------------|---|-----------|
| II | <p>Operational Components of O.D. Diagnostic Action and Process – Maintenance – Components.</p> <p>O.D. Interventions: Team Interventions – Inter group interventions – Personal, Interpersonal and group process interventions – Comprehensive interventions – Structural interventions</p> | 15 |
| III | <p>Assessment of O.D. and change in organisational performance – The impact of O.D. Some key considerations and issues in O.D. – Issues in Consultant – Client relationship mechanistic & organic system: and contingency approach. The failure of O.D. – Some India Experience in O.D.</p> | 15 |
| IV | <p>Organizational Culture and Climate: Organizational learning, power and politics in the organization, Cross culture dynamics.</p> <p>The process of Empowerment, Management of gender Issues, Creativity in organization</p> | 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://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

| | | |
|--|--|---|
| <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 2from Each Unit -4*10=40 Marks</p> | |
| <p><i>Signature Of Members (Bos)</i></p> | | |



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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) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3004-A | |
| Course Title | INTERNATIONAL MARKETING | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> Identify the key skills that a (good) business (international) manager should have. Articulate factors that promote business and business environments Implement various tools and actions for a beneficial situation within a given operating (business) environment. | |
| 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 International Marketing: Nature, Importance, Features and Scope of International Marketing, Comparison of Domestic and International Marketing, Environment and Sustainability, Opportunities and Challenges in International Marketing, Stages of International Marketing Involvement, Motivating Factors of International Marketing, Reasons and Strategies of Internationalization. | 15 |

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| II | <ul style="list-style-type: none"> Global Environmental Drivers: WTO and Globalization, Types of External Environments: Political, Economic, Social, Technological, Environmental and Legal. EXIM Policy of India. International Trade and its Barriers, Trade in Goods & Services, Regional Integration and Multi-lateral Trade Agreements. | 15 |
| III | <p>Global Customers: Drivers of the Global Consumers, Influences on the Global Consumer, Industrial Buyer, Government Buyer, International Marketing Research: Opportunity Analysis, Country (Market) Selection, Assessing International Market Size and Sales Potential. Government Policies of Target Markets, SWOT Analysis of Target Markets, Global Market Entry Modes and Strategies,</p> | 15 |
| IV | <ul style="list-style-type: none"> Global Marketing: Globalization Drivers: Market, Cost, Environmental, Competitive Factors. International Marketing Mix, Developing the Global Marketing Program, Segmentation of Products and Services, Distributors & Channels, Direct & Indirect Marketing Channels. Promotion Strategies, Pricing Strategies, Factors influencing Pricing MBA-Academic Regulations and Syllabus-MLR22 MLR Institute of Technology Page 4 Decisions, Concept of International Product Life Cycle. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- **Joe Morris**, Professor of Resource Economics and Management, Cranfield University, UK, Alison Bailey, Faculty of Agribusiness and Commerce, ...

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: 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

*Signature Of Members
(Bos)*



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

MARKETING MANAGEMENT-II

| | | |
|--|--|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3004-B | |
| Course Title | Sales and Distribution Management | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ To realize the importance of the Sales & Distribution function and examine its role as an integral part of the marketing function. ➤ • To learn selling situations, complete selling process, communication and negotiation styles. ➤ • To learn to manage sales force to achieve sales targets. ➤ • To understand the integration and sales and distribution functions with analyzing the effectiveness of various marketing channels | |
| 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 & Distribution Management: Nature and scope of sales management, personal selling objectives, Types of sales management positions, Theories of personal selling, personal selling strategies, sales forecasting and budgeting decisions, emerging trends in selling. | 15 |

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|------------|---|-----------|
| II | <ul style="list-style-type: none"> Personal Selling Process, Sales Territories & Quotas, relationship selling, Designing Sales Territories, sales quotas and sales organization structures, Sales Force Management: Recruitment and selection of sales force, Training, motivating and compensating the sales force, controlling the sales force | 15 |
| III | Distribution Management: Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, institutions for channels- retailing wholesaling, designing channel systems, channel management | 15 |
| IV | Market logistics and supply chain management: Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, channel information systems mgmt., Business Analytics in supply chain/ Distribution | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

1. Krishna K. Havaladar, Vasant M. Cavale; Sales & Distribution Management; The McGraw-Hil

- Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management Decisions, Strategies & Cases, Pearson Education

Reference Books Recommended-

- Speed Mathematics Using Vedic Techniques – Rajesh Kumar Thakur
- The Power Of Vedic Maths – Atul Gupta
- NCERT And NCF Guidelines On Foundational Numeracy (For NEP Alignment)

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Epqp.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 |
| Signature Of Members (Bos) | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

HUMAN RESOURCE MANAGEMENT

| PART-A:Introduction | | |
|--|--|---|
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3005-A | |
| Course Title | Management of Industrial Relation | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p>This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> • Acquire theoretical and practical perspective on many aspects of industrial relations. • Understand the key participants, institutions, relationships and processes in employment relations. • Understand various acts in Indian context. | |
| 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 industrial relations, aspects of industrial relations, conflict and cooperation, parties in industrial relations, workers employers and government, trade unions, objectives collective bargaining. Workers participation in management, levels of participation, mode of participation Works Committee, Joint Management councils, Worker Director, Grievance Procedure, Quality Circles . | 15 |
| II | <ul style="list-style-type: none"> • The Factories Act 1948, definition, approval, licensing and registration, health and welfare measures, employment of women and young persons, leave with wages and weekly holidays. The Payment of Bonus Act, The Maternity Benefit Act, the Workmen's Compensation Act. | 15 |
| III | Trade Union Act 1926, Immunity granted to Registered Trade Unions, Recognition of Trade Unions. The Industrial Employment (Standing | 15 |



| | | |
|-----------|---|-----------|
| | Orders) Act 1946, scope, coverage, certification process, modification, interpretation, and enforcement .The Industrial Disputes Act 1947, forum for settlement of disputes, instruments of economic coercion, strikes, lockouts and closure. | |
| IV | <ul style="list-style-type: none"> Salient features, coverage of employees and employers, rules and benefits relating to The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act The salient features, coverage of employees and employers, and benefits under The Provident Fund and Miscellaneous Provisions Act 1952 and Employees' Pension Scheme and Employees State Insurance Act 1948. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- S C Srivastava, Industrial Relations and Labour Laws, Vikas Publishing House: Chapter 2, 4, 30
- P L Mallik, Handbook of Industrial and Labour Laws, Eastern Book Company:
-

<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 | |
| Signature Of Members (Bos) | | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

HUMAN RESOURCE MANAGEMENT-II

| | | |
|--|--|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3005-B | |
| Course Title | HRM: Training and Development | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> Ability to train using various methods of Training Implement Management Development Techniques Ability to recruit Select and interview job candidates Ability to appraise the Performance of the employees | |
| 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 | Organization and Management of Training Function; Training Needs Assessment and Action Research | 15 |
| II | Training Process– an overview; Role, Responsibilities and Challenges to Training Managers. | 15 |



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| III | Instructional Objectives and Lesson Planning; Learning Process; Training Climate and Pedagogy. | 15 |
| IV | Developing Training Modules; Training Methods and Techniques; Facilities Planning and Training Aids; Training Communication. Training Evaluation; Training and Development in India. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

1. Beunet, Roger ed., „Improving Training Effectiveness“, Aldershot, Gower, 1988
2. Buckley R & Caple. Jim. „The Theory & Practice of Training“. London, Kogan & Page, 1995

E-Resources: <https://Onlinecourses.Nptel.Ac.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 |
| 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 | |
| Signature Of Members (Bos) | | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

FINANCE MANAGEMENT:SUB-I

| | | |
|--|--|---|
| PART-A:Introduction | | |
| Programme: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3006-A | |
| Course Title | INTERNATIONAL FINANCE MANAGEMENT | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ Understand the global financial environment and International Flow of funds. ➤ Interpret the operation of financial market and exchange rate determination. ➤ Recognize foreign exchange risk management ➤ Assess the various factors and methods to evaluate the country risk in the context of FDI | |
| 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 | International Finance: Meaning, Importance- International financial environment- Risk associated with international finance- International Financial Markets-International Money Markets – Money Market Instruments – International Capital Markets – Comparison of New York, and Indian Money Market – International Bond Market - Recent changes in global financial markets. -International Monetary system | 15 |



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| II | Multilateral financial institutions International Institutions – Brettenwood and International Monetary Fund (IMF)- Objectives- Role of IMF in International Liquidity Conditionality’s of IMF lending-World Bank - International Development Association (IDA)-Objectives- International Financial Corporation (IFC)- Objectives- Asian Development Bank (ADB)- Objectives- International trade Centre. | 15 |
| III | International capital budgeting-concept, problems associated, evaluation of a project factors affecting risk evaluation, impact on value-Long term asset and liability management-foreign direct investment-foreign portfolio management | 15 |
| IV | Short term asset and liability management: Working capital management - international cash management- receivables and inventory management- management of short-term overseas financing resources- international banking and money market International Monetary and Financial Environment – International Monetary Investments – International Investments-Types of foreign investment Significance of foreign investments- Factors affecting international investment | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Eun CS and Resnick BG (2017), International financial management, Tata McGrawhill Education (India) Pvt Ltd.
- Madura Jeff (2015), International Financial Management 12th Edition, Cengage Learning.
- Eiteman David K., Stonehill Arthur I. , Moffett Michael H. (2018) Multinational Business Finance, 14th Edition Pearson publication

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Epqp.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 2 from Each Unit -4*10=40 Marks |
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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

FINANCE MANAGEMENT:-SUB-II

| PART-A:Introduction | | |
|---|---|---|
| Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-III | Session: 2024-28 |
| Course Code | MBA3006-B | |
| Course Title | INCOME TAX MANAGEMENT | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | This Course Will Enable The Students To: <ul style="list-style-type: none">➤ • understand the basic concepts in the law of income tax and determine the residential status of different persons.➤ identify the five heads in which income is categorized and compute income under the heads 'Salaries' and 'Income from House Property'.➤ compute income under the head ' Profits and gains of business or profession', 'Capital gains' and 'Income from other sources'.➤ develop the ability to file online returns of income. | |
| 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 | Basic Concepts: Income, agricultural Income, casual income, assessment year, previous year, gross total income, total income, person. Basis of charge: Scope of total income, residence and tax liability, income which does not form part of total income. | 15 |



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| II | <p>Heads of Income: Salaries; Income from house property.</p> <p>Profit and gains of business or profession, including provisions relating to specific business: Capital gains. Income from other source</p> | 15 |
| III | <p>Computation of Tax Liability: Set-off and carry forward of losses; Deduction from gross total income. Aggregation of income: Computation of total income and tax liability of individual and & HUF.</p> | 15 |
| IV | <p>Tax Management: Tax deduction at source; Advance payment of tax: Assessment procedures: Tax planning for individuals.</p> <p>Tax evasion, Tax Avoidance and Tax planning. Tax Administration: Authorities, appeals, penalties.</p> <p>Preparation of return of income</p> | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

Rural Development And Education (Rural Development Priorities), Vol. 2 - M.I. dhawan
 Social Development In India (Rural Development), Vol. 1 - Ramesh chandra
 Rural Development and Social Change 01 Edition (HB, Hardcover, N. Kannan)

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) | <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> |
| End Semester Exam | <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 2from Each Unit -4*10=40 Marks</p> | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

HOSPITAL MANAGEMENT:-SUB-I

| | | |
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| PART-A:Introduction | | |
| Programme: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-III | Session: 2024-28 |
| Course Code | MBA3007-A | |
| Course Title | HEALTHCARE ENVIRONMENT AND MANAGEMENT | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p>This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ To apply the knowledge of ethics in the functioning of the hospital. ➤ To be able to handle various issues related to healthcare setup and also manage the hospital with the various issues that can arise from the legal perspective. ➤ To recognize and train the workforce to meet ➤ the challenges of changing dynamics in healthcare scenario in terms of the regulations that govern the operational aspects of the hospital | |
| 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 – Theoretical frame work - Environment - Internal and External – Environmental Scanning – Economic Environment – Competitive Environment – Natural Environment – Politico Legal Environment – Socio Cultural Environment - International and Technological Environment. | 15 |

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| II | A Conceptual Approach to Understanding the Health Care Systems – Evolution – Institutional Setting - Out Patient services – Medical Services – Surgical Services – Operating department – Pediatric services – Dental services – Psychiatric services – Casualty & Emergency services – Hospital Laboratory services – Anesthesia services – Obstetrics and Gynecology services – Neuro – Surgery service – Neurology services. | 15 |
| III | Overview of Health Care Sector in India – Primary care – Secondary care – Tertiary care – Rural Medical care – urban medical care – curative care – Preventive care – General & special Hospitals-Understanding the Hospital Management – Role of Medical, Nursing Staff, Paramedical and Supporting Staff - Health Policy - Population Policy - Drug Policy – Medical Education Policy | 15 |
| IV | Health Care Regulation – WHO, International Health regulations, IMA, MCI, State Medical Council Bodies, Health universities and Teaching Hospitals and other Health care Delivery Systems | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Seth, M.L. MACROECONOMICS, Lakshminarayana Agrawal, Edu, Pub. Agra. 1996
- Peter, Z & Fredrick, B. HEALTH ECONOMICS, Oxford Pub., New York, 1997
- Shanmugansundaram, Y., HEALTH ECONOMICS, Oxford Pub. New York, 1997

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 |
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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 |
| Signature Of Members (Bos) | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

HOSPITAL MANAGEMENT: SUB-II

| | | |
|---|--|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-III | Session: 2024-28 |
| Course Code | MBA3007-B | |
| Course Title | HOSPITAL WASTE MANAGEMENT | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ Handling of biomedical waste. ➤ Importance of the biomedical waste disposal in the society. ➤ Know about the types of treatment technologies for wastes. ➤ Learn the laws of biomedical waste handling and the Healthcare waste Management. ➤ Handling of biomedical waste. | |
| 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 Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures. Hospital Hazards Management: Meaning – Need – Principles – Purpose. | 15 |

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| II | Control of Hospital Acquired Infection: Types of Infection – Common Nosocomial Infection and their Causative Agents – Prevention of Hospital Acquired Infection – Role of Central Sterile Supply Department – Infection Control Committee – Monitoring and Control or Cross-Infection – Staff Health | 15 |
| III | Biomedical Waste Management: Meaning – Categories of Biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Standards for Waste Autoclaving, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage. | 15 |
| IV | Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier – Methods of Excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of Organic Matter – Modern Sewage Treatment – Drawbacks of improper disposal of wastes – Solid and liquid. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

1. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.
2. Salatore Dominick : Managerial Economics in Global Economy, Thomson, 2006

E-Resources:

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 |
| Signature Of Members (Bos) | |



MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

INFORMATIONA TECHNOLOGY:SUB-I

| PART-A:Introduction | | |
|---|--|---|
| Programme: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-III | Session: 2024-28 |
| Course Code | MBA3008-A | |
| Course Title | DATA BASE MANAGEMENT AND INTEGRITY | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | This Course Will Enable The Students To: <ul style="list-style-type: none">➤ Understand the basic concepts of database management systems➤ Apply SQL to find solutions to a broad range of queries➤ Apply normalization techniques to improve database design➤ Analyze a given database application scenario to use ER model for conceptual design of the database | |
| 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 Database, file, Record fields, problems with database. Categorization of DBMS, (Networking, hierarchical & Relation database) Application of DBMS. The three-layered Architecture Advantages & disadvantage of DBMS. | 15 |



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| II | <p>Important Components DBA, database, application program, DDL, DML etc. Component of DBMS query processor, Data dictionary. Physical database structures, Normalization and logical design.</p> | 15 |
| III | <p>Introduction to RDBMS, E – R Model and E – r Diagram Examples and exercise E F. CODD 12 rules for relation database, data base concept:- Transaction management properties of a transaction, commit and Rollback, concurrency, locking</p> | 15 |
| IV | <p>Data integrity, integrity constraints, Auditing, backup and recovery. Data dictionary, system catalogue, introduction to distributed data base. Introduction to client – server and ODBS connectivity</p> | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Data Base Management System – Korth•
- Data Base Management System – Vipin Desai•
- Data Base Management System –leon•

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

| | | |
|--|---|---|
| <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 | <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 2from Each Unit -4*10=40 Marks</p> |
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| Signature Of Members (Bos) | |
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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

INFORMATION TECHNOLOGY;;SUB-II

| | | |
|---|--|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-III | Session: 2024-28 |
| Course Code | MBA3008-B | |
| Course Title | DATA COMMUNICATION & NETWORK | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> understand the basics of data communication, networking, internet and their importance. To analyze the services and features of various protocol layers in data networks. To differentiate wired and wireless computer networks and topologies of networks To analyze TCP/IP protocol and various switching methods. To recognize the different internet devices and their functions. | |
| 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 Communication System; Communication Links, Communication System Formats; Character Codes, Digital Data Rates; Asynchronous and Synchronous Data. Types of signals: AM; FM; PM; PCM; PDM; TDMA; FDMA; SDMA; CDMA; ASK; FSK; PSK Features: Error detection and correction codes; Hamming codes. | 15 |



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| II | <p>LAN topologies: Workstation; Server; Cables; Types of Ethernet; Broadband and base-band; Optical Fibers; Network Interface Card.</p> <p>Networks and accessories: LAN, MAN, WAN; Hub; Bridges; Switches; Routers; Gateways Cell Relay; Frame Relay; ISDN; B-ISDN</p> | 15 |
| III | <p>OSI Model; Broadcasting; Multicasting; Point-to-point communication; IP Addressing, Concepts of Port; Socket; ATM; Tunneling; Virtual Private Network. Network Operating systems: Unix; Linux; Windows.</p> | 15 |
| IV | <p>Mobile Communication: Applications of Mobile Communication; Wireless Communication: Bandwidth, Transmission Impairment, Interference, Terrestrial Microwave, Broadcast Radio, Infrared & Light Waves, Mobile Internet & WML: Mobile IP, Wireless TCP& UDP, WAP, WML</p> | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Computer Network – Tanne Baum PHI
- Data & Network Communication – Tiller
- Computer network in Win-NT – BPB Publication•

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

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> |
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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 |
| Signature Of Members (Bos) | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

BANKING MANAGEMENT:SUB-I

| | | |
|--|---|---|
| PART-A:Introduction | | |
| Programme: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3009-A | |
| Course Title | BANKING & OPERATION MANAGEMENT | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> Accumulate knowledge about possibilities and principles of commercial bank management relationship in different financial institutions Enhance knowledge in liquidity management process. Understand the importance of Management liquidity process. provides an overview of some of the main forces shaping the banking industry in the emerging market economies in recent years. | |
| 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 – Scheduled and non-scheduled banks – Origin & Development - Evolution and growth of banking system in India – Present Structure - Recommendations of Narasimham Committee –Challenges before Indian commercial banks – Opportunities for Indian commercial banks – Strengths and weaknesses of Indian commercial banks – Banking sector reforms | 15 |
| II | Liquidity – Purpose – Sources – Measurement – Liquidity / profitability problem – Theories of liquidity management – Priorities in the employment of bank funds – Problem of resource allocation in Indian commercial banks. | 15 |



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|------------|---|-----------|
| III | Credit Management - Cardinal principles of sound bank lending – Formulating loan policy – Factors influencing loan policy – Contents of loan policy – Evaluating credit applicant – Loan supervision | 15 |
| IV | Investment Management - Nature and significance of investment management in commercial banks – Fundamental principles of security investment by commercial bank – Management of security investment – Reviewing investment portfolio – Organization of investment function. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Srivastava, Divya Nigam, Management of Indian Financial Institutions, Himalaya Publishing House.
- M. Y. Khan, Indian Financial System , Tata McGraw Hill.
- Bharati Pathak, Indian Financial System,

E-Resources: <https://Onlinecourses.Nptel.Ac.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 |
| 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 | |
| Signature Of Members (Bos) | | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

BANKING MANAGEMENT:SUB-II

| | | |
|---|---|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3009-B | |
| Course Title | INSURANCE & RISK MANAGEMENT | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ Demonstrate the knowledge of insurance contracts and provisions. ➤ Understand the Concept of Risk and Risk Management. ➤ Develop proficiency in Principles of Insurance. ➤ Attain skills of Insurance Business in India | |
| 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 | Risk management – Objectives of risk management – Risk management process – Identifying and evaluating potential losses – Selecting appropriate technique for treating loss exposure – Risk financing – Implementing and administering risk management program – Personal risk management – Loss forecasting | 15 |



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| | | |
|------------|---|-----------|
| II | Risk Assessment, Analysis, Evaluation, Risk Control and Treatment - Risk Reduction - Transfer and Sharing of Risk - Elimination and Retention of Risk | 15 |
| III | Definition of insurance - Characteristics of insurance – Principles of contract of insurance – General Concepts of Insurance – Insurance and hedging – Types of insurance – Insurance intermediaries | 15 |
| IV | General Insurance Business - Fundamental principles of general insurance – Fire insurance – Marine insurance – Motor insurance – Personal accident insurance – Liability insurance –Miscellaneous insurance – Claims settlement | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- George Rejda, Principles of Risk Management and Insurance, Pearson Education.
- S. Balachandran, General Insurance, Insurance Institute of India.
- S. Balachandran, Karve, Palav, Life Insurance, Insurance Institute of India.

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 |
|--|---|---|

| | |
|--------------------------|---|
| 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

PRODUCTION MANAGEMENT:SUB-I

| | | |
|--|--|---|
| PART-A:Introduction | | |
| Programme: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3010-A | |
| Course Title | PRODUCTION PLANNING AND CONTROLE | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> . Forecast demand using the techniques discussed in the course (L5 – Analyze) . Evaluate sales & operations plan to identify appropriate planning strategies (L6 – Evaluate) . Make a Master production schedule using information from BoM and inventory records (L6 – Evaluate) | |
| 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: Definition, Objectives of PPC Functions of PPC. Types of production & PPC applicability. PPC Department Organization: Internal & Organizational level. Elements of production control | 15 |



| | | |
|------------|--|-----------|
| II | <p>Characteristics of Production Planning and Control Objectives of Production Planning and Control Stages of Production Planning and Control Functions/scope of production planning & Control Challenges in Production Planning and Control Factors Affecting Production Planning and Control Production Planning System Making the Production Plan Process Planning Manufacturing Planning and Control System Role of Production Planning and Control in Manufacturing</p> | 15 |
| III | <p>Brief History of CPM/PERT PERT vs CPM Planning, Scheduling & Control The Framework for PERT and CPM Drawing the CPM/PERT Network The Backward Pass – Latest Finish Time Rule Tabulation & Analysis of Activities The PERT (Probabilistic) Approach PERT Calculations for the Social Project Estimating Risk</p> | 15 |
| IV | <p>INVENTORY MANAGEMENT :Objectives Introduction Defining Inventory Different Types of Inventory Need for Inventory Management Finished Goods Inventory Independent and Dependant Demand Inventories Inventory Costs Inventory Classification - ABC Classification, Advantages & Disadvantages Factors affecting Inventory Operations</p> | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

1. Burbidge, John L. Principles of Production Control. London, Danald and Evans, 1981.
2. Caubang, Ted C. Readings, on Production Planning and Control, Geneva, ILO.

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

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 2from Each Unit -4*10=40 Marks</p> | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

PRODUCTION MANAGEMENT:SUB-II

| | | |
|--|---|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3010-B | |
| Course Title | PURCHASING AND MATERIAL MANAGEMENT | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">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 | Introduction, Production Management Function, Objectives of Production Management, Scope of Production Management, Decision-making in Production Management, Production Organization, Historical Evolution of Production/Operations Management. | 15 |
| II | Design and Control of Production Systems, Introduction, Technology Life Cycle (TLC) and Product Design, Categories of Process Technologies, Production Life Cycle and Design, Introduction, Product Design, Product Planning and Development, Introduction, Product Development, Research and Development | 15 |



| | | |
|------------|--|-----------|
| III | Capacity Planning: Introduction, measurement of capacity, planning Estimate future Capacity needs, factor influencing effective capacity, over and under capacity, TQM, Basics of ERP. | 15 |
| IV | Work-study: Work Measurement: Time study, established of standard time, Rating of employees, allowances, work sampling, synthetic Data, Predetermined motion Time Analysis | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- 2 Understand the problems Issues and latest developments of operations management.
- 3 Apply the concepts, tools and techniques learnt for operational analysis and decision making
- 4 Evaluation for performing quantitative and qualitative analysis in the contemporary environment for acquiring problem solving and analytical thinking skill

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Epqp.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 | |
| Signature Of Members (Bos) | | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

RURAL MANAGEMENT:SUB-I

| | | |
|--|---|---|
| PART-A:Introduction | | |
| Programme: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3011-A | |
| Course Title | RURAL ECONOMIC STRUCTURE | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ 1. Remember the functioning of rural economy. ➤ Understand agriculture as the foundation of economic growth and development. ➤ Apply their knowledge in understanding of routine economic activities. ➤ Analyze the indicators of economic development and social change. | |
| 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 | : Economic Structure of Rural India: Principles of Rural Economic development, Assets Distribution, Income Distribution; Expenditure Pattern, Agriculture and Rural Development. Economic growth in Rural; Pattern and Structure | 15 |



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|------------|--|-----------|
| II | Agricultural Development: Introduction, Types of agriculture, Features of Indian Agriculture, Agricultural Development under the Plans; Soil Health Management, Seeds, Agricultural Credit; Risk Management, | 15 |
| III | Alternative Occupations in Rural Areas: Dairying, Poultry, Fishery, Horticulture, Sheep Rearing; Appropriate Technologies in Animal Husbandry Practices: Breeding, Feeding Management; Rural Non-farm Sector-Need for Development-Problems and Prospects. Rural energy system: | 15 |
| IV | Economic Growth and Economic development. Inequalities & Unemployment – Concepts and measurement. Poverty – Marginal farmers, agriculture labours, BPL families, social security. Social Sector development: Health, Education, Gender. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Venkata Reddy K : Agriculture and Rural Development (Emerging Trends and Right Approach to Development) Datta and Sundaram : Indian Economy Shah C. H. (Ed) : Agricultural development of India Policy and Problems

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Epqp.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 2 from Each Unit -4*10=40 Marks

Signature Of Members (Bos)



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

RURAL MANAGEMENT:SUB-II

| PART-A:Introduction | | |
|--|---|---|
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-III | Session: 2024-28 |
| Course Code | MBA3011-B | |
| Course Title | RURAL DEVELOPMENT PROGRAMME | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | This Course Will Enable The Students To: <ul style="list-style-type: none">➤ Rural Development Students aware about Definition, Concepts, Nature Scope of Rural development.➤ \ Rural Society Understand the Concept, Nature, Characteristic about the Rural Society➤ Rural Social Institution Students get knowledge about the various Caste, Family system, history of class, changing pattern etc.➤ Social Changes Students Understand the Concepts, factor of social changes and role and Importance of NGO's and people Participation. | |
| 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 economics and rural economics - scope - concepts of Demand and supply and their determinants, welfare economics, production theory - input-output relationship - cobb douglas production Function - liner programming technique | 15 |



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|------------|--|-----------|
| II | law of variable proportions - meaning – principles, elements of farm management - steps in farm planning - risk and uncertainty in agriculture | 15 |
| III | Measures To Meet the Uncertainty in Agriculture, Capital Formation - Vicious Circle - Problems And Solutions, Capital Formation In Agriculture And Rural Development | 15 |
| IV | stages in agricultural and economic development - rostow - mellor -Lewis - renisfie models, food security - meaning - importance – measures | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Lucas Jr. H C, Information Technology for Management, Mc Graw Hill, New York, 1997
- Kenneth C. Laudon and Jane P. Laudon (2004), Management Information Systems, 8/E, Pearson Education

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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| | |
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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 |
| Signature Of Members (Bos) | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

DISASTER MANAGEMENT:SUB-I

| | | |
|---|---|--|
| PART-A:Introduction | | |
| Programme: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3012-A | |
| Course Title | Disaster Management - Policy, Institutions and Governance | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> Define the basic terms and concepts related to disaster and its management Explain the concepts of vulnerability and analyze the vulnerability of India Understand the types of Environmental hazards and disasters. | |
| 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-Hazard - Risk- Vulnerability-Resilience- Disaster-Meaning- Nature Importance - DefinitionTypes of disasters- Components of disaster – Pillars of Disaster-Capacity –Disaster and Development, - disaster management-History of disasters- Dimension and scope of disaster management.. | 15 |
| II | Natural Disasters- Meaning and nature of natural disasters, Their types and effects - Flood, Drought and Desertification, Earthquakes, Landslides, Avalanches, Volcanic eruptions, Mudflow, Natural fire ,Cyclone- Causes, effects and practical examples for all disasters. | 15 |



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| III | Insurance Policies for Disaster Management: Evaluation of risk funding and risk transfer policies; catastrophe insurance pool; Reserve funds and contingent credit policies; Role of Government and market participants; Insurance policy design; Fiscal cost of relief and reconstruction; Grants and low interest loan for reconstruction; Case Studies and review of Disaster insurance models | 15 |
| IV | State and District Level Agencies: Disaster Management cells at state level and District level, District Magistrate office, Role and Responsibilities of DM in prevention, preparedness, mitigation, relief and rehabilitation; local bodies and role of different functionaries- | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Disaster Management in India – A Status Report. National Disaster Management Division, Ministry of Home Affairs, Govt. of India, 2004

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 |
| 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 | |
| Signature Of Members (Bos) | | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

DISASTER MANAGEMENT:SUB-II

| | | |
|---|---|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-III | Session: 2024-28 |
| Course Code | MBA3012-B | |
| Course Title | REMOTE SENSING AND GEOINFORMATICS IN DISASTER MANAGEMENT | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ Explain Emergencies and controls, with examples of industrial disasters and their consequences. ➤ Describe the elements of emergency planning and preparedness. ➤ Summarize the causes of natural disasters, mitigation of their effects, rescue, relief and rehabilitation. ➤ Explain the disaster management mechanism and capacity building concepts | |
| 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 | Remote Sensing: Fundamental of Remote Sensing, platform and sensors, image interpretation, digital image processing, microwave remote sensing, remote sensing application, Indian space programme, future satellites for disaster management | 15 |



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|------------|---|-----------|
| II | Remote Sensing and GIS for Disaster Management: Geological and human made disasters; flooding, earthquakes, tsunamis, cyclones, volcanic, thermal, landslides, wildfires (urban and forest), coalfires | 15 |
| III | GIS: Introduction, definition of GIS, GIS and other information system, maps and spatial information, concept of space and spatial data, domains of spatial information system, elements of GIS (hardware, software, data and live ware), components of GIS | 15 |
| IV | GPS: Introduction, description of GPS system (Space segment, control segment, user segment), observation principal and signal structure; GPS receivers ,realities and limitations; GPS application | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Floyd F. Sabins Jr. Remote Sensing, Principles and interpretation. W.H. Freeman & Co., New York, 2nd Edition, 1987.
- Lillesand T.M. & Kiefer R.W. Remote Sensing and Image Interpretation, John Wiley and Sons, New York, 1994.

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

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) | |
|-----------------------------------|--|



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

SUPPLY CHAIN MANAGEMENT:SUB-I

| PART-A:Introduction | | |
|---|---|---|
| Programme: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-III | Session: 2024-28 |
| Course Code | MBA3013-A | |
| Course Title | PROCUREMENT AND INVENTORY MANAGEMENT | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | This Course Will Enable The Students To: <ul style="list-style-type: none">• Discuss in detail the evolution of purchasing through procurement• Demonstrate in-depth knowledge of the procurement cycle and purchasing cycle• Understand the role of procurement in an 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 | Role of Procurement in an Organization, The Purchasing Cycle, Purchasing Toolkits Managing Competitive Bids, Quality Management Supplier Relationship Management, Analyzing and Reducing Risk in the Supply Chain Improving Efficiency and Accuracy, Category Management: Inventory Management, E-procurement | 15 |



| | | |
|------------|--|-----------|
| II | Purchase policy- Rate and Running Contract – Subcontracting- Systems Contract – Stockless purchase –Buying seasonal items – Forward Buying – Hedging – Purchasing Activities – Indent Status – A to Z of Purchase Order –Transportation – Incoming Inspection – Bill settlement –Documentation | 15 |
| III | Meaning of Right Price – Price Analysis – Determination of Right Price – Influencing Factors on Pricing – Classification of Pricing – Price Forecasting - Right Place – Purchase Budgets – Budgetary control – Need Identification Problems – Definition of lead time Elements- Cost Reduction and Lead time | 15 |
| IV | Meaning of Right Price – Price Analysis – Determination of Right Price – Influencing Factors on Pricing – Classification of Pricing – Price Forecasting - Right Place – Purchase Budgets – Budgetary control – Need Identification Problems – Definition of lead time Elements- Cost Reduction and Lead time | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- 1.Gopalakrishnan P.– Purchasing and Materials management – Tata McGraw Hill

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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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

SUPPLY CHAIN MANAGEMENT:SUB-II

| | | |
|---|--|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3013-B | |
| Course Title | INTERNATIONAL LOGISTICS MANAGEMENT | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ Understand the important International Logistics ➤ Gain knowledge about different type of technologies used in International Logistics ➤ Apply the Marketing principles in collaboration with International Logistics. ➤ To Understand the basic concepts of containerization. | |
| 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 | Transportation Optimization - Documentation for transportation – GST – E Waybill Filing - Transportation Telemetric - Vehicle tracking system - Communication with vehicle driver or transport company -Probable reasons for delay or any issues during transit -Solutions for corrective actions (such as talking to local authorities or break down service assistance) - Road signs, List good practices in driving. | 15 |

| | | |
|------------|--|-----------|
| II | Types of Trucks and Load capacity/Organization structure in a Transport organization/ Incident management systems & Processes - Explain types of temperature-controlled carriers - Discuss hazmat goods rules -Importance of safety data sheet and labels - Procedure for Consolidation of consignments for optimal loads, to verify count of material | 15 |
| III | International Insurance–Cargo movements–water damage–Theft–Privacy – pilferage – Other risk – perils with air shipments – Risk Retention – Risk Transfer – Marine Cargo Insurance – Coverage A,B,C classes – Elements of air freight Policy – Commercial Credit Insurance – Size of Vessels, Tonnage, Types of vessels- Container, Combination ships – Non vessel operating carriers\ | 15 |
| IV | International Air transportation–Types of aircrafts–Air cargo Regulations–Truck and Rail Transportation – Inter model – pipe lines – Packaging objectives – TCL,LCC – Refrigerator – goods – customs duty – Non Traffic barriers – customs cleaning process – International logistics Infrastructure | 15 |

PART-C:Learningresources

Text Books, Reference Books And Others

Text Books Recommended –

1. Donald J Bowersox, David J Closs, Logistical Management, TMH

Pierre David, “International Logistics”, Biztantra.

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

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

<https://Swayam.Gov.In>

<https://Www.Mooc.Org>

Part-D:Assessmentandevaluation

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 |
| Signature Of Members (Bos) | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

PUBLIC RELATION:-SUB-I

| | | |
|---|--|---|
| PART-A:Introduction | | |
| Programme: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3014-A | |
| Course Title | PRINCIPLE OF COMMUNICATION | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ Public Health and Ambulatory Care: ➤ Primary Healthcare Provision ➤ Emergency Medical Services: ➤ Health Promotion and Education:. | |
| 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 | Public Relation-Concepts Definitions, Role, Scope, Functions, New emerging trends. Types of Public Relations: Public, Government, Private and Service Sector P.R. Image Building, Brand Promotion, Informational and Crisis Management Public Relations. Tools of Media Relations-Press Conferences, Press Meet/ Tours, Press Releases, Rejoinders, Feature Writing Video News Releases, B | 15 |

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|------------|--|-----------|
| II | Role and Function of Public Relations. P.R. in Central and State Governments. Role and Functions Organizational Structure of P.R. Department in Central State Government. Public Sector Private Sector, NGOs Difference between In-House PR and a PR Consultancy. Writing for Public Relation, Concept of CSR Publicity in Print Media, TV, Radio, Films, Out door Media. New Media & Social Media | 15 |
| III | PHOTOGRAPHS: The Camera as a tool of PR, Uses of Photos in PR, News-photos, Photo features-photo Editing, Caption writing. EXHIBITIONS: Exhibition as a PR tool, Types of Exhibitions, Planning an Exhibition Theme and Display. | 15 |
| IV | MEDIA RELATIONS: Strategy for good media relations, Inter-Media Publicity, Press Conference. Traditional Media as a PR tool – Types – Advantages - Role of traditional Media in rural India. Outdoor media as a PR tool – Hoardings – Posters – Transit media – Bus panels – Neon signs – Direct Mail – advantages. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Communication in Extension: A Teaching and Learning Guide
Communication for Development in Research, Extension and Education1-n.roling@inter.nl.net
Communication for Rural Innovation: Rethinking Agricultural Extension- by Cees Leeuwis.

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

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



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| | | |
|----------------------------------|---|-----------------------------|
| | Total Marks-30 | 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 | |
| Signature Of Members Bos) | | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

PUBLIC RELATION:SUB-II

| | | |
|--|---|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3014-B | |
| Course Title | PUBLIC RELATION- MASS MEDIA COMMUNICATION | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ Learn to apply communication skill in campaigns and times of crisis. ➤ Identify different types of publics and demonstrate the use of various public communication tools. ➤ Develop the ability to evaluate effective/ineffective PR execution. ➤ Able to understand the PR process and its importance in communication field | |
| 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 | What is Communication? – Definitions – Nature - Concept of Communication – Importance - Basic Elements – Functions - Types of Communication: Intrapersonal, Inter - Personal, Group, Mass Communication and Interactive Communication - Need for Communication in relation to India - Scope of Communication - 7 Cs – Communication – Communication for Physically Challenged: Deaf & Dumb | 15 |



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| | | |
|------------|--|-----------|
| II | <p>Definition– Functions – Role and Scope of Journalism in the Indian Context – Democracy, Secularism and Development</p> <p>Journalism as Information & Communication – Objectivity and its Discontents, Truthfulness, Humanness, Social Responsibility, Social Good – Comment is free, Facts are Sacred</p> | 15 |
| III | <p>Media scene in India – Growth of Daily, Periodical and Language Press – First and Second Press Commissions – Impact on the Indian Press.</p> <p>Cross Media Ownership – Paid News – Changing Role of Editor – Commodification, Sensationalization and Corporatization of Journalism – Literacy Growth link to Readership Growth/Surveys – Technology and Journalism</p> | 15 |
| IV | <p>Public Relations – Definitions - Key elements - Nature and Scope of Public Relations in relation to democratic country - Public Relations as distinct from Propaganda – Publicity - Public Affairs - Lobbying and Advertising - Functions of Public Relations – Dissemination of Public Information - Interpreting management to the public and from public to the management</p> | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Press Relations - Frank Jefkins
- Public Relations in India - JM Kaul

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: 100Marks
Continuous Internal Assessment(CIA): 30Marks
End Semester Exam(ESE): 70Marks

| | | |
|--|--|---|
| Continuous Internal Assessment(CIA):30 (By Course Teacher) | <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 |
| Signature Of Members (Bos) | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

E-COMMERCE:SUB-I

| | | |
|--|---|---|
| PART-A:Introduction | | |
| Programme: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3015-A | |
| Course Title | E-COMMERCE AND ITS TECHNOLOGY | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ol style="list-style-type: none"> 1. Analyze the impact of E-commerce on business models and strategy. 2. Describe the major types of E-commerce. 3. Explain the process that should be followed in building an E-commerce presence. 4. Identify the key security threats in the E-commerce environmen <p style="text-align: center;">➤</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 | E-commerce and its Technological Aspects Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture. | 15 |

| | | |
|------------|---|-----------|
| II | Consumer Oriented E Commerce E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce | 15 |
| III | Electronic Data Interchange: Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet. | 17 |
| IV | Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server. | 13 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd
- RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley
- Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–A Managerial Perspective".

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 | <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 2from Each Unit -4*10=40 Marks</p> | |



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

E-COMMERCE:SUB-II

| | | |
|--|--|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) | SEMESTER-III | Session: 2024-28 |
| Program Code: | | |
| Course Code | MBA3015-B | |
| Course Title | E-COMERCE APPLICATION | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p style="text-align: center;">This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ To apply in an integrative and summative fashion the students' knowledge in all fields of business studies by drafting a website presence plan. ➤ To understand the factors needed in order to be a successful in ecommerce ➤ To gain the skills to bring together knowledge gathered about the different components of building a web presence ➤ To critically think about problems and issues that might pop up during the establishment of the web presence | |
| 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 E-Commerce: The Scope of E-Commerce - Definition - Internet - Commerce - Electronic Markets - Electronic Data Exchange - Business Strategy in an Electronic Age; The value chain - Supply chains - Porters value chain model - Inter-organisational value chains - Competitive Advantages using e-commerce | 15 |



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|------------|---|-----------|
| II | Strategic implications of IT - Business capability - Strategy formulation and implementation Planning - e-commerce implementation - e-commerce evaluation. Case Studies: Airline booking systems - \tr7eb Booking Systems - Competitive outcomes. | 15 |
| III | Understanding the Context of E-Commerce Why Is This Important? What Is E-Commerce? Benefits of E-Commerce, The E-Commerce Environment Unique Challenges to E-Commerce Apply Your Learning Extended Learning, Digital Media and E-Commerce | 15 |
| IV | Marketing with Digital Technology Why Is This Important? Digital Marketing Methods Apply Your Learning Extended Learning, Business Intelligence and Customer Relationship Management | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson

E-Resources: <https://Onlinecourses.Nptel.Ac.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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| | |
|--------------------------|---|
| 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

INTERNATIONAL BUSINESS:SUB-I

| PART-A:Introduction | | |
|--|---|---|
| Programme: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-III | Session: 2024-28 |
| Course Code | MBA3016-A | |
| Course Title | INTERNATIONAL TRADE AND OPERATION | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p>This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ Understand the concept of International Business and International Business Environment ➤ Understand different theories of International Business. ➤ . Understand the legal procedures involved in International Business. ➤ Recognize the different types of economic integrations. | |
| 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 | International Business -Meaning, Nature, scope and importance- Stages of internationalization of Business-Methods of entry into foreign markets: Licensing- Franchising- Joint Ventures-Strategic Alliances- Subsidiaries and Acquisitions (Discuss case studies relating to subsidiaries and acquisitions)-Framework for analyzing international business environment- Domestic -Foreign and Global Environment-Recent Developments in International Business. | 15 |



| | | |
|------------|--|-----------|
| II | Theoretical Foundations of IB: Theory of Mercantilism- Theory of Absolute and Comparative Cost Advantage-Haberler's Theory of Opportunity Cost- Heckscher-Ohlin TheoryMarket Imperfections Approach-Product Life Cycle Approach (Discuss case studies)- Transaction Cost Approach-Dunning's Eclectic Theory of International Production | 15 |
| III | Legal framework of International Business: Nature and complexities: Code and common laws and their implications to Business-International Business contract- legal provisions, Payment terms. | 15 |
| IV | Multi-Lateral Agreements & Institutions: Economic Integration – Forms: Free Trade Area, Customs Union, Common Market and Economic Union-Regional Blocks: Developed and Developing Countries- NAFTA- EU-SAARC, ASEAN-BRICS- OPEC-Promotional role played by IMF-World Bank & its affiliates- IFC, MIGA and ICSID-ADB-Regulatory role played by WTO&UNCTAD | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- John Daniels, Lee Radebaugh, Daniel Sullivan, International Business: Environments & Operations- Prentice Hall, New Delhi.
- . Sumati Varma, International Business. Ane Books Pvt. Ltd, New Delhi,2011

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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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

INTERNATIONAL BUSINESS:SUB-II

| PART-A:Introduction | | |
|--|---|---|
| Program: MASTER OF BUSINESS ADMINISTRATIONS (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-III | Session: 2024-28 |
| Course Code | MBA3016-B | |
| Course Title | MNC'S: INTERNATIONAL FINANCIAL MANAGEMENT | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | Knowledge Of Basic Differential And Integral Calculus And Differential Equation. | |
| Course Learning Outcomes(CLO) | <p>This Course Will Enable The Students To:</p> <ul style="list-style-type: none"> ➤ Understand the basic concepts of International Finance and recognize the international financial markets. ➤ Understand the fundamentals of foreign exchange rates and their determination ➤ Explain the working of foreign exchange market and the international agencies. ➤ Understand the various instruments in International financial market and identify the features | |
| 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 | International financial management: meaning and scope of international financial management – growth of international trade and transnational services – emergence of MNCs - financial management of MNCs - flow of funds across countries – international borrowing and lending - international investment – international monetary system – international financial markets – foreign exchange market | 15 |

| | | |
|------------|--|-----------|
| II | : Foreign exchange market: exchange rate mechanism – fixed rate and floating rate – direct and indirect quotations – bid and offer rates – spot rate and forward rates – factors influencing exchange rates - features - market participants – types of transactions – hedging, arbitrage and speculation – financial instruments – spot contracts – forward contracts | 15 |
| III | International financial markets: sources of international funds – multilateral development banks – IMF, World Bank, Asian Development Bank – European monetary system – evolution of Euro | 15 |
| IV | International financial instruments: instruments of international financial markets – international bonds, equities and money market instruments - international equity financing through depository receipts – GDR – ADR – IDR , | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- Agarwal O. P. (2018). International Financial management. Bengaluru, Karnataka: Himalaya Publishing House.
- Anuj Varma (2012). International Financial management. New Delhi, Delhi: Dreamtech Press

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

| | | |
|--|---|--|
| 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 | |
| Signature Of Members (Bos) | | |



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Faculty of Commerce & Management
(FOCM)

Department of Management

MASTER OF BUSINESS ADMINISTRATION

SEMESTER-IV

(Effective from the session: 2025-26)

**MASTER OF BUSINESS ADMINISTRATION
SEMESTER-III
Examination Scheme**

(Effective from the session: 2025-26)

| S.N. | Course Code | Th/ Pr | Subject | Type Of Course | Teaching Hours Per Week | | | C | Examination Scheme | | | | To tal M ar ks |
|--------------------------------------|--|-------------------------|---------------------------------|----------------------|----------------------------------|---|---|---------------------|--------------------|----|-----------|------------|----------------------------|
| | | | | | L | T | P | | Theory | | Practical | | |
| | | | | | | | | | Ex | In | Ex | In | |
| 1 | MBA4001 | Th | Strategic Management | Core | 4 | - | | 4 | 70 | 30 | | | 100 |
| 2 | MBA4002 | Th | Performance Management | Core | 4 | - | | 4 | 70 | 30 | | | 100 |
| 3 | MBA4003 | Pr | Dissertation Report & Viva Voce | | 4 | 1 | | 4 | | | 50 | 50 | 100 |
| 4 | Codes Are Given In The List of Electives | Th | Elective I (Paper – 1, A) | Core | 4 | 1 | | 4 | 70 | 30 | | | 100 |
| 5 | Codes Are Given In The List of Electives | Th | Elective-I (Paper – 2 , B) | Core | 4 | 1 | | 4 | 70 | 30 | | | 100 |
| 6 | Codes Are Given In The List of Electives | Th | Elective II (Paper – 1, A) | Core | 4 | 1 | | 4 | 70 | 30 | | | 100 |
| 7 | Codes Are Given In The | Th | Elective-Ii (Paper – 2 , B) | Core | | | | 4 | 70 | 30 | | | 100 |
| Total Contact Hr Per Week: 24 | | Total Credit: 28 | | | | | | Total Marks: | | | | 700 | |



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| S.No | Specialization Name | Subject Name | CODE |
|-------------|------------------------------------|---|-------------|
| 1 | Marketing Management | Rural Marketing | MBA4004-A |
| | | Retail Marketing | MBA4004-B |
| 2 | Human Resource Management | Labor Legislations | MBA4005-A |
| | | Counseling Skills for Managers | MBA4005-B |
| 3 | Finance Management | Derivatives & Risk Management | MBA4006-A |
| | | Advance Financial Services | MBA4006-B |
| 4 | Hospital Management | Health Insurance | MBA4007-A |
| | | Clinical, Diagnostic & Therapeutic Services | MBA4007-B |
| 6 | Banking Management | Banking Financial Services Management | MBA4008 - A |
| | | Legal Issues: Banking & Insurance | MBA4008 - B |
| 7 | Logistic & Supply Chain Management | Enterprise Resource Planning | MBA4009 - A |
| | | Store Keeping and Warehousing | MBA4009 - B |
| 8 | Solar & Renewable Energy | Energy Conversion | MBA4010-A |
| | | Solar Energy & its Application | MBA4010-B |

COURSE CURRICULUM
PART-A:Introduction

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

SEMESTER-IV
Session: 2024-28
Course Code
MBA4001
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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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

PART-A:Introduction

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

SEMESTER-IV

Session: 2024-28

Course Code

MBA4002

Course Title

Performance Management

Course Type

DSC

Pre-Requisite(If Any)

Course Learning Outcomes(CLO)

This Course Will Enable The Students To:

- Understand the Theory, Concept & Good practices in the area of PMS. Also understand & appreciate the „Strategic Importance“ of PMS in any Organisation.
- . Design an organization’s performance management process that is compliant with law and supports organizational mission and strategy.
- Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems.
- Employ job-related performance standards and performance indicators that reflect the employee’s range of responsibilities.

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

Quality Performance Management - Concept - Dimensions - Facilitating Organisations for Performance - Organizational Dynamics and Employee Performance – Job Analysis

15

| | | |
|------------|---|-----------|
| II | Work Place and Its Improvement Through 5S - Modern Management Techniques and Management of Employee Performance - Team Building - Concept, Culture, Methods, Effectiveness & Empowerment Problems - Potential and Perspectives. | 15 |
| III | Organizational Structure and Employee Motivation and Morale - Contemporary Thinking on Employment Practices and Work Schedules - Related Performance Appraisal Systems – Reward Based – Team Based – Competency Based- Leadership Based -Quality Circle - Features - Process. | 15 |
| IV | Industrial Restructuring - Reward System and Employee Productivity - Performance Counseling – Performance Evaluation Notes 2 & Monitoring – Methods of Performance Evaluation -Performance Management in Multi National Corporations. Indian and Western Thoughts - Performance Management in the perspective of Indian Ethos – Ethical Issues and Dilemmas in Performance Management. | 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://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

| | | |
|--|--|---|
| <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> | |
| <p><i>Signature Of Members (Bos)</i></p> | | |

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 | MBA4004-A | |
| Course Title | Rural Marketing | |
| 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"> ▪ Analyze the potential of rural markets in India and examine the socio-cultural, economic & other environmental factors affecting rural marketing ▪ Formulate plans and strategies related to product, place and promotion for rural markets in India ▪ Assess the scope of agricultural marketing in India with special reference to agricultural inputs/instruments and identify the problems related to it ▪ Determination of agricultural pricing and factors influencing 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 | Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades. | 15 |

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| II | Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets. | 15 |
| III | Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets. | 15 |
| IV | Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns. Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Text Books Recommended –

- **Joe Morris**, Professor of Resource Economics and Management, Cranfield University, UK, Alison Bailey, Faculty of Agribusiness and Commerce, ...

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

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

MBA4004-B

Course Title

Retail Marketing

Course Type

DSE

Pre-Requisite(If Any)

**Course Learning
 Outcomes(CLO)**

This Course Will Enable The Students To:

- To educate students about current retailing trends and strategies. To develop the students towards managing the retail stores and organizations.
- To identify the nuances of visual merchandising and its elements
- To know the consumer purchase decision process in the context of organized retailing.
- To emphasis on global retailing strategies

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

Marketing Channels & Supply Chains: Emergence, role and types of marketing channels, channel members and their characteristics, choosing various channel options, factors affecting the choice. Supply chain management (SCM) - advantages gained, physical flow of merchandise, and logistics of e-retailing.

15

II

Retailing: Nature and Importance of retailing, wheel of retailer, Types of retailing-ownership based, store based, non-store based, web based. Retail management decisions, Recent Trends in retailing.

15



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|------------|--|-----------|
| III | Strategic Planning in Retailing: Situation analysis, objectives, identification of consumers and positioning, overall strategy, specific activities and control. Identifying & understanding consumer – Consumer demographics & life styles, consumer needs & desires, consumer shopping attitude, consumer decision process, retailer’s action. | 15 |
| IV | Location , Operation & Merchandise Management :Trading Area Analysis, site selection, store formation size and space allocation, store security and credit management. Merchandise plans- forecasts, innovativeness, assortment decisions, brand decisions, timing and allocation, merchandise pricing. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

1. Berman , Barry and Joel Evans Retail Management
2. Cooper, J. Strategy planning in Logistics and Transportation

Text Books Recommended –

1. Levy & Weitz Retailing Management.
2. Kotter , Philip Marketing Management...

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 | <p>Two Section : A & B</p> <p>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> |
|--------------------------|---|

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MASTER OF BUSINESS ADMINISTRATION

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 | MBA4005-A | |
| Course Title | LABOR LEGISLATIONS | |
| 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"> • Interpret and apply legislation regarding wages, working conditions, and safety to real-world scenarios. • Develop skills for managing trade unions, handling industrial conflicts, and using legal dispute settlement mechanisms. • Understand and implement social security measures like ESI, Provident Fund, and Gratuity acts. • : Enable compliance with modern labor codes, including those covering gig and platform workers. | |
| 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: Concept, objectives, functions, significance & aspects of Industrial Relations Emerging challenges of IR in India, Linking Industrial Relations with economic growth of a country, Trade Unionism: Development of trade unionism, functions, type and structure, problems & suggestive remedial measures of trade unions, The Trade Unions Act 1926-objectives, recognition and registration, Industrial Democracy & Participative Management | 15 |

| | | |
|------------|---|-----------|
| II | Collective Bargaining: Significance, types & Procedure of collective bargaining Discipline: The Industrial Employment (Standing Orders) Act 1961, Misconduct, Disciplinary Action, Types of punishments, Code of Discipline, Domestic Enquiry, Grievance Function in IR: Grievance Settlement Procedure, Industrial Disputes: Preventive & Settlement Machinery in India | 15 |
| III | The Factories Act, 1948 & The shop & Establishment Act 1948. The Payment of Wages Act, 1923. The Workmen's compensation Act, 1972. The Industrial Disputes Act, 1947. | 15 |
| IV | The Payment of Minimum wages act 1936. The Contract Labor (Abolition & regulative) Act. The ESI Act, 1948. The Trade unions act, 1926. The payment of Bonus Act, 1965. The payment of Gratuity Cat, 1972. The Maternity Benefit Act, 1961. Employee's Provident fund & Miscellaneous Provisions Act, 1952. | 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.)
3. 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 2from Each Unit -4*10=40 Marks |
|--------------------------|--|

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM
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 | MBA4005-B | |
| Course Title | COUNSELLING SKILLS FOR MANAGERS | |
| 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 complex theory and practice of negotiation in particular and conflict resolution in general. • Identify the challenges we all have in dealing with negotiation and conflict resolution. • Apply negotiation as a system and the important role of subsidiary factors. | |
| 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 | Emergence and growth of Counseling Services. Counseling Process and Application of Counseling to Organization and Personal Situation with focus on Performance Counseling. Approaches to Counseling. | 15 |
| II | Counselors- Client Relationship. Understanding Client's Behavior. Developing and termination a Counseling Relationship and Follow Up. Assessing Client's Problem. Special Problems in Counseling. | 15 |

| | | |
|------------|--|-----------|
| III | Strategic Planning in Retailing: Situation analysis, objectives, identification of consumers and positioning, overall strategy, specific activities and control. Identifying & understanding consumer – Consumer demographics & life styles, consumer needs & desires, consumer shopping attitude, consumer decision process, retailer’s action. | 15 |
| IV | Communication and Persuasion. Communication Strategies and Reference Group and their Role in Understanding Client’s Problem. | 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
4. Patterson – The counselling Process

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

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 | MBA4006-A | |
| Course Title | DERIVATIVES & RISK 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"> • Understand derivative in detail such as forward, futures, options, Greeks, swaps etc • Understand of option pricing models • Understand the concept of hedging, speculation and arbitrage. | |
| 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 | Derivatives ,Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives. | 15 |
| II | Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging using FuturesTypes of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices. | 15 |

| | | |
|------------|--|-----------|
| III | Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts. | 15 |
| IV | SWAPS Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk. | 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

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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

Finance Management -II

| | | |
|---|---|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-IV | Session: 2024-28 |
| Course Code | MBA4006-B | |
| Course Title | ADVANCE FINANCIAL SERVICES | |
| 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"> • Exemplify to prepare and analyse the financial statements. • Acquire the basic concept of accounting terms. • Journalize the ability to rectify the errors in bank reconciliation statement. • Exposed to various methods of depreciation and insurance accounting. • Demonstrate insight into single and double entry system of accounting. | |
| 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 | MERCHANT BANKING: Introduction – An Over view of Indian Financial System – Merchant Banking in India – Recent Developments and Challenges ahead – Institutional Structure – Functions of Merchant Bank - Legal and Regulatory Framework – Relevant Provisions of Companies Act- SERA- SEBI guidelines- FEMA, etc. - Relation with Stock Exchanges and OTCEI. | 15 |

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|------------|---|-----------|
| II | ISSUE MANAGEMENT: Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments – Issue Pricing – Book Building – Preparation of Prospectus Selection of Bankers, Advertising Consultants, etc. - Role of Registrars – Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale – Green Shoe Option – E-IPO, Private Placement – Bought out Deals – Placement with FIs, MFs, FIIs, etc. Off - Shore Issues. – Issue Marketing – Advertising Strategies – NRI Marketing – Post Issue Activities. | 15 |
| III | OTHER FEE BASED SERVICES: Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds - Business Valuation. FUND BASED FINANCIAL SERVICES: Leasing and Hire Purchasing – Basics of Leasing and Hire purchasing – Financial Evaluation. | 15 |
| IV | OTHER FUND BASED FINANCIAL SERVICES: Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – factoring and Forfeiting – Venture Capital. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

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

NaliniPravaTripathy, Financial Services, PHI Learning, 2011

Text Books Recommended –

1. Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2010.
2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,
3. Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.
- 5.Sasidharan, Financial Services and System, Tata Mcgraw Hill, New Delhi, 2nd Edition, 2011.

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

Part-D: Assessment and evaluation

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End Semester Exam(ESE): 70Marks

Continuous Internal Assessment(CIA):30
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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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MASTER OF BUSINESS ADMINISTRATION

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 | MBA4007-A | |
| Course Title | HEALTH INSURANCE | |
| 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"> Identify the process of insurance management and claim settlement procedures Understand various risks involved in insurance management Be competent in understanding the marketing mechanisms of health insurance Analyze the requirements of accreditation | |
| 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 – Economics of Life and Health Insurance – Importance, Socio-political realities – Insurance Terminology. Health Policy vis-à-vis Health Insurance Policies – Indian Scenario – Different Products – Demand and Scope – Limitation. | 15 |
| II | Administration of Health Insurance Schemes like CGHS & ESI and Social Security Measures. TPAs, Governing Mechanisms including IRDA. | 15 |



| | | |
|------------|---|-----------|
| III | Health Insurance Taxation – Four General Insurance Companies - Standardization and grading of Hospital Services – Role of Vigilance and Real-time information about the services. | 15 |
| IV | Health Insurance Providers – Government and Private – Micro-insurance, The role and responsibilities of provider – insurer-patient and the regulatory agencies. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

1. Gupta P.K, Insurance and Risk Management, Himalaya Publishing House, 2006.
2. My Collection of HI – Material and Books, 2007.

Insurance Exam – Material, 2006

Text Books Recommended –

1. American Books – Managed Care On History of Health Insurance – Origin – Development & Growth 2007.
2. Insurance – Compendium – Given by Venugopal, 2005

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

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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 | <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 2from Each Unit -4*10=40 Marks</p> |
|--------------------------|---|

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MASTER OF BUSINESS ADMINISTRATION

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

MBA4007-B

Course Title

CLINICAL, DIAGNOSTIC & THERAPEUTIC SERVICES

Course Type

DSE

Pre-Requisite(If Any)

Course Learning Outcomes(CLO)

This Course Will Enable The Students To:

After the completion of the course student will come up the good skill of retail marketing .

- After the completion of the course this provides to make the right diagnostic and therapeutic decisions using the right level of health care resources.
- **Clinical laboratory services have a direct impact on many aspects of patient care including, but not limited to, length of stay, patient safety,**

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

Common Terms of Healthcare Management: Terms related to levels of healthcare; Primary; Secondary and Tertiary – Systems of Medicine – Ayurveda, Siddha, Unani, Homeopathy, Yoga, Naturopathy, Reiki, etc. – Preventive and Curative Medical Care – General and Specialty Hospitals – Pharmacopia (in patient and out patient)

15

| | | |
|------------|---|-----------|
| II | Specialty-wise terminology – Pathology terms of Common Use – Clinical, diagnostic and therapeutic terms – Pediatric services – Dental – Psychiatric. | 15 |
| III | Casualty and Emergency – Neurology – Obstetric and Gynecology – Dermatology intensive care – Coronary care services. Medical Records – Admission – Billing – Nursing Records – Diagnostic Records – Infection Control Records – Maintenance of Intensive Care Units Records. | 15 |
| IV | Housekeeping Records – Food Records – Engineering Records – Maintenance Records – Security Records Fatal Documents – Mortuary Maintenance Records – Transportation – Medico Legal Records. | 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 –

1. My Collection of HI – Material and Books, 2007.
 2. Insurance Exam – Material, 2006
 3. Forsman Rodney S. Why is the laboratory an afterthought for managed care organizations? Clinical Chemistry. 42: (5): 813-816. 1996.
 4. Forsman Rodney S. The Value of the Laboratory Professional in the Continuum of Care. Clinical leadership and management review, 370-373. Nov/Dec 2002.
3. ASCLS Scope of Practice Position Paper, 2001

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



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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 |
|--------------------------|--|

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

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

Banking Management -I

| | | |
|---|--|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-IV | Session: 2024-28 |
| Course Code | MBA4008-A | |
| Course Title | BANKING FINANCIAL SERVICES MANAGEMENT | |
| Course Type | DSE | |
| 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"> Understand the functions of Banking and Insurance services. and Know about and able to perform various financial services such as Banking, Investment Advisory, Wealth Management, Mutual Funds, Insurance Consultancy, Stock Market, Capital Restructuring, Portfolio Management etc. Enhances knowledge about the legal and regulatory aspects of Banking & Insurance. Aware about the financial derivatives. | |
| 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 | OVERVIEW OF INDIAN BANKING SYSTEM - Overview of Indian Banking System, Functions of banks, key Acts governing the functioning of Indian banking system – RBI Act 1934, Negotiable Instruments Act 1881, Banking Regulations Act 1948 – Rights and obligations of a banker, Overview of Financial statement of banks – Balance sheet and Income Statement. | 15 |

| | | |
|------------|--|-----------|
| II | SOURCES AND APPLICATION OF BANK FUNDS - Capital adequacy, Deposits and non-deposit sources, Designing of deposit schemes and pricing of deposit services, application of bank funds – Investments and Lending functions, Types of lending – Fund based, non-fund based, asset based – Different types of loans and their features, Major components of a typical loan policy document, Steps involved in Credit analysis, Credit delivery and administration, Pricing of loans, Customer profitability analysis | 15 |
| III | CREDIT MONITORING AND RISK MANAGEMENT - Need for credit monitoring, Signals of borrowers’ financial sickness, Financial distress prediction models – Rehabilitation process, Risk management – Interest rate, liquidity, forex, credit, market, operational and solvency risks – risk measurement process and mitigation, Basic understanding of NPAs and ALM. | 15 |
| IV | MERGERS, DIVERSIFICATION AND PERFORMANCE EVALUATION - Mergers and Diversification of banks into securities market, underwriting, Mutual funds and Insurance business, Risks associated therewith. Performance analysis of banks – background factors, ratio analysis and CAMELS. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

1. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Meera Sharma, “Management of Financial Institutions – with emphasis on Bank and Risk

Management”, PHI Learning Pvt. Ltd., New Delhi 2010.

Text Books Recommended –

1. M Y Khan,(2011). Financial Services, 6th Edition, Tata McGraw Hill.
2. Hull. John C. (2012). Banking and Financial Institutions”, 2nd Edition, Prentice Hall.
3. Fabozzi, Frank J. “Foundations of Financial Markets and Institutions”, (Latest Edition). Prentice Hall.
4. Varshney and Mittal. (2009). Indian Financial System, 10th Edition, Sultan Chand & Sons.

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



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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

Banking Management -II

PART-A:Introduction

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

SEMESTER-IV

Session: 2024-28

Course Code

MBA4008-B

Course Title

LEGAL ISSUES: BANKING & INSURANCE

Course Type

DSE

Pre-Requisite(If Any)

Course Learning Outcomes(CLO)

This Course Will Enable The Students To:

- To understand Banking and insurance services for the economic growth of a country importance for the entire business procedure.
- To understand the banking system, banking procedure, practical banking, etc.
- . To understand the Insurance system, insurance procedure, regulation of banking and insurance.
- They also shall be capable to earn employment in the field of banking and insurance.

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

Evolution of modern commercial banking in India: Basic concepts; Banking structure banking consolidation; Banking sector reforms in India. Banking Regulation Act, 1949:Role of banking in Economic Development, Role of RBI. Sources of bank funds: Deposit products- Types of Bank Deposits, The Fee based services, Letter of credit, Bank Guarantees, Subsidiary Services, Off Balance Sheet activities, Bank assurance.

15

| | | |
|------------|---|-----------|
| II | <p>Non Performing Assets: Prudential norms for asset classification and provisioning Management of capita</p> <p>funds: Functions, Capital Adequacy ratio - The New Basel Accord-Implication for Banks. New Forms of Banking: Wholesale and Retail Banking, Universal and Narrow banking, Corporate Banking, Off shore Banking and Multi National banking.</p> | 15 |
| III | <p>Anti money laundering: Concept, Its need and KYC norms. Risk Management in Banks:Basic concepts, Need/purpose, process, different types of risk sin banks- operational, Liquidity, Credit risk, capital risk, Interest rate risk and systematic risk. Asset- Liability Management.</p> | 15 |
| IV | <p>Quality in Services: Why Quality , What is Quality , Satisfactions vs Expectations , Levels of Quality, Costs of Quality, Elements of Quality , Quality Gaps , Responsibility for Quality , Monitoring Customer Needs and Expectations , Tools for Quality Control , Handling Complaints in Insurance. Relationship Marketing: Marketing Management Process. Customer Relationship Management.</p> | 15 |

PART-C: Learningresources

Text Books, Reference Books And Others

1. M Y Khan,(2011). Financial Services, 6th Edition, Tata McGraw Hill.
2. Hull. John C. (2012). Banking and Financial Institutions”, 2nd Edition, Prentice Hall.
3. Mehta, R.R.S. : Fundamental of Banking; Himalaya Publishing House Co., New Delhi.
4. Nigam, B.M.L. : Banking Law and Practive, Konark Publishers, Delhi.

Text Books Recommended –

1. George. E. Rejda. (2005). Principles of Risk Management and Insurance, 9th Edition, Pearson Education.
2. Mittal. Alka. And Gupta. S. L.(2008). Principles of Insurance and Risk Management”, 2nd Edition, Sultan Chand and Sons.
3. Panda. G.S.(2005). Principles and Practices of Insurance, Kalyani Publications.

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

Part-D: Assessmentandevaluation



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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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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

Logistic & Supply Chain Management -I

| PART-A:Introduction | | |
|---|---|---|
| Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-IV | Session: 2024-28 |
| Course Code | MBA4009-A | |
| Course Title | ENTERPRISE RESOURCE PLANNING | |
| 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"> • Knowledge of risk and benefits associated with Enterprise Resource Planning. • Knowledge or ERP solutions and functional modules • Exposure to the implementation environment • Understanding of post implementation impact and maintenance of ERP • Knowledge of emerging trends on ERP | |
| 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 | Overview of enterprise systems–Evolution - Risks and benefits -Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems. | 15 |
| II | Overview of ERP software solutions- Small medium and large enterpriseproducer solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP modules -sales and Marketing, Accounting, Finance, Materials and Production management etc | 15 |

| | | |
|------------|---|-----------|
| III | Planning Evaluation and selection of ERP systems-Implementation lifecycle – ERP implementation, Methodology and Frame work- Training – Data Migration. People Organization in implementation-Consultants, Vendors and Employees-Case studies. | 15 |
| IV | Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of and ERP Implementation -case studies. Extended ERP systems and ERP bolt-on -CRM, SCM, Business analyticsetc-Future trends in ERP systems-web enabled, Wireless technologies so on-Case studies. | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

1. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008
- Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2006.

Text Books Recommended –

1. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008.
4. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2006.

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 | <p>Two Section : A & B</p> <p>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> |
|--------------------------|---|

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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

Logistic & Supply Chain Management -II

| PART-A:Introduction | | |
|---|--|---|
| Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-IV | Session: 2024-28 |
| Course Code | MBA4009-B | |
| Course Title | STORE KEEPING AND WAREHOUSING | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | | |
| Course Learning Outcomes(CLO) | <p>This Course Will Enable The Students To:</p> <ol style="list-style-type: none"> To help the students in explaining the significance of Warehousing. To provide timely customer service, To keep track of items so they can be found readily & correctly To minimize the total physical To minimize the cost of moving goods in & out of stage | |
| 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 | Warehousing Management - Objectives of Stores–Location and Layout–Prevention – Management of Receipts – Issue Control – Stores Documentation | 15 |
| II | Stock Valuation And Verification - Need for Valuation–Methods of Valuation – FIFO – LIFO – Average Price – Weighted Average – Standard Cost – Replacement Price – Stock Verification – Process of Verification | 15 |

| | | |
|------------|--|-----------|
| III | Disposal of Obsolete and Scrap items - Management of SOS–Categorization of Obsolete/Surplus – Reasons for Obsolescence – Control of Obsolescence – Control of Scrap – Responsibility for Disposal – Disposal Methods | 15 |
| IV | Insurance: Risk Management -Buyer’s Interest –Marine Insurance–Inland Transit Insurance – Stores Insurance – Contractors All Risk Insurance – Miscellaneous Insurance – A to Z Claims Procedure – Loss Minimization- Spare Parts Management ,Salient Features of Spares – Inventory Control of Spares – Categorization of Spares – Provisioning of Spares – Pricing of Spares – Relevance of Maintenance – Maintenance Costs | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

Gopalakrishnan P.– Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.

Text Books Recommended –

1. A practical guide of risk management, by Thomas S. Coleman (Author)
2. Financial risk management: A practitioner’s guide to managing market and credit risk by Steve L. Allen (Author)

E-Resources: <https://Onlinecourses.Nptel.Ac.In>
<https://Epgp.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 | <p>Two Section : A & B</p> <p>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> |
|--------------------------|---|

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MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT

COURSE CURRICULUM

Solar & Renewable Energy -I

| | | |
|---|---|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-IV | Session: 2024-28 |
| Course Code | MBA4010-A | |
| Course Title | Energy Conversion | |
| 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"> • Demonstrate a basic understanding of jet and rocket engine design, function and performance. • Describe the technology of each of the sources of renewable energy. • Design renewable energy systems that meet specific energy demands, economically feasible, and have a minimal impact on the environment. • Compare different non-conventional energy resources and choose the most appropriate based on local conditions. | |
| 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 | Gas Turbines: Classification of gas turbine, simple open cycle gas turbine Ideal and actual cycle (Brayton Cycle) for gas turbine, optimum pressure ratio for maximum specific output in actual gas turbine regeneration, reheat and inter cooling and effect of these modification on efficiency and output, closed cycle gas turbine. | 15 |

| | | |
|------------|--|-----------|
| II | <p>Propulsion Devices: Types of jet engines, Ram Jet, Pulse jet, Turbojet, Turbo propulsion, principle and operation, energy flow through jet and variation of pressure and temperature, thrust equation, specific thrust and velocity of fluid, thermodynamics of turbojet, efficiency & performance, parameters affecting performance, after burn, injection of water & alcohol mixture.</p> <p>Rocket Propulsion: Classifications, Types of rocket engines, liquid propellant rockets, efficiency and performance</p> | 15 |
| III | <p>Renewable Energy Resources: Introduction to world energy scenario, renewable energy resources, solar energy, earth sun angles, resolution, solar measurement, collection of solar energy, flat plate and focusing collector analysis, calculations and same design parameters, applications of solar energy.</p> <p>Solar photovoltaic system: photovoltaic effect, efficiency of solar cells, semiconductor materials for solar cells, solar photovoltaic system.</p> | 15 |
| IV | <p>Bio Mass: gasifiers, gobar gas plant, types of applications, biomass conversion technologies, biogas generation.</p> <p>Wind Energy: Mock exam 1 Summary 1. Quiz version, wind energy estimation, site selection consideraum, basic components of wind energy conversion system, classification, a</p> | 15 |

PART-C: Learning resources

Text Books, Reference Books And Others

- S. P. Sukhatme, Solar Energy Principles of thermal collection and storage, second edition, Tata McGraw-Hill, New Delhi, 1996.
- Kothari D.P., Renewable energy resources and emerging technologies, Prentice Hall of India Pvt. Ltd.
- G.D. Rai, Non-Conventional Energy Sources, Khanna Publishers.
- R. Yadav, Steam and Gas turbine, Central Publishing House, Allahabad.

Text Books Recommended –

- S.M. Yahya, Turbine compressors and Fans, TMH.
- J.K. Jain, Khanna Publishers.
- D.S. Chauhan Non-Conventional Energy Sources New Age International Pub.

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:

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Continuous Internal Assessment(CIA): 30Marks

End Semester Exam(ESE): 70Marks

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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

MASTER OF BUSINESS ADMINISTRATION
DEPARTMENT OF MANAGEMENT
**COURSE CURRICULUM
Solar & Renewable Energy -II**

| | | |
|---|--|---|
| PART-A:Introduction | | |
| Program: MASTER OF BUSINESS ADMINISTRATION (Certificate/Diploma/Degree Honors) Program Code: | SEMESTER-IV | Session: 2024-28 |
| Course Code | MBA4010-B | |
| Course Title | Solar Energy & its Application | |
| Course Type | DSE | |
| Pre-Requisite(If Any) | | |
| Course Learning Outcomes(CLO) | This Course Will Enable The Students To: 1.Understanding on solar energy storage systems 2. Basic knowledge on standalone PV system 3. Understand the issues in grid connected PV systems 4. Study about the modelling of different energy storage systems and their performances 5. Attain more on different applications of solar energy | |
| 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 Characteristics of sunlight – semiconductors and P-N junctions – behavior of solar cells – cell properties – PV cell interconnection | 15 |
| II | STAND ALONE PV SYSTEM Solar modules – storage systems – power conditioning and regulation - MPPT- protection – stand alone PV systems design – sizing | 15 |
| III | GRID CONNECTED PV SYSTEMS GRID CONNECTED PV SYSTEMS PV systems in buildings – design issues for central power stations – safety – Economic aspect – Efficiency and performance - International PV programs | 15 |

| | | |
|-----------|---|-----------|
| IV | <p>ENERGY STORAGE SYSTEMS Impact of intermittent generation – Battery energy storage – solar thermal energy storage – pumped hydroelectric energy storage</p> <p>APPLICATIONS Water pumping – battery chargers – solar car – direct-drive applications –Space – Telecommunications.</p> | 15 |
|-----------|---|-----------|

PART-C: Learning resources

Text Books, Reference Books And Others

5. M Y Khan,(2011). Financial Services, 6th Edition, Tata McGraw Hill.
6. Hull. John C. (2012). Banking and Financial Institutions”, 2nd Edition, Prentice Hall.
7. Mehta, R.R.S. : Fundamental of Banking; Himalaya Publishing House Co., New Delhi.
8. Nigam, B.M.L. : Banking Law and Practive, Konark Publishers, Delhi.

Text Books Recommended –

5. George. E. Rejda. (2005). Principles of Risk Management and Insurance, 9th Edition, Pearson Education.
6. Mittal. Alka. And Gupta. S. L.(2008). Principles of Insurance and Risk Management”, 2nd Edition, Sultan Chand and Sons.
7. Panda. G.S.(2005). Principles and Practices of Insurance, Kalyani Publications.

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<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