

# **SWAMI VIVEKANAND UNIVERSITY, SAGAR (M.P.)**



## **SCHEME**

**For**

**Master of Business Administration (M.B.A.)**

**Course Code : MBA**

Department of Management

Faculty of Management

Duration of Course : 2 Year

Examination Mode : Semester

Examination System : Non-Grading

Swami Vivekanand University, Sironja Sagar (M.P.)

2016-2017



# Swami Vivekanand University, Sagar (M.P.)

## Scheme of Examination



Faculty of Management      Department of Management

Scheme of Course : Master of Business Administration (M.B.A.)      Course Code : MBA      Semester/Year - 1<sup>st</sup> Sem

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks									
		Theory					Practical					Grand Total (G= C+F)			
		End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal	Total (F=D+E)					
		Max (A)	Min	Max (B)			Min	Max (D)	Min		LW (E)				
MBA0101	Management Concept & Practice	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0102	Quantitative Methods	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0103	Managerial Economics	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0104	Communication Skills	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0105	International Business Environment	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0106	Accounting for Managers	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0107	Seminar & Term Papers/Project Work & Comprehensive Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100
	Total					480	-	120	-	600	100	-	-	100	700

Minimum Pass Marks: 36% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

### Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### MANAGEMENT CONCEPTS AND PRACTICES

Subject Code - MBA 101

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content

##### Unit I

Management, Objectives, Overview, Process Functions, Skills and Roles, Nature and Significance of Management and Society (Environment)

##### Unit II

Evolution of Management Thought-Taylor, Fayol, Etton Mayo, PC Bernard, Likert and Webber (Theories of Management): Recent Trends and Future Challenges of Management.

##### Unit III

Planning- Concept, Importance, Types and Process, Strategic Management Overview and Process: MBO, MBE, Decision Making-Concept, Process, Types, Techniques and Importance.

##### Unit IV

Organizing- Principles, Structure, Process, Importance, Organizational Design, Departmentation, Span of Control Delegation, Decentralization Staffing -Meaning, Scope, Features: Steps and Process.

##### Unit V

Directing and Controlling – Motivation, Morale and Productivity Leadership, Communication (Organization): Controlling-Nature, Process and Techniques, Coordination.

#### SCHEME OF EXAMINATION:

**Total Marks :** (Internal 20, External 80) = 100 Marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks.

Sec. B: (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks.

#### Suggested Readings:

1. Koontz O Donnel: Principles of Mgt.
2. Stoner J Management, New Delhi Prentice hall of India
3. Gupta, Sharma and Bhalla: Principles and Practices of Mgt., Kalyani Publication
4. Rao and Krishna: Management Text and Cases, Excel Books

#### Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### QUANTITATIVE METHODS

Subject Code - MBA 102

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content

##### Unit – I

Statistical basis of managerial decision: Frequency distribution and graphic representation of frequency distribution, Measures of Central Tendency – Mean, Median, Mode, Requisite of ideal measures of Central techniques, Merits, Demerits of Mean, Median Mode and their managerial application.

##### Unit – II

Dispersion Measures of dispersion range, Q.D., M.D., S.D., coefficient of variation, skewness, kurtosis.

##### Unit – III

Theory of Probability and probability distribution – Mathematical probability, Trial and event, sample space, Simple problem based on sample space, Binomial, Poisson, Normal distribution and their application in business decision making.

##### Unit – IV

Correlation and regression analysis – Karl Pearson's coefficient of correlation, rank correlation, repeated ranks, Spearman's rank correlation, regression equation, Regression coefficient, Time Series analysis and forecasting.

##### Unit – V

Sampling and Sample Tests – Purposive sampling, Random Sampling, Null – hypothesis, Alternative hypothesis, Chi-square test of goodness of fit and t – test for difference of Means and Application of these tests in management.

#### SCHEME OF EXAMINATION:

**Total Marks:** (Internal 20, External 80) = 100 Marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks.

Sec. B: (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks.

#### SUGGESTED READINGS:

1. Gupta, S.P. and Gupta M.P. 'Business Statistics'. New Delhi, Sultan Chand, 1997.
2. Levin Richard I and Rubin David S. 'Statistics for Management'. New Jersey, Prentice Hall Inc., 1995.
3. Kapoor, 'Operation Research'.
4. Elhance, 'Fundamental of statistics for Management'.

**Award of Internal / Sessional Marks: Total Marks 20**

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### MANAGERIAL ECONOMICS

Subject Code - MBA 103

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content

##### Unit – I

Concepts and Techniques – Nature and Scope of Managerial Economics, Application of Economics in Managerial Decision Making – Marginal Analysis; Theory of Demand – demand functions, income and substitution effects, demand forecasting.

##### Unit – II

Production and Cost – returns to scale, cost curves, break-even analysis; economies of Scale, Theory of firm – profit maximization, sales maximization.

##### Unit – III

Market Structure – Price and output decision under different market structures, price discrimination, non-price competition.

##### Unit – IV

Macro Economics–Aggregates and Concepts, GNP and GDP, Concept and Measurement of National Income: Determination of National Income,

##### Unit – V

Money Supply and Monetary Policy, Fiscal Policy: Aggregate Consumption – Gross Domestic Savings, Gross Domestic Capital Formation – WPI, CPI and Inflation. Consumption Function.

#### SCHEME OF EXAMINATION:

**Total Marks:** (Internal 20, External 80) = 100 Marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks.

Sec. B: (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks.

#### SUGGESTED READINGS:

1. Adhikary, M. 'Business Economics', New Delhi, Excel Books, 2000.
2. Chopra, O.P. 'Managerial Economics'. New Delhi Tata McGraw Hill 1985.
3. Divedi D. N. , 'Managerial Economics', Vikas Publication.
4. Varshney R.L. & Maherhwari R. L., 'Managerial Economics'.

**Award of Internal / Sessional Marks: Total Marks 20**

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### COMMUNICATION SKILLS

**Subject Code - MBA 104**

**Max Marks : 80**

**Min. Pass Marks : 32**

#### Courses Content

##### UNIT - I

Communication : Meaning, nature, importance to managers, communication theories, elements of communication process, importance of feedback, Model of Communication, Barriers to effective communication.

##### UNIT - II

Types of Communication : Oral, Written & non verbal, Upward, Downward & Lateral: Speeches for different occasions; Interviews; Group Discussion; Conferences; Effective Listening; Grapevine communication.

##### UNIT - III

Written Communication : Letter Writing; Types of Business Letters; Do's & Don'ts of business letters.

##### UNIT - IV

Non – verbal Communication : Meaning and importance; Kinesics; Proxemics; Chronemics; Para-language; Artefacts

##### UNIT - V

Report Writing: Types and structure of reports, Drafting of reports. Strategies to develop effective communication skills – Do's & Don'ts of Public Speaking. Importance of Resume and Covering letter Writing a Resume, essentials of drafting an effective resume.

#### SCHEME OF EXAMINATION:

**Total Marks:** (Internal 20, External 80) = 100 Marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks.

Sec. B: (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks.

#### SUGGESTED READINGS :

1. Rodriques, M.V., Effective Business Communication, Concept Publishing Company, Delhi, 2003.
2. Rayudo. C.S., Communication, Himalaya Publishing House, Delhi 2008.
3. Sinha, K.K., Business Communication, Galgoita Publishing Company, New Delhi, 2006.
4. Raymond V. Lesikar, John D. Pettit, Jr, Business Communication – Theory and Application, AITBS Publishers & Distribution, Delhi, 1999.

**Award of Internal / Sessional Marks: Total Marks 20**

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



**Swami Vivekanand University, Sagar (M.P.)**



**(Maximum Marks: Each Paper – 100)**

**Master of Business Administration**

**(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)**

**INTERNATIONAL BUSINESS ENVIRONMENT**

**Subject Code - MBA 105**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content**

- Unit – I** International Business: An Overview – Types of International Business; the External Environment. The Economic and Political Environment, the Human Cultural Environment.
- Unit – II** Balance of Payments, WTO and its importance for Indian Business, International Monetary Fund (IMF), World Bank (IBRD).
- Unit – III** Exchange rate determination, Fixed and Flexible exchange rate, Convertibility of Rupee and its implication, Foreign Institutional Investors (FII), Foreign Direct Investment (FDI), Euro-Currency.
- Unit – IV** Regional Blocks; Internationalization of Service Firms, Export Management; Joint Ventures and Global Competitiveness.
- Unit – V** Globalization and Human Resource Development; Globalization with Social Responsibility.

**SCHEME OF EXAMINATION:**

**Total Marks:** (Internal 20, External 80) = 100 Marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks.

Sec. B: (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks.

**SUGGESTED READINGS:**

1. Alowrth, Julian S. The Finance, Investment and Taxation Decisions of Multinational London, Basil Blackwell 1988.
2. Bhalla, V K and S. Shivaramu, International Business Environmental and Business New Delhi, Anmil 1995.
3. Bhalla, V K International Economy, Liberalisation Process, New Delhi, Anmol, 1993.
4. Daniel, John D and Radebangh, Lee H International Business 5<sup>th</sup> ed., New York, Addison Wesley

**Award of Internal / Sessional Marks: Total Marks 20**

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**ACCOUNTING FOR MANAGERS**

**Subject Code - MBA 106**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content**

**Unit – I**

Financial Accounting – Concept, Importance and Scope, Principles of Double Entry, Ledger Accounting, Preparation of Trial Balance.

**Unit – II**

Preparation of Financial Statements – Profit and Loss Account and Balance Sheet; Depreciation Accounting.

**Unit – III**

Financial Statement analysis – Comparative Statement; Common Size Statements; Ratio analysis, Cash flow and fund flow analysis.

**Unit – IV**

Management Accounting – concept; Needs, Importance; Cost Accounting - Records and Processes, Inventory Valuation, Reconciliation between Financial and Cost Accounts.

**Unit – V**

Costing for Decision-Making, Marginal Costing and Absorption Costing;

**SCHEME OF EXAMINATION:**

**Total Marks:** (Internal 20, External 80) = 100 Marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks.

Sec. B: (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks.

**SUGGESTED READINGS:**

1. Anthony R n and Reece, J. S. 'Accounting Principles', 6th ed. Homewood, Illinois Richard D, Irwin, 1995.
2. Bhattacharya S K and Dearden J. 'Accounting for Management'. Text and Cases. New Delhi, Vikas 1996.
3. Sharma & Gupta, 'Management Accounting' Kalyani Publication.
4. Pandey I. M. , 'Management Accounting', Vikas Publication

**Award of Internal / Sessional Marks: Total Marks 20**

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05





(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### Seminar & Term Papers/Project Work

Subject Code - MBA 107

Max Marks : 80

Min. Pass Marks : 32

### Courses Content

#### Seminar & Term Papers/Project Work

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case completions group discussion, week and conferences and surveys, management games, role-plays, workshops presentation, extempore and prepared speeches, library assignments, company studies project assignment etc. The weightage of these items will be announced by the teachers concerned in consultation with the Professor & Head/Dean, Deptt. The plan for the semester will be announced separately. The topics of the selected shall be from the entire subject that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be notified by the Professor & Head/Dean, DMS. The evaluation is to be made externally out of 100 marks. In addition to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do at to new knowledge to which the students should acquaint themselves with Workshops, Group Discussion and Seminars are the additional sources of knowledge.



# Swami Vivekanand University, Sagar (M.P.)

## Scheme of Examination



Faculty of Management

Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Semester/Year – 2<sup>nd</sup> Sem

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks									
		Theory					Practical					Grand Total (G= C+F)			
		End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal	Total (F=D+E)					
		Max (A)	Min	Max (B)			Min	Max (D)	Min		LW (E)				
MBA0201	Organisational Behaviour	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0202	Human Resource Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0203	Financial Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0204	Marketing Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0205	Research Methodology	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0206	Project Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0207	Seminar & Term Papers/Project Work & Comprehensive Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100
	Total					480	-	120	-	600	100	-	-	100	700

Minimum Pass Marks: 36% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

### Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### ORGANISATIONAL BEHAVIOUR

Subject Code - MBA 201

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content

##### UNIT I:

Understanding Organizational behaviour: Levels of analysis within OB – individual, group and organization; challenges and opportunities for OB; relationship of OB with other fields.

##### UNIT II:

Foundation of individual behaviour; learning theories; Perception: factors influencing Perception; Personality, Attitudes, Job satisfaction and Values.

##### UNIT III:

Motivation: concept and process; Motivation theories: Maslow, McGregor, Herzberg, Alderfor's, Vroom, Porter & Lawler and Equity theory; Motivating employee techniques; Group: nature, functions & development.

##### UNIT IV:

Organisational Culture & Climate; Organisational conflicts Type, Causes and Management; Johari Window and Transactional Analysis; Emotional Intelligence; Knowledge Management; Power & Politics; Negotiation.

##### UNIT V:

Organisational Change: Forces for change; Resistance to change; Managing change; Stress; Concept, Sources of Stress, Consequences, Management of Stress; Burnout: Causes and Handling of Burnout; Managing diversity in organization.

#### Suggested Readings:

1. Baron, R.A. and Greenbeg. J (Behaviour in organization. Pearson India).
2. Luthans, F., “*Organizational Behaviour*”, 7th ed. New York, McGraw Hill, 1995.
3. Chandan, J., “*Organizational Behaviour*”, Vikas Publishing House Pvt. Ltd.
4. Udai Pareek, “*Organizational Behaviour*”, Oxford University Press, 2004.

#### Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### HUMAN RESOURCE MANAGEMENT

Subject Code - MBA 202

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content

##### Unit – I

Concepts and Perspectives on Human Resource Management; Human Resource Management in a changing Environment; Corporate Objective and Human Resource Planning;

##### Unit – II

Career and Succession Planning; Job Analysis and Role Description; Methods of Manpower Search; Attracting and Selecting Human Resources.

##### Unit – III

Induction and Socialization; Manpower Training and Development.

##### Unit – IV

Performance Appraisal and Potential Evaluation; Job Evaluation & Wage Determination.

##### Unit – V

Employee Welfare; Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment;

#### SCHEME OF EXAMINATION:

**Total Marks:** (Internal 20, External 80) = 100 Marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks.

Sec. B: (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks.

#### SUGGESTED READINGS :

1. Aswathappa, K. 'Human Resource and Personnel Management', Tata McGraw-Hill, New Delhi, 1997.
2. Edwin B. Flippo, 'Personnel Management', New York, McGraw Hill Book Company, International Edition, 1984.
3. Monappa, A & Saiyadain M. 'Personnel Management', 2<sup>nd</sup> ed., New Delhi, Tata McGraw- Hill, 1966.
4. Pattnayak, 'Human Resource Management', Prentice Hall of India.

#### Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### FINANCIAL MANAGEMENT

Subject Code - MBA 203

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content

##### Unit – I

Aims and Objectives of Financial Management; Financial Analysis and Control. Cost – Volume Profit Analysis.

##### Unit –II

Operating and Financial Leverage. Time value of Money; Investment and Capital Structure Decisions, Instruments of Long Term Finance.

##### Unit –III

Cost of Different sources of Raising Capital, Weighted Average cost of Capital; Optimum Capital Structure.

##### Unit – IV

Basics Concept of - Standard Costing; Budget Budgetary Control and Zero Base Budgeting. Methods of Capital Budgeting.

##### Unit – V

Management of Working Capital-Cash Receivables and Inventory management. Internal Financing and dividend Policy.

#### SCHEME OF EXAMINATION:

**Total Marks:** (Internal 20, External 80) = 100 Marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks.

Sec. B: (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks.

#### SUGGESTED READINGS :

1. Hampton, John, 'Financial Decision Making', Englewood Cliffs, New Jersey, Prentice Hall Inc. 1997.
2. Van Home, James C. 'Financial Management and Policy', 10th ed, New Delhi, Prentice Hall of India, 1997.
3. Pandey I. M., 'Financial Management', Vikas Publication.
4. Khan & Jain, 'Financial Management', Tata Mc Graw Hill.

#### Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## MARKETING MANAGEMENT

Subject Code - MBA 204

Max Marks : 80

Min. Pass Marks : 32

### Courses Content

#### Unit – I

Nature and scope of marketing, Corporate orientations towards the marketplace. The Marketing Environment and Environment Scanning;

#### Unit –II

Marketing information system and Marketing research, Understanding consumer and Industrial markets, market segmentation, Targeting and positioning;

#### Unit –III

Product decisions, product mix, product life cycle, new product development, branding and packaging decisions, Pricing methods and strategies, Promotion decision- promotion mix, advertising, sales promotion, publicity and personal selling;

#### Unit –IV

Channel management-selection, co-operation and conflict management, vertical marketing implementation and systems, Organizing and implementing Marketing in the organization;

#### Unit–V

Evaluation and control of marketing efforts; New issues in marketing-Globalization, Consumerism, Green marketing, Legal issues.

### SCHEME OF EXAMINATION:

**Total Marks:** (Internal 20, External 80) = 100 Marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

### SUGGESTED READINGS :

1. Enis, B.M. 'Marketing Classics: A Selection of Influential Articles', New York, McGraw Hill, 1991.
2. Kotler, Philip and Armstrong, G. 'Principles of Marketing', New Delhi, Prentice Hall of India, 1997
3. Kotler, Philip, 'Marketing Management Analysis, Planning, Implementation and Control' ,New Delhi, Prentice Hall of India 1994
4. Ramaswamy, V S and Namakumari, S. 'Marketing Management Planning Control', New Dehli, MacMillan, 1990

### Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**RESEARCH METHODOLOGY**

**Subject Code - MBA 205**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content**

**Unit – I**

Introduction to Research Methodology - Meaning, Objectives, Significance of Research in Management; Importance and scope of Research Methodology.

**Unit – II**

Research Process - Defining Research Problem; Setting of Hypothesis; Research Design – Exploratory, Descriptive and Experimental Research Designs;

**Unit – III**

Sampling Design - Steps in Sampling Design; Criteria of Selecting a Sampling Procedure, Characteristics of Good Sample Design; Types of Sample Design;

**Unit – IV**

Data Collection-Primary and Secondary data; Observational and Survey Methods; Questionnaire Design; Processing of Data – Editing, Coding, Classification, Field Work and Tabulation of Data;

**Unit – V**

Analysis and Report Writing - Selection of Appropriate Statistical Techniques; Parametric Test for hypothesis testing – t - test, Chi – Square test; Characteristics of Non Parametric Test; One-way ANOVA; Report writing.

**SCHEME OF EXAMINATION:**

**Total Marks:** (Internal 20, External 80) = 100 Marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks.

Sec. B: (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks.

**SUGGESTED READINGS:**

1. Bennel, Roger; 'Management Research', ILO,.
2. Gupta, S.P. 'Statistical Methods', 30th ed., Sultan Chand, New Delhi, 2001.
3. Golden, Biddle, Koren and Karen D. Locke; 'Composing Qualitative Research', Sage Pub. 1997.
4. Kothari C.R., 'Research Methodology', Wishwa Prakashan.

**Award of Internal / Sessional Marks: Total Marks 20**

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**PROJECT MANAGEMENT**

**Subject Code - MBA 206**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content**

- Unit – I** Planning – Overview; Strategy and Capital Allocation; Generation and Screening of Project Ideas
- Unit – II** Analysis – Market and Demand Analysis, Technical analysis, Financial Estimates and projections.
- Unit – III** Selection: Basic Techniques – The Time Value of Money, Investment Criteria, Project Cashflows, The Cost of Capital, Stand – Alone Risk Analysis; Portfolio Theory and Capital Budgeting.
- Unit – IV** Financing: Financing of infrastructure and other Projects, its Capital Structure & Methods of Offering; Venture Capital and Private Equity
- Unit – V** Project Implementation and Review– Evaluation and Control; Project Network Techniques; use of PERT and CPM. Cost and Time overrun; Administrative aspects of Project Review.

**SCHEME OF EXAMINATION:**

**Total Marks:** (Internal 20, External 80) = 100 Marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers) 4 out of 8 4x8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3x16 = 48 Marks.

**SUGGESTED READINGS :**

1. Projects, Planning Analysis, Selection, Implementation & Review – Prasanna Chandra. Tata McGrawhill India Ltd.,
2. Richman, Larry. (2008). Project Management: Step-by-step. Prentice Hall India
3. David I. Cleland – Project Management: Strategic Design and Implementation – McGraw – Hill Inc.
4. Text Book of Project Management, P.Gopalakrishnan and VE Rama Moorthy – Mcmillan India Ltd.,
5. Project Management and Control – Narendra Singh – Himalaya Publishing House.

**Award of Internal / Sessional Marks: Total Marks 20**

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05





# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### Seminar & Term Papers/Project Work

**Subject Code - MBA 207**

**Max Marks : 80**

**Min. Pass Marks : 32**

#### Courses Content

#### STP

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case completions group discussion, week and conferences and surveys, management games, role-plays, workshops presentation, extempore and prepared speeches, library assignments, company studies project assignment etc. The weightage of these items will be announced by the teachers concerned in consultation with the Professor & Head/ Dean, Deptt. The plan for the semester will be announced separately. The topics of the selected shall be from the entire subject that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be notified by the Professor & Head/Dean, DMS. The evaluation is to be made externally out of 100 marks. In addition to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants do at to new knowledge to which the students should acquaint themselves with Workshops, Group Discussion and Seminars are the additional sources of knowledge.



# Swami Vivekanand University, Sagar (M.P.)

## Scheme of Examination



Faculty of Management

Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Semester/Year – 3<sup>rd</sup> Sem

### Single Specialization Scheme

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks										Grand Total (G= C+F)
		Theory					Practical									
		End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal	Total (F=D+E)						
		Max (A)	Min	Max (B)			Min	Max (D)	Min		LW (E)					
MBA0301	Business Policy and Strategic Analysis	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0302	Decision Support System & Management Information System	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0303a To 0303d	Specialization I - Paper 1 <sup>st</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0304a To 0304d	Specialization I - Paper 2 <sup>nd</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0305	Comprehensive & STP Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100	
	Total					320	-	80	-	400	100	-	-	100	500	

Minimum Pass Marks: 40% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

### Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



# Swami Vivekanand University, Sagar (M.P.)

## Scheme of Examination



Faculty of Management

Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Semester/Year – 3<sup>rd</sup> Sem

### The list of Specialization of MBA III Semester (Single Specialization)

**Major: MARKETING MANAGEMENT**

303 (a): Consumer Behaviour

304 (a): Advertising Management

**Major: FINANCIAL MANAGEMENT**

303 (b): Security Analysis and Investment Management

304 (b): Working Capital Management

**Major: HUMAN RESOURCE MANAGEMENT**

303 (c): Management of Industrial Relations

304 (c): Management Training and Development

**Major: HOSPITAL MANAGEMENT**

303 (d): Hospital Management

304 (d): Clinical and Support Services



# Swami Vivekanand University, Sagar (M.P.)

## Scheme of Examination



Faculty of Management  
Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Department of Management  
Semester/Year – 3<sup>rd</sup> Sem

### Dual Specialization Scheme

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks										Grand Total (G= C+F)
		L	T	P		Theory					Practical					
						End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal	Total (F=D+E)		
						Max (A)	Min	Max (B)	Min		Max (D)	Min	LW (E)			
MBA301	Business Policy and Strategic Analysis	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA302	Decision Support System & Management Information System	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0303a To 0303c	Specialization I - Paper 1 <sup>st</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0304a To 0304c	Specialization I - Paper 2 <sup>nd</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0303a To 0303p	Specialization II - Paper 1 <sup>st</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0304a To 0304p	Specialization II - Paper 2 <sup>nd</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA305	Comprehensive & STP Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100	
	Total					480	-	120	-	600	100	-	-	100	700	

Minimum Pass Marks: 40% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

### Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05



# Swami Vivekanand University, Sagar (M.P.)

## Scheme of Examination



Faculty of Management

Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Semester/Year – 3<sup>rd</sup> Sem

### The list of Specialization of MBA III Semester(Dual Specialization)

**Major: MARKETING MANAGEMENT**

- 303 (a): Consumer Behaviour
- 304 (a): Advertising Management

**Major: FINANCIAL MANAGEMENT**

- 303 (b): Security Analysis and Investment Management
- 304 (b): Working Capital Management

**Major: HUMAN RESOURCE MANAGEMENT**

- 303 (c): Management of Industrial Relations
- 304 (c): Management Training and Development

**Major: HOSPITAL MANAGEMENT**

- 303 (d): Hospital Management
- 304 (d): Clinical and Support Services

**Major: MATERIAL MANAGEMENT**

- 303 (e): Inventory Management
- 304 (e): Logistics Management

**Major: MEDIA MANAGEMENT**

- 303 (f): Theories of Communication & Mass Media Management
- 304 (f): Research Methodology & Media Research

**Major: TOURISM, TRAVEL AND HOSPITALITY MANAGEMENT**

- 303 (g): Introduction to Hospitality Management
- 304 (g): Hospitality Law

**Major: ENTREPRENEURSHIP DEVELOPMENT MANAGEMENT**

- 303 (h): Entrepreneurship Development
- 304 (h): Financial Entrepreneurship

**Major: RURAL MANAGEMENT**

- 303 (i): Rural Development
- 304 (i): Rural Economics

**Major: BANKING AND FINANCIAL SERVICES MANAGEMENT**

- 303 (j): Management of Banking and Insurance Institutions
- 304 (j): Financial Planning and Wealth Management

**Major: IT & SYSTEM MANAGEMENT**

- 303 (k): IT Enabled Services Ethics & Management
- 304 (k): Course: E-Commerce and Governance

**Major: DISASTER MANAGEMENT**

- 303 (l): Disaster Preparedness
- 304 (l): Introduction & Dimensions of Natural & Anthropogenic Disasters

**Major: OPERATION MANAGEMENT**

- 303 (m): Production Planning and Control
- 304 (m): Work Study and Productivity

**Major: ENVIRONMENTAL MANAGEMENT**

- 303 (n): Natural Resources & Management
- 304 (n): Environmental Safety, Health and Management

**Major: RETAIL MANAGEMENT**

- 303 (o): Retail Concepts and Practices
- 304 (o): Marketing Concepts in Retail Management

**Major: INSURANCE AND RISK MANAGEMENT**

- 303 (p): Risk Management and Insurance
- 304 (p): Insurance Law and Regulation



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### Business Policy and Strategic Analysis

Subject Code - MBA 301

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content

**Unit – I** Business Policy as a field of Study: General Management Point of View; Vision; Mission, Objectives and Policies;

**Unit – II** Environmental Analysis and Internal Analysis; SWOT Analysis;

**Unit–III** Tools and Techniques for Strategic Analysis; Impact Matrix; The Experience Curve; BCG Matrix; GEC Model;

**Unit – IV** Industry Analysis; Concept of Value Chain; Strategic Profile of a Firm;

**Unit – V** Framework for Analysing Competition; Competitive Advantage of a Firm.

#### SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers) 4 out of 8

4 x 8 = 32 Marks

Sec B: (Essay type & case) 3 out of 5

3 x 16 = 48 Marks

#### SUGGESTED READINGS:

1. Ansoff, H Igor, Implanting Strategic Management Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984
2. Budhiraja; S B and Athereya, M B. Cases in Strategic Management New Delhi, Tata McGraw Hill, 1996
3. Christensen, C. R. etc. Business Policy; Text and Cases, 6<sup>th</sup> ed., Homewood Illinois, Richard D.Irwin, 1987
4. Glueck, William F. Strategic Management and Business Policy, 3<sup>rd</sup> ed New York, McGraw Hill, 1988
5. Hax, A C and Majluf, NS. Strategic Management Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984
6. Hamel, G and Prahalad, C. K. Competing for the Future Boston, Harvard Business School Press, 1994
7. Peters, Tom. Business School in a Box New York, Macmillan, 1995.
8. S. Lomesh & P.K.Mishra, Business Policy & Strategic Management, Vikas Pub. House.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**Decision Support Systems and Management Information System**

**Subject Code - MBA 302**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content**

- Unit – I** Management Information System: basics; System Concepts; System entropy; Subsystems - basics, decomposition/simplification; System types; Value of Information.
- Unit– II** Frame works-major trends and applications of information technology; System Analysis & Design: Systems Development Methodologies - SDLC & Prototype approach, Case Study.
- Unit– III** Managerial Decision Making : Decision basics; Decision types; Certainty, Uncertainty, risk taking, Decision making process; Problem solving techniques; DSS Overview,
- Unit– IV** DSS - relevance/scope/characteristics/capabilities/components; DSS v/s MIS; DBMS : Sources of data - data file/database environment; Data models - relevance of relational, Data base design in DSS.
- Unit– V** Dialog generation system : User interface - graphics, menus, forms; DSS generators; DSS development: steps in designing/identification of decision, Building of DSS/ implementation/performance testing.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks

Sec B: (Essay type & case) 3 out of 5

$3 \times 16 = 48$  Marks

**SUGGESTED READINGS :**

1. Keen, Peter G. W. : Decision Support System an Organisational Perspective Addison- Wesley Pub.
2. Theierauff, Robert J. Decision Support System for- effective planning - Prentice Hall-1982
3. Krober, Donald W., and Hugh. J. Watson Computer Based Information System New York, 1984
4. Davis L, Michael W. A management approach- Macmillan Publishing Company, Prentice Hall, New Jersey, 1988
5. Andrew P. Decision Support System Engineering Sage, John Wiley & Sons, New York, 1991
6. Leod, Raymond Me JR Management information systems - Macmillan Publishing Company, New York - 5th Edition- 1993
7. Turban, Efrain Decision Support & Expert Systems - Management Perspective Macmillan Publishing Company, New York, 1988



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**MARKETING MANAGEMENT**

**Consumer Behaviour**

**Subject Code - MBA 303 (a)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Course Contents:**

- Unit – I** Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision- Making.
- Unit – II** Information Search Process; Evaluative Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer Perception.
- Unit – III** Consumer Attitude Change; Influence of Personality and Self Concept on Buying Behaviour;
- Unit – IV** Psychographics and Lifestyle; Reference Group Influence; Diffusion of Innovation and Opinion Leadership Family Decision-Making.
- Unit – V** Industrial Buying Behaviour; Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer Behaviour Studies in India.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

- |                                       |                   |
|---------------------------------------|-------------------|
| Sec A: (Short Answers) 4 out of 8     | 4 x 8 = 32 Marks  |
| Sec B: (Essay type & case) 3 out of 5 | 3 x 16 = 48 Marks |

**SUGGESTED READINGS:**

1. Assael, H. Consumer Behaviour and Marketing Action, Ohio, South Western, 1995.
2. Engle, J F. etc. Consumer Behaviour, Chicago, Dryden Press, 1993.
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1989.
4. Hawkins, D I. Etc. Consumer Behaviour; Implications for Marketing Strategy, Texas, Business 1995.
5. Mowen, John C. Consumer Behaviour, New York, MacMillan, 1993.
6. Schiffman, L G and Kanuk, L L. Consumer Behaviour, New Delhi, Prentice Hall of India, 1994.





(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**MARKETING MANAGEMENT**

**Advertising management**

**Subject Code - MBA 304(a)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Course Contents:**

- Unit-I** Advertising's Role in the Marketing Process; Legal Ethical and Social Aspects of Advertising; Process of Communication - Wilbur Schramm's Model, Two Step Flow of Communication.
- Unit – II** Theory of Cognitive Dissonance and Clues of Advertising Strategists: Stimulation of Primary and Selective Demand – Objective Setting and Market Positioning; Dagmar Approach - Determination of Target Audience.
- Unit-III** Building of Advertising Programme - Message, Headlines, Copy, Logo, Illustration, Appeal, Layout; Campaign Planning; Media Planning; Budgeting.
- Unit - IV** Evaluation - Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organisation - Selection Compensation and Appraisal of an Agency; Electronic Media Buying. Advertising campaign.
- Unit – V** Advertising V/s Consumer behaviour; Sales Promotion - Role of Creative Strategies. Advertising - Retail, National, Cooperative, Political, International, Public Service Advertising.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers) 4 out of 8

4 x 8 = 32 Marks

Sec B: (Essay type & case) 3 out of 5

3 x 16 = 48 Marks

**SUGGESTED READINGS :**

1. Aaker, David A. etc. Advertising Management, 4<sup>th</sup> ed. New Delhi, prentice Hall of India, 1985.
2. Belch, George E. and Belch, Michael A. Introduction to Advertising and Promotion 3<sup>rd</sup> ed. Chicago, Irwin, 1995.
3. Borden, William H. Advertising New York, John Wiley, 1981.
4. Hard, Norman the practice Oxford, Butterworth Heinemann, 1995
5. Kleppner, Otto. Advertising procedure. New Englewood Cliffs, New Jersey, Prentice Hall Inc., 1986
6. Ogilvy, David Ogilvy on Advertising London, Longman, 1983.
7. Sengupta, Subroto, Brand Positioning, Strategies for Competitive Advantages, New Delhi, Tata cGraw Hill, 1990.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**FINANCIAL MANAGEMENT**

**Security Analysis and Investment Management**

**Subject Code - MBA 303(b)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Course Contents:**

- Unit-I** Investment - Return and Risk; Operations of Indian Stock Market; New Issue Market; Listing of Securities; Cost of Investing in Securities.
- Unit-II** Mechanics of Investing; Markets and Brokers; Investment Companies; Market Indices and Return
- Unit-III** Security Credit Ratings; Objectives of Security Analysis; Investment Alternatives; Valuation Theories of Fixed and Variable income Securities; The Return to Risk and the Investment Decision.
- Unit-IV** Government Securities; Non-Security Forms of Investment; Real Estate Investment; Investment Instruments of the Money Market.
- Unit – V** Stock Market Analysis - Fundamental and Technical Approach, Efficient Market Theory; Recent Developments in the Indian Stock Market.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks

Sec B: (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks

**SUGGESTED READINGS:**

1. Amling, Frederic. Investment, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1983
2. Bhalla, V K Investment Management: Security Analysis and Portfolio Management., 8<sup>th</sup> ed. New Delhi, S Chand, 2001
3. Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management. 6<sup>th</sup> ed. New Delhi Prentice Hall of India, 1995
4. Fuller, Russell J. and Farrell, James L. Modern investment and Security Analysis. New York, McGrawHill, 1993.
5. Haugen, Robert H. modern Investment Theory. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1987
6. Huang, Stanley S C and Randall, Maury R. Investment Analysis and Management. London, Allyn and Bacon, London, 1987
7. Sharpe, William F. etc Investment. New Delhi, Prentice Hall of India, 1997



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**FINANCIAL MANAGEMENT**

**Working Capital Management**

**Subject Code - MBA 304(b)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Course Contents:**

**Unit–I** Principles of Working Capital Management: Concept and Importance of Working Capital, types of working capital, Determinants of working capital, principles of working capital management policy, estimating working capital requirement.

**Unit–II** Accounts receivables management: meaning, cost of maintain receivables, factors influencing size of receivables. Formation and Execution of Credit Policy (credit standard, credit period, cash discount, collection efforts).

**Unit–III** Management of Cash-Motives of holding cash, Managing cash flow, Cash Management Models, Investment of Surplus Funds, Calculating operating cycle.

**Unit–IV** Inventory Management: Meaning and Nature of Inventory, Purpose and Benefits of Holding Inventory, Inventory Management Techniques- Determining Stock Levels and safety stocks, EOQ, VED, and ABC Analysis, Just In Time Inventory, Classification & Codification and valuation of Inventories.

**Unit – V** Working Capital Financing: sources of working capital finance, determining the working capital financing Mix, New Trends in Financing of Working Capital by Banks.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

**SUGGESTED READINGS:**

1. Bhalla, V K Working Capital Management: Text and Cases, New Delhi, Anmol Publication (P) Ltd.
2. Bhattacharya Hrishikesh, “Working Capital Management- Strategies and Techniques”, Second Edition, Phi Learning Pvt. Ltd.
3. Mishra Anil, Rangaranjan, Krish, “Working Capital Management”, First Edition, Excel Books.
4. Pandey I.M., “Financial Management”, Ninth Edition, Vikas Publishing House.
5. Jain P.K., Khan M.Y., “Financial Management”, Fifth Edition, Tata McGraw Hill Publications, New Delhi
6. James C. Van Horne “Financial Management & Policy”, Twelfth Edition, Prentice Hall.
7. Chandra Prasanna, “Financial Management-Theory & Practice”, Ninth Edition, Tata McGraw Hill.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**HUMAN RESOURCE MANAGEMENT**

**Management of Industrial Relations**

**Subject Code - MBA 303(c)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**COURSE CONTENTS :**

**Unit – I** Industrial Relations Perspectives; Industrial Relations and The Emerging Socio Economic Scenario; Industrial Relations and the State.

**Unit – II** Legal Framework of Industrial Relations; Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and The Management.

**Unit–III** Discipline and Grievance Management; Negotiation and Collective Settlements.

**Unit–IV** Participative management and Co-ownership; Productive Bargaining and Gain Sharing.

**Unit–V** Employee empowerment and Quality Management; Industrial Relations and Technological Change.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks

Sec B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks

**SUGGESTED READINGS:**

1. Kochan, T.A. & Katz Henry, 'Collective Bargaining and Industrial Relations', 2<sup>nd</sup> ed. Homewood, Illinois, Richard D Irish, 1988
2. Mamkoottam, K, 'Trade Unionism, Myth and Reality', New Delhi, Oxford University Press, 1982
3. Niland J R etc. 'The Future of Industrial Relations', New Delhi, Sage, 1994.
4. Papola, T S & Rodgers, G. 'Labour Institutions and Economic Development in India', Geneva, ILO, 1992
5. Ramaswamy, E A, "The Rayon Spinners The Strategic Management of Industrial Relations', New Delhi, Oxford University Press, 1994
6. Virmani, B. R., 'Participative Management vs. Collective Bargaining', New Delhi, Vision Books, 1988.
7. Webb. Sidney & Webb., Beatrice, 'Industrial Democracy', Melbourne, Longman, 1987



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**HUMAN RESOURCE MANAGEMENT**

**Management Training and Development**

**Subject Code - MBA 304(c)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Course Contents:**

**Unit – I** Training Process -an overview; Role, Responsibilities and Challenges to Training Managers.

**Unit – II** Organization and Management of Training Function; Training Needs Assessment and Action Research.

**Unit–III** Instructional Objectives and Lesson Planning; Learning Process; Training Climate and Pedagogy.

**Unit – IV** Developing Training Modules; Training Methods and Techniques; Facilities Planning and Training Aids; Training Communication.

**Unit– V** Training Evaluation; Training and Development in India.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers) 4 out of 8

4 x 8 = 32 Marks

Sec B: (Essay type & case) 3 out of 5

3 x 16 = 48 Marks

**SUGGESTED READINGS :**

1. Beunet, Roger ed., 'Improving Training Effectiveness', Aldershot, Gower, 1988
2. Buckley R & Caple. Jim. 'The Theory & Practice of Training'. London, Kogan & Page, 1995
3. Lynton, R Pareek, U., 'Training for Development'. 2<sup>nd</sup> ed. New Delhi, Vistaar, 1990
4. Pepper, Allan D., 'Managing the Training and Development Function'. Aldershot, Gower, 1984
5. Rae, L., 'How to Measure Training Effectiveness', Aldershot, Gower, 1986
6. Reid, M A etc., 'Training Interventions: Managing Employee Development'. 3<sup>rd</sup> ed. London, IPM, 1992
7. Senge, P., 'The Fifth Discipline: The Art and Practice of the Learning Organization'. London, Century, 1992



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### HOSPITAL MANAGEMENT

#### Hospital Management

**Subject Code - MBA 0303(d)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### Course Contents:

- Unit – I** Hospital as a system: Definition of hospital – classification of hospitals – changing role of hospitals – role of hospital administrator – hospital as a system – hospital & community.
- Unit – II** Planning: Principles of planning – regionalization - hospital planning team – planning process –size of the hospital – site selection –
- Unit – III** Hospital architect – architect report – equipping a hospital –interiors & graphics – construction & commissioning– planning for preventing injuries – electrical safety
- Unit – IV** Technical analysis: Assessment of the demand and need for hospital services – factors influencing hospital utilization – bed planning – land requirements – project cost – space requirements – hospital drawings & documents-preparing project report.
- Unit – V** Facilities planning: Transport – Communication – Food services – Mortuary – Information system – Minor facilities – others.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### Suggested reading:

- 1.Designing for total Quality in Health Care - G.D.K
- 2.Modern Trends in Planning and Designing of hospital  
S– Gupta S.K.SunilKant Chandra Shekhar.R Satpathy
3. Hospital and Nursing Homes Planning, Organisations & Management - Syed Amin Tabish
4. Hospitals, Facilities Planning and Management -G.D.Kunders



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **HOSPITAL MANAGEMENT**

### **Clinical & Support Services**

**Subject Code - MBA 0304(d)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### **Course Contents:**

- Unit – I** Introduction to Hospital services: Meaning and scope of patient care services – significance of patient care – role of administration in patient care – classification of Hospitals. Total quality Management: Concept of quality – Quality control and assurance – ISO 9000 standards – TQM .
- Unit – II** Clinical services: Outpatient services – Inpatient services – Accident and Emergency services – Billing services, Laboratory services -Blood bank services, Rehabilitation services.
- Unit – III** Nutrition and Dietary services – Pharmacy services – Medical Records services. Facilities Engineering – Maintenance of Civil Assets – Electrical supply and Water supply – Medical gas pipeline.
- Unit – IV** Plumbing and Sanitation – Air conditioning system – Hot water and Steam supply – Communication Systems – Need and scope of Biomedical engineering departments in modern hospitals.
- Unit – V** Disaster management – Fire hazards – Engineering Hazards – Radiological hazards.- Outsourcing of Support services –few case studies. Ambulance services – Mortuary services – Hospital security services.

#### **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80)= 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### **Suggested reading for Clinical & Support Services:**

1. Hospital and facilities planning and Design - G.D.Kunders
2. Hand Book of Bio-Medical Engineering - Jacob Kline
3. Clinical Engineering Principles and Practices - Webster J.G and Albert M. Cook
4. Maintenance Planning and Control - Antony Kelly





(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### MATERIAL MANAGEMENT

#### Inventory Management

**Subject Code - MBA 0303(e)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### Course Contents:

- Unit – I** Meaning and definition of inventory management. Nature of inventory management. Importance of inventory management. Scope of inventory management. Types of inventory. Need & Types of inventory. Functions and responsibilities of inventory management. Cost of inventory, Inventory control .types of inventory control .selective inventory control. Economic inventory control. Safety inventory control. Objectives of inventory management
- Unit – II** Inventory management system. Forecasting technique .importance of forecasting. Material requirement planning. Inventory models-Fixed Order Versus Fixed Interval, Developing Special Quantity Discount Models , Economic Lot Size when Stock Replenishment I instantaneous
- Unit – III** Material Requirement Planning Systems (MRP): Meaning, purpose and advantage of MRP, Data Requirements and Management – Files and Database –Updating Inventory Records – Bill of Materials, types of BOM, Modular BOM
- Unit – IV** Master Production Schedules – meaning, objectives process. Managing MPS inventory records, lot sizing, process of MRP, and output of MRP. Introduction to MRPII systems. Using Distribution Resource Planning to manage inventories in multiple locations.
- Unit – V** Make Or Buy Decisions: Concept of outsourcing, Factors influencing Make Or Buy Decisions, Trends in Make Or Buy Decisions in context of core competency. Management In it Environment: Zero inventory concept, Performance: Evaluation of Performance Of Materials Function – Criteria and methodology of evaluation.

#### SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80)= 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### Suggested reading:

1. Production & Inventory Management, Arnoldo C. Hax,
2. Inventory Control, Love, Stephen F. Mcgraw Hill





**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **MATERIAL MANAGEMENT**

### **Logistics Management**

**Subject Code - MBA 0304(e)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### **Course Contents:**

- Unit – I** Introduction to logistics Management – Significance of logistics – The Total distribution concepts – Integrated Logistics, Concept of Logistics, The Economics Of logistics.
- Unit – II** Store Organisation, Store locations, Building and Layout.
- Unit – III** Role of IT in Warehousing and physical Distribution, Distribution Warehousing.
- Unit – IV** Material Identification Systems, Robots In Manpower management and Control, Quality Assurance.
- Unit – V** Logistics in International Trade, Third Party Logistics, Developing Customer Service Strategic and Customer Service Logistic.

#### **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### **Suggested reading:**

1. Handbook of Logistics and Distribution Management – John Gattorna
2. Logistics Management – P. Fawcett, R. McLeish and I Ogden
3. Strategic Logistics Management – D.M. Lambert & J R Stock, Richard D Irwin Inc



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**MEDIA MANAGEMENT**

**Theories of Communication & Mass Media Management**

**Subject Code - MBA 0303(f)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

**Course Contents:**

- Unit – I** Communication: Meaning & Concepts Elements of Communication, Functions, Need, Process and Barriers of Communication, Kinds of Communication, Variables of communication
- Unit – II** Mass Communication: characteristics of print, radio, television, film. Mass theory – Society – Magic bullet theory – Theories of selectivity. Introduction to Newspaper, Magazine & Book Industry.
- Unit – III** Introduction to Radio & Television Industry, Reach & Access. New Media- Net, Mobile, Social Networking sites, Participatory Communication Technology
- Unit – IV** TV & Satellite Communication,. Elements of TV, Picture tubes & Camera Tubes, Television broadcasting and receivers, Introduction to modern T.V. Systems ,Satellite Communication Introduction , Orbital Mechanism and Launching of Satellite, Space Craft, Satellite Channel and link Design, Earth Station Technology
- Unit – V** Basic models of communication: Shannon & Weaver – Lasswell – Berlo., Advanced models of communication – two step flow of communication, Rogers and Shoemakers model of communication. Gate keeping models – White’s model, Galtung and Ruge model of selective gate keeping

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

**Suggested reading:**

1. Pratt T & Bostian C.W: Satellite Telecommunication. Wiley& Sons. 1986.
2. Roddy D: Satellite Communication .Prentice Hall. 1989.
3. Dhake/ Modarm Television & Video Engineering /TMH.
4. R.R.Gulati/ Colour Television:Principles &Practice/New Age.



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### MEDIA MANAGEMENT

#### Research Methodology & Media Research

**Subject Code - MBA 0304(f)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### Course Contents:

- Unit – I** Introduction: Definition of Research, Qualities of Researcher, Components of Research Problem, Various Steps in Scientific Research, Types of Research; Hypotheses Research Purposes - Research Design - Survey Research - Case Study Research.
- Unit – II** Data Base: Discussion on primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Tabulation of data and general rules of tabulation. Questionnaire and schedule of questions.
- Unit – III** Measurement concepts: Measurement and Scaling concepts, attitude measurement, questionnaire design, Psychometric, psychological and social instruments used in management research. Levels of measurement and types of scales.
- Unit – IV** Criteria for good measurement. Research Design: Meaning of Research Design. Functions and goals of Research Design, pilot study and developing a case study.
- Unit – V** Research Reports: Structure and Components of Research Report, Types of Report, Good Research Report, Pictures and Graphs, Introduction to SPSS. Use of Statistical Package for Social Sciences, report writing - Mechanics of report writing, preliminary pages, main body and appendices including bibliography, oral presentation, diagrammatic and graphical presentation of data.

#### SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### Suggested reading:

1. Pratt T & Bostian C.W: Satellite Telecommunication. Wiley& Sons. 1986.
2. Roddy D: Satellite Communication .Prentice Hall. 1989.
3. Dhake/ Modarm Television & Video Engineering /TMH.
4. R.R.Gulati/ Colour Television:Principles &Practice/New Age.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **TOURISM, TRAVEL AND HOSPITALITY MANAGEMENT**

### **Introduction to Hospitality Management**

**Subject Code - MBA 0303(g)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### **Course Contents:**

- Unit – I**      **EVOLUTION OF HOTEL INDUSTRY:** Definition of Hotel, Various stages of growth, trends, Classification of Hotels, Relationship between Hotel and Travel Industry.
- Unit – II**      **HOTEL AND ITS FUNCTIONS :** Food production – hierarchy and functions, Food and beverage service – hierarchy, functions and outlets, Front Office & Lobby – Hierarchy, functions and various activities, Housekeeping – hierarchy, importance, various activities and cleaning procedure.
- Unit – III**      **PERSONNEL AND FINANCIAL MANAGEMENT:** Personnel Management – Development & policies, Recruitment, Selection and Induction, Importance of training, Financial management – definition and scope, Application of management accounting, Investment and operational decisions.
- Unit – IV**      **THE PRINCIPLES OF HOSPITALITY MANAGEMENT:** Planning in organization, Characteristics of control system, Element of leading and directing
- Unit – V**      **The environment. Conceptual Framework** ,Tourism: definition, meaning, nature and scope, Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation, Leisure, recreation and tourism and their Interrelationship, Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism, Components and elements of tourism: Intermediaries and suppliers, The tourism system, Types and typologies of tourism, Approaches to study tourism

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### **Suggested reading:**

1. Tourism and Hospitality industry – Fridgen
2. Hotels for Tourism Development - Dr. Jagmohan Negi



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **TOURISM, TRAVEL AND HOSPITALITY MANAGEMENT**

### **Hospitality Law**

**Subject Code - MBA 0304(g)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### **Course Contents:**

- Unit – I** Basic Legal Principles Governing Hospitality Operations - The Common Law Basis for Laws Governing the Hotelkeeper - The Hotelkeeper and the Law of Contracts
- Unit – II** The Hotelkeeper and the Laws of Torts and Negligence - The Hotel's Duty to Receive Guests and Its Right to Refuse Guests – The Hotel's Duty to Protect Guests
- Unit – III** The Hotel's Right to Evict a Guest, Tenant, Restaurant Patron, or Others – The Guest's Right to Privacy – The Hotel's Liability Regarding Guests' Property – Maintenance of Guest Registers
- Unit – IV** Frauds Committed Against Hotels and Crimes of Trespass - Other Laws Relating to Food Service - Wage and Hour Laws Applicable to Hotel Employees
- Unit – V** Consumer Protection Laws Affecting Hotels - Public Health and Safety Requirements

#### **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### **Suggested reading:**

1. Pratt T & Bostian C.W: Satellite Telecommunication. Wiley& Sons. 1986.
2. Roddy D: Satellite Communication .Prentice Hall. 1989.
3. Dhake/ Modarm Television & Video Engineering /TMH.
4. R.R.Gulati/ Colour Television:Principles &Practice/New Age.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **ENTREPRENEURSHIP DEVELOPMENT MANAGEMENT**

### **Entrepreneurship Development**

**Subject Code - MBA 0303(h)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### **Course Contents:**

- Unit – I Entrepreneurship: Concept and Function:** Entrepreneurship- Concepts, Functions, Need and Importance, Myths about Entrepreneurship, Pros and Cons of Entrepreneurship, Process of Entrepreneurship
- Unit – II An Entrepreneur** Types of Entrepreneurs, Competencies and Characteristics; Ethical Entrepreneurship, Entrepreneurial Value: Values, Attitudes and Motivation, Mind-set of an Employee and an Entrepreneur- Difference, Entrepreneur: Importance in Any Organization
- Unit – III Entrepreneurial Journey** Self-Assessment of Qualities, Skills, Resources and Dreams, Generation of Ideas, Feasibility Study, Opportunity Assessment, Business Plan Preparation, Execution of Business Plan
- Unit – IV Entrepreneurship as Innovation and Problem Solving** Entrepreneurs- As problem solvers, Innovations and Entrepreneurial Ventures, Social Entrepreneurship-Concept and Importance
- Unit – V Risk taking** -Concept ; types of business risks, The role of technology/ social media in creating new forms of firms, organizations, networks and cooperative clusters, Barriers to Entrepreneurship, Support structure for promoting entrepreneurship (various government schemes)

#### **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### **Suggested reading:**

1. Project Management - K. Nagarajan
2. Dynamics of Entrepreneurship Development - Vasant Desai
3. Entrepreneurship Development - Dr. P.C. Shejwalkar
4. Business Gurus Speak - S.N. Chary.



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### ENTREPRENEURSHIP DEVELOPMENT MANAGEMENT

#### Financial Entrepreneurship

Subject Code - MBA 0304(h)

Max. Marks : 80

Min. Pass Marks : 32

#### Course Contents:

- Unit – I** Entrepreneurship: Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship.
- Unit – II** Starting the venture: generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.
- Unit – III** Functional plans: marketing plan – marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan – form of ownership, designing organization structure, job design, manpower planning.
- Unit – IV** Financial plan – cash budget, working capital, Performance income statement Performance cash flow, performance balance sheet, break even analysis.
- Unit – V** Sources of finance: debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trademarks, copy rights, trade secrets, licensing; franchising.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### Suggested reading:

1. Hisrich, Robert D., Michael Peters and Dean Shepherded, Entrepreneurship, Tata McGraw Hill, ND
2. Barringer, Brace R., and R., Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA).
3. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Book, New Delhi.





(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### RURAL MANAGEMENT

#### Rural Development

Subject Code - MBA 0303(i)

Max. Marks : 80

Min. Pass Marks : 32

#### Course Contents:

- Unit – I** Rural Business and its critical features; Identification of needs of rural producer organization, enterprises, projects and its people; the rural social and political scenario. Features of structure dynamics and changes of rural society and polity in India in post-independence period.
- Unit – II** Overview of the rural resources-land, soil, climate, water and forests; Overview of the production system containing agriculture, horticulture, seri-culture, forestry, animal husbandry and dairying, fisheries, non-farm activities. Concept, processes and relationship among agro climate and natural resources, production system and livelihood of rural people.
- Unit – III** Managing co-operatives, emergence, endurance and growth of co-operatives; Leadership issues in co- operatives, evolution of co-operative technologies; Co-operative principles; Issues in establishing agricultural co-operatives, democratic governance in co-operatives; co-operative principles and economic rationality; Anand pattern of co-operative-federal structure, causes of sickness, leadership issues and managing boards.
- Unit – IV** Economic Theory of co-operatives, agency theory, theory of contracts, transaction cost economics, game theory and their reciprocity, welfare economics and their co-operatives.
- Unit – V** Concept, measures and determinants of rural development; Critique of major rural development approach and strategies; growth v/s equity oriented approach; area vs group based approach; top down v/s participatory and people oriented approach to development planning; Contemporary growth and poverty alleviation program; different interventions for rural social and infrastructure development;

#### SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### Suggested reading

1. Jonathan Reuvid, Guide to Rural Business (Kogan Page)
2. Deu S. Mahendra and Basu K.S. - Economic and Social Development (Academic Foundation)





(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### RURAL MANAGEMENT

#### Rural Economics

**Subject Code - MBA 0304(i)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### Course Contents:

- Unit – I** Agriculture and economic development: Nature and scope of rural economics, Role of agriculture in economic development, interdependence between agriculture and industry, Livestock economics- Livestock resources and their productivity, White revolution, Development of agro based industries.
- Unit – II** Use of land, water and energy; Rural transport, Communication, banking, rural social infrastructure-education and health and information dissemination.  
Agricultural Production- Resources used and efficiency, Production function analysis in agriculture.
- Unit – III** Size of farm and laws of returns- Theoretical and empirical findings, Farm budgeting and cost concepts, resource use efficiency in traditional agriculture, Technical change, Labour absorption and gender issues in agricultural services.
- Unit – IV** Rural labour supply, Interlocking of factor market, Mobility of labour and segmentation in labour markets, marginalization of rural labour, Nature, Extent and trends of rural unemployment, Agricultural wages in India, Male-Female wage differences, non-agricultural rural unemployment- Trends and determinants.
- Unit – V** Role of capital and rural credit, Organized and unorganized capital market, Rural savings and capital formation, Characteristics and sources of rural credits- institutional and non-institutional, Reorganization of rural credit- cooperatives, commercial banks, Regional rural banks, role of NABARD.

#### SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### Suggested reading:

1. Bhaduri A- The Economic Structure of Backward Agriculture (Macmillian, Delhi)
2. Bilgram S.A.R- Agricultural Economics (Himalyan Publishing House, New Delhi)



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **BANKING AND FINANCIAL SERVICES MANAGEMENT**

### **Management of Banking and Insurance Institutions**

**Subject Code - MBA 0303(j)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### **Course Contents:**

- Unit – I** Commercial Banking, Banking Operations, Regulatory and Legal Framework, Commercial Bank's Financial Statements and Analysis, Other Lending Institutions.
- Unit – II** Marketing and Distributions channels Risk Management, NPA Management, Asset Liability Management, Managing Credit, and Liquidity & Interest rate risk, Managing Risk with loan sales and Securitization.
- Unit – III** Commercial Banking, RBI, Regional Rural banks, Cooperative Credit, Development Banking, Investment Banking, Plastic Money, Modern Banking, Bancassurance.
- Unit – IV** Principle of insurance-Meaning & Nature of insurance, types of insurance, regulatory framework of insurance sector in India. Insurance companies in India-LIC-working and operations, GIC-working and operations, Insurance sector reforms.
- Unit – V** Insolvencies, Solvency Rating and Solvency Regulations, Insurance Pricing, Commercial Insurance Contracts, Automobile Insurance, Life Insurance and Annuities, Retirement Plans, Social security.

#### **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### **Suggested reading:**

1. Iyenger, V. 2008. Introduction to Banking. Excel Books, New Delhi.
2. Vaughan. 2008. Fundamentals of Risk Insurance. Wiley India Pvt Ltd. 9 Ed.



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**BANKING AND FINANCIAL SERVICES MANAGEMENT**

**Financial Planning and Wealth Management**

**Subject Code - MBA 0304(j)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

**Course Contents:**

- Unit – I** Financial Planning Overview-define personal financial planning, wealth management, Financial Planning Process, Concepts in economics and Finance.
- Unit – II** Insurance Pricing and Premium- Risk Analysis, methods of handling Risk, Regulatory framework, Types of Insurance products.
- Unit – III** Retirement Planning-employee benefits and superannuation benefits, Process, Provident funds and pension schemes, Regulations.
- Unit – IV** Investment Planning-fixed income instruments, Mutual Fund products, equity market, derivatives, commodities, real estate and other investment. Wealth management-process, Role of wealth Manager, cases on wealth management.
- Unit – V** Taxation Planning-Indian tax system, Indian Direct Tax Structure, Tax compliance matters, Estate Planning-Overview, process, methods.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

**Suggested reading:**

1. Introduction to financial Planning, 2<sup>nd</sup> edn., 2007 M/s. Taxmann Publication Pvt. Ltd.
2. Wealth Management, The new Business model. By major suresh goel (Rtd) Global India Publication PVT Ltd., New Delhi 110002



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**IT & SYSTEM MANAGEMENT**

**IT Enabled Services ethics & Management**

**Subject Code - MBA 0303(k)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

**Course Contents:**

**Unit I: Business Strategy: Challenges and Opportunities for IT**

Business Strategy: Challenges and Opportunities in the Globalized, Interconnected, Convergent World, Establish Principles before Practice, IT Strategy, Application Strategy, Technology Strategy for IT, IT Management Strategy, Developing IT Strategy for Competitive Advantage, Stages of IT Strategy Development and Implementation, Challenges of IT and Business Strategy Alignment, Inhibitors of Business and IT Strategy Alignment, Three-D Framework for Business and IT Strategy Alignment

**Unit II: Strategic IT Planning**

Business Implications for IT Strategic and Planning, Strategic IT Planning Motivations, SITP

Process: Prevalent Planning Approaches, Difficulties in Developing and Executing SITP, Best

Practices for Achieving Good SITP, SITP Approaches: Prevalent Researches, Defining EITA,

Contents of a Typical Enterprise IT Architecture, Standard for Enterprise IT Architecture,

Technology Management strategy Framework, Prevalent Technology Reference Architectures

Framework and Standards, Program Management, Benefits of PMO, Desired Qualities of a

Program Office Manager, Maturity of PMO, Implementation of PMO Strategy, Measuring PMO

Performance, Success Factors for PMO, Project Scope Management, PMO Dashboard and

Reporting

**Unit III: IT Service Management Strategy**

Information Technology Infrastructure Library (ITIL), ITIL Overview, ITIL Service Support

Processes, Incident Management, Problem Management, Service Delivery, Service Level

Management, Financial Management, Capacity Management, IT Service Continuity

Management (ITSCM), Availability Management, Imperatives for Outsourcing, IT Management

Layers, Variants of Outsourcing, Business Process Outsourcing, In sourcing.

#### **Unit IV : Copyright and IPR**

Understanding the concepts of Copyright, Intellectual Property Law, Patents, Indian Standards Institution and its role Indian copyright law of 1957 and its most important amendment from a software viewpoint, Understanding Intellectual property, Caution with Internet , Email Etiquette, Spamming. Broadcasting.

#### **Unit V : IT ethics**

Theoretical basis of Computer Ethics, defining Computer Ethics, computer professional's behavior, and social conduct, ease of misuse, do and don'ts with proprietary data, Understanding computer crime, Social Networking, Understanding Software Compliance, Software Piracy, Understanding Professional Responsibility

#### **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### **SUGGESTED READING:**

1. IT strategy and Management by Sanjiva Shankar Dubey, PHI
2. Marketing of Information Technology, by K.Venkatesh, TMH



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **IT & SYSTEM MANAGEMENT**

**Course: E-Commerce and Governance**

**Subject Code - MBA 0304(k)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

### **Course Contents:**

**Unit I:** Introduction to e-commerce: History of e-commerce, e-business models B2B, B2C, C2C, C2B, legal; environment of e-commerce, ethical issues, electronic data interchange, value chain and supply chain, advantages and disadvantages of e-commerce.

**Unit II:** Electronic Payment Systems: Credit cards, debit cards, smart cards, e-credit accounts, e-money, Marketing on the web, marketing strategies, advertising on the web, customer service and support, introduction to m-commerce, case study: e-commerce in passenger air transport.

**Unit III:** E-Government, theoretical background of e-governance, issues in e-governance applications, evolution of e-governance, its scope and content, benefits and reasons for the introduction of e-governance,

e-governance models- broadcasting, critical flow, comparative analysis, mobilization and lobbying, interactive services / G2C2G.

**Unit IV:** E-readiness, e-government readiness, E- Framework, step & issues, application of data

warehousing and data mining in e-government, Case studies: NICNET-role of nation wide networking in egovernance, e-seva.

**Unit V:** E-Government systems security: Challenges and approach to e-government security, security concern in e-commerce, security for server computers, communication channel security, security for client computers.

### **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

### **SUGGESTED READING:**

1. Gary P. Schneider, "E-commerce", Cengage Learning India.
2. C.S.R. Prabhu, "E-governance: concept and case study", PHI Learning Private Limited.



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### DISASTER MANAGEMENT

#### Disaster Preparedness

Subject Code - MBA 0303(I)

Max. Marks : 80

Min. Pass Marks : 32

#### Course Contents:

- Unit – I** Introduction to disaster Preparedness, Disaster Management: Prevention, Preparedness and Mitigation, Disaster Preparedness: Concept & Nature, Disaster Preparedness Plan, Disaster Preparedness for People and Infrastructure, Community based Disaster Preparedness Plan
- Unit – II** Roles & Responsibilities of Different Agencies and Govt., Roll of Information, Education, Communication & Training, Role and Responsibilities of Central, State, District and local administration.
- Unit – III** Central Role and Responsibilities of Armed Forces, Police, Para Military Forces. Role and Responsibilities of International Agencies, NGO's, Community Based Org. (CBO's)
- Unit – IV** Technologies for Disaster Management, Role of IT in Disaster Preparedness, Remote Sensing, GIS and GPS, Application of Modern Technologies for the Emergency communication, Application and use of ICST for different disasters.
- Unit – V** Disaster Mitigation, Disaster Mitigation: meaning, concept and strategies, Emerging Trends in Disaster Mitigation, Mitigation management, Role of Team and Coordination

#### SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### Suggested reading:

1. Bryant Edwards (2005): Natural Hazards, Cambridge University Press, U.K.
2. Roy, P.S. (2000): Space Technology for Disaster management: A Remote Sensing & GIS Perspective, Indian Institute of Remote Sensing (NRSA) Dehradun.
3. Sharma, R.K. & Sharma, G. (2005) (ed) Natural Disaster, APH Publishing Corporation, New Delhi.



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### DISASTER MANAGEMENT

#### Introduction and Dimensions of Natural and Anthropogenic Disasters

**Subject Code - MBA 0304(I)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### Course Contents:

- Unit – I** Understanding Disasters: Meaning, nature, characteristics and types of Disasters, Causes and effects; Disaster: A Global View, Disaster Profile of India, The Disaster Management cycle.
- Unit – II** Geological and Mountain Area Disasters: Earthquakes, Volcanic Eruption, Landslides, and Snow Avalanches: Wind and Water Related Natural Disaster: Floods, Droughts, Cyclones, and Tsunamis.
- Unit – III** Man Made Disasters, Understanding Man-Made Disasters, Fires and Forest Fires, Nuclear, Biological and Chemical disaster, Road Accidents
- Unit – IV** Reconstruction and Rehabilitation as Means of Development, Development of Physical and Economic Infrastructure.
- Unit – V** Funding Arrangements for Reconstruction, Monitoring and Evaluation of rehabilitation Work

#### SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### Suggested reading:

1. Bryant Edwards (2005): Natural Hazards, Cambridge University Press, U.K.
2. Sahni, Pardeep et.al. (eds.) 2002, Disaster Mitigation Experiences and Reflections, Prentice Hall of India, New Delhi.
3. Singh Satendra (2003): Disaster Management in the Hills, Concept Publishing Company, New Delhi.





(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**OPERATION MANAGEMENT**

**Production Planning and Control**

**Subject Code - MBA 0303(m)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

**Course Contents:**

- Unit – I** Introduction to Production Planning and Control: Need of PPC, Functions of PPC, Factors Influencing PPC in the Organization, Manufacturing Methods and Managerial Policies and Pre-requisites of PPC.
- Unit – II** Materials Planning and Control: Input Required for Materials Planning and Control, Steps in Materials Planning and Control, Techniques of Materials Planning and Control,
- Unit – III** Machining Allowances, Make or Buy Decision, Scientific Stock Control Techniques (Inventory Control Models). Factors Influencing Process Planning: Step in Process Planning and Process Selection.
- Unit – IV** Manufacturing resource planning (MRP II): Introduction, Aggregate production planning, master production scheduling, MRP II (Introduction, concepts), MRP II with Just in Time, choice of software, making MRP II system work, achieving business objectives with MRP II.
- Unit – V** Scheduling: Factors Influencing Scheduling, Working and Scheduling Charts, Job Sequences (n job on two machines, n job on three machines), Project Scheduling, Critical Ratio Scheduling, Assignment Techniques (Assignment - Model). Capacity Planning: Capacity Planning, Integrated Production Planning and Control.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

**SUGGESTED READING:**

1. Jhamb, Production Planning and Control, Pune: Everest Publications.
2. Hari Raghu Rama Sharma, Production Planning and Control Concepts and Application, New Delhi: Deep and Deep Publications,
3. Bill Scott, Manufacturing Planning System, London : McGraw-Hill Publications,



**4. (Maximum Marks: Each Paper – 100)**

**Master of Business Administration**

**(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)**

**OPERATION MANAGEMENT**

**Work Study and Productivity**

**Subject Code - MBA 0304(m)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

**Course Contents:**

- Unit – I** Concepts and Definition of Productivity, Productivity Improvement Factors (Both Internal and external to the Organization) Work Content of a Job, Management Techniques to Reduce Work Contents and Ineffective Time.
- Unit – II** Human Aspects in Application of Work. Study. Introduction and Selection of Jobs, Flow Diagram, String Diagram, Flow Process Chart, Multiple Activity Chart, Travel Chart
- Unit – III** Principles of Motion Economy, Classification of Movements, Micro Motion' Study, Simo-chart.
- Unit – IV** Purpose, Use Techniques and Procedure of Work Measurement, Time Study, Selecting Jobs to be
- Unit – V** Studied and Making a Time Study, Rating, Allowance, Techniques of Work, measurement, Activity

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

**SUGGESTED READING:**

1. Barnes, Motion and Time Study Design and Measurement of Work, 2009,
2. Wiley International Labour Office, Geneva, Introduction to Work Study, Universal Book Corporation, 3rd Revised Ed.,35



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### ENVIRONMENTAL MANAGEMENT

#### Natural Resources & Management

Subject Code - MBA 0303(n)

Max. Marks : 80

Min. Pass Marks : 32

#### Course Contents:

- Unit – I** Introduction to Natural Resources – Classification of natural resources – List of natural resources – Values of natural resources - Demands on Natural Resources.
- Unit – II** Population, lifestyle and natural resources - Impact of poor natural resource management.
- Unit – III** Land resources – Land: Definition - Land use pattern in India. Waste Land: Types. Desertification: Definition - Causes and impacts.
- Unit – IV** Water resources – Hydrological cycle – Surface water - Ground water: Dams: Uses and impacts on environment. Marine resources: Biotic and abiotic resources.
- Unit – V** Forest and Mineral Resources forest produce – food- fodder – fuel wood. Fiber – Timber – Minerals – Metal & non metal resources, non – conventional energy resources

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### Suggested reading:

1. Bali, S (2000) Land Resource Management in India. Souvenir of International Conference on Land Resource Management for food, employment and environmental security, 9 – 13 November, 2000. Organized by Soil Conservation Society of India. Pp. 29 – 48.
2. Department of Land Resources (2000) Ministry of Rural Development, Government of India, New Delhi.



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### ENVIRONMENTAL MANAGEMENT

#### Environmental Safety, Health and Management

Subject Code - MBA 0304(n)

Max. Marks : 80

Min. Pass Marks : 32

#### Course Contents:

- Unit – I** Definition- need for good health- factors affecting health. Types of diseases {deficiency, infection, pollution diseases}.
- Unit – II** Personal hygiene- food (balanced diet). Food habits & cleanliness, food adulterants, avoiding smoking, drugs & alcohols.
- Unit – III** Public health: communicable diseases, mode of transmission (epidemic and endemic diseases). Management of hygiene in public places (railway stations, bus stands and other public places).
- Unit – IV** Occupational health and safety. Occupational health and hazards-physical-chemical and biological. Occupational diseases- prevention and control.
- Unit – V** Industrial safety and management techniques: Industrial safety standards and regulations. Accidents- definitions-prevention and control. Safety management system- concepts of safety management systems- EMS ISO 14000 and 14001.

#### SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### Suggested reading:

1. Scoot, R..M. 1997. Basic concepts of industrial hygiene, Lewis Publisher, New York
2. Diberardins L.J. , 1998. Hand book of occupational safety and health, John Willey, New York
3. Khan M.A.O., John.P, Bederka.S. , 1974. Survival in toxic environment, Academic Press, New York.



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### RETAIL MANAGEMENT

#### Retail Concepts and Practices

Subject Code - MBA 0303(o)

Max. Marks : 80

Min. Pass Marks : 32

#### Course Contents:

- Unit – I** Introduction to retail management, The concept of retailing, Nature and Scope, Functions of Retailers, Planning and Forecasting in retailing.
- Unit – II** Indian and Global Retail Environment. The evolution of retail in India, the rise of the retailer, challenges and changes impacting retail development in India.
- Unit – III** Types of Retail Stores, Retail Models and theories of retail development, the future of retailing.
- Unit – IV** Organization design and structure in Retail, Retail formats, HR management in Retail.
- Unit – V** Space Management, Factors, Affecting Store Location, Layout and Design.

#### SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READING :

1. Retailing management by Swapna Pradhan, Tata McGraw Hills.
2. Retailing management by Suja R. Nair, Himalaya Publication.
3. Retailing management by Gibson G. Vedamani, Jaico Books.
4. Retailing management by Roger Cox, Paul Britain, Pearson Education.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**RETAIL MANAGEMENT**

**Marketing Concepts in Retail Management**

**Subject Code - MBA 0304(o)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

**Course Contents:**

- Unit – I** Segmentation, Targeting, Positioning and consumer behaviour in retail marketing, pricing policies and techniques.
- Unit –II** Merchandise Management, Retail Merchandising, Mercantile Planning and its process, buying systems, tools used for mercantile functions, evaluating mercantile performance.
- Unit –III** Supply chain management in retailing, management of service and quality in retailing.
- Unit – IV** Retail Marketing mix, Retail communication mix, Role of advertising, Sales promotion, Public relations and Personal selling in retailing.
- Unit – V** Customer relationship management in retailing, building and sustaining relationships in retailing, Servicing the retail customer.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

**SUGGESTED READING:**

1. Retail marketing management by David Gilbert, Pearson Education.
2. Marketing management by Philip Kotler.
3. Retailing by J. Barry Mason and David J. Burns.
4. Retail management by Ronald W. Hasty



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **INSURANCE AND RISK MANAGEMENT**

### **Risk Management and Insurance**

**Subject Code - MBA 0303(p)**

**Max. Marks : 80**

**Min. Pass Marks : 32**

#### **Course Contents:**

- UNIT – I** Understanding Risk: Types of risk – Risk management - Objectives - Risk identification and measurement - Pooling arrangements and diversification of risk.
- UNIT – II** Risk aversion and demand for insurance – By individuals- By corporations- Insurability of risk- contractual provisions- Legal doctrine- - Loss control –Risk retention and reduction decisions.
- UNIT – III** Analytical tools used in corporate risk management -- products liability – Environmental liability – Directors and Officers liability-Issues in liability risk and management.
- UNIT IV** Definition of Insurance – Insurable risk – Principles of insurance – Kinds of insurance – Costs and benefits of insurance – Pooling in insurance – Factors that limit the insurability of risk – Reinsurance.
- UNIT – V** Insurance business in India – Framework of insurance business – privatization of insurance business – Insurance Regulatory and Development Authority (IRDA) – Govt. Policy on insurance sector.

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### **SUGGESTED READING:**

1. Harrington. Niehaus: Risk Management & Insurance, McGraw Hill: New York.
2. P.K. Gupta: Insurance & Risk Management, Himalaya Publishing House: Mumbai.
3. Insurance Institute of India – IC 86 – Risk Management



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### INSURANCE AND RISK MANAGEMENT

#### Insurance Law and Regulation

Subject Code - MBA 0304(p)

Max. Marks : 80

Min. Pass Marks : 32

#### Course Contents:

- UNIT – I** Definition and sources of Law – Judicial set up in India — Insurance as a contract -Legal principles: Principle of indemnity, Insurable interest, Subrogation, and Utmost good faith History of Insurance Legislation in India — Life Insurance Corporation Act 1956 – General Insurance Business Nationalization Act 1973-.
- UNIT – II** Current Legal Environment – Insurance Act 1938 ( as amended) & Insurance Regulatory & Development Act.- An Overview – Insurance Sector Reforms - The Insurance Regulatory Development Authority (IRDA) Act, 1999 – IRDA (Investment) Regulations 2000 – IRDA Guidelines for Insurance Brokers Securities and Exchange Board of India (SEBI) Act, 1992 – SEBI Guidelines.
- UNIT – III** Insurance Intermediaries - Regulations issued by IRDA for Insurance Agents & Brokers - Agency Contract – License to act as insurance agent – Authority of a life Insurance Agent rights and responsibilities agent's compensation and hereditary commission termination of agency – nomination facility – Licensing of Insurance Brokers – Role & Responsibilities of Insurance Brokers.
- UNIT IV** Legal Aspects of Life Assurance - Mortgage of Life Policies – Different kinds of Proofs of Death - Various forms of Evidence of Testate – and Intestate Succession – Presumption of Death – Indemnity & Guarantee – Attachments and Prohibitory Orders – Provisions of Limitation Act as applicable to Insurance Contracts.
- UNIT – V** Exchange Control Regulations as applicable to General Insurance – IRDA Directions for protections of policy holders – Consumer Protection Act 1986 – Arbitration & conciliation Act –1996 vigilance set up Insurance Ombudsman.

#### SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READING:

1. K.C.Mishra and M.Bakshi , Legal and Regulatory Aspects of Insurance, CENGAGE learning, Delhi.
2. M. N Srinivasan, 'Principles Of Insurance Law (Life - Fire - Marine - Motor And Accident)'





# Swami Vivekanand University, Sagar (M.P.)

## Scheme of Examination



Faculty of Management

Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Semester/Year – 4<sup>th</sup> Sem

### Single Specialization Scheme

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks										Grand Total (G= C+F)
		Theory					Practical									
		End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal	Total (F=D+E)						
		Max (A)	Min	Max (B)			Min	Max (D)	Min		LW (E)					
MBA0401	Business Legislation	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0402	Entrepreneurship Development & Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0403a To 0403d	Specialization I - Paper 3 <sup>rd</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0404a To 0404d	Specialization I- Paper 4 <sup>th</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100	
MBA0405	Summer Internship Report & Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100	
	Total					320	-	80	-	400	100	-	-	100	500	

Minimum Pass Marks: 40% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

### Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05

# **The list of Specialization of MBA IV Sem(Single Specialization)**

## **Major: MARKETING MANAGEMENT**

403 (a): Sales and Distribution Management

404 (a): Service Marketing

## **Major: FINANCIAL MANAGEMENT**

403 (b): International Finance

404 (b): Strategic Corporate Finance

## **Major: HUMAN RESOURCE MANAGEMENT**

403 (c): Human Resource Planning and Development

404 (c): Compensation Management

## **Major : HOSPITAL MANAGEMENT**

403 (d): Health Related Laws and Ethics

404 (d): Strategic Management for Hospitals



# Swami Vivekanand University, Sagar (M.P.)

## Scheme of Examination



Faculty of Management

Department of Management

Scheme of Course : Master of Business Administration (M.B.A.) Course Code : MBA

Semester/Year – 4<sup>th</sup> Sem

### Dual Specialization Scheme

Paper / Subject Code	Title of the Paper / Subject	Credit Allotted			Total Credit	Distribution of Marks									
		Theory					Practical				Grand Total (G= C+F)				
		End Sem.		Sessional		Total (C= A+B)	End Sem.		Internal	Total (F=D+E)					
		Max (A)	Min	Max (B)			Min	Max (D)	Min			LW (E)			
MBA0401	Business Legislation	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0402	Entrepreneurship Development & Management	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0403a To 0403c	Specialization I - Paper 3 <sup>rd</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0404a To 0404c	Specialization I - Paper 4 <sup>th</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0403a To 0403p	Specialization II - Paper 3 <sup>rd</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0404a To 0404p	Specialization II - Paper 4 <sup>th</sup>	-	-	-	-	80	32	20	08	100	-	-	-	-	100
MBA0405	Summer Internship Report & Viva-Voce	-	-	-	-	-	-	-	-	-	100	40	-	100	100
	Total					480	-	120	-	600	100	-	-	100	700

Minimum Pass Marks: 40% in Written Examination & 40% is Sessional Examination Time Written – 3 Hrs. & Sessional – 1.30 Hrs.

#### Award of Internal / Sessional Marks: Total Marks 20

Activity	Marks
Presentation: PPT, Seminar, Speech	10
Assignment	05
Punctuality & Sincerity	05

## The list of Specialization of MBA IV Sem(Dual Specialization)

### **Major: MARKETING MANAGEMENT**

403 (a): Sales and Distribution Management

404 (a): Service Marketing

### **Major: FINANCIAL MANAGEMENT**

403 (b): International Finance

404 (b): Strategic Corporate Finance

### **Major: HUMAN RESOURCE MANAGEMENT**

403 (c): Human Resource Planning and Development

404 (c): Compensation Management

### **Major : HOSPITAL MANAGEMENT**

403 (d): Health Related Laws and Ethics

404 (d): Strategic Management for Hospitals

### **Major : MATERIAL MANAGEMENT**

403 (e): Packaging and Distribution Management

404 (e): Material Management

### **Major : MEDIA MANAGEMENT**

403 (f): Media Business Practices

404 (f): Computer Applications in Media, Management Information Systems

### **Major : TOURISM, TRAVEL AND HOSPITALITY MANAGEMENT**

403 (g): Tour and Travel Management

404 (g): Tourism Development

### **Major : ENTREPRENEURSHIPS DEVELOPMENT MANAGEMENT**

403 (h): An Introduction of Entrepreneurship Development Management

404 (h): Entrepreneurship Management

### **Major : RURAL MANAGEMENT**

403 (i): Rural Marketing

404 (i): Micro Finance, Small Group Management, and Cooperatives

### **Major : BANKING AND FINANCIAL SERVICES MANAGEMENT**

403 (j): Financial Institute and Markets

404 (j): Financial Risk Management

### **Major : IT & SYSTEM MANAGEMENT**

403 (k): Cyber Law & Forensic

404 (k): System Analysis & Design and Software Engineering

### **Major : DISASTER MANAGEMENT**

403 (l): Rural & Urban Disaster Management

404 (l): Disaster Management

### **Major : OPERATIONS MANAGEMENT**

403 (m): Total Quality Management

404 (m): Business Process Reengineering

### **Major : ENVIRONMENTAL MANAGEMENT**

403 (n): Environmental Pollution and Management

404 (n): International Business Environment

### **Major : RETAIL MANAGEMENT**

403 (o): Management of Retail Operations

404 (o): Retail Merchandising & Supply Chain Management

### **Major: INSURANCE AND RISK MANAGEMENT**

403 (p): Marketing Of Insurance Services

404 (p): Enterprise Risk Management



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### BUSINESS LEGISLATION

Subject Code - MBA 401

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- Unit – I** An overview of Laws related to promotion and incorporation of different types of Companies.
- Unit – II** Laws related to contract with special reference to its performance, breach and remedies.
- Unit – III** Consumer protection laws and rights of consumers.
- Unit – IV** Basic provisions of pollution control, environment protection and intellectual property rights.
- Unit – V** Laws related to mergers & acquisitions in view of the multinational companies operating in India.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A : (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B : (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READINGS:

1. Avlai Singh. Company Law.
2. Tulcja, S.K., Business Law for Managers.
3. Mercantile Law.N. D. Kapoor.
4. Mercantile Law, Clumla, Sarcen & Garg.



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### ENTREPRENEURSHIP DEVELOPMENT & MANAGEMENT

Subject Code - MBA 402

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- Unit – I** Entrepreneurship-concept/meaning, need. Competencies/qualities of an entrepreneur, concept of Small Business Enterprises.
- Unit II** Entrepreneurial Support System-a brief overview of-District Industries Centers (DICs), State National Financial corporation(SFCs), Small Industries Development Bank of India (SIDBI), National bank for agriculture and rural development (NABARD),National Small Industries Corporation (NSIC), and Special Economic Zone (SEZ) concept.
- Unit – III** Business Planning- Various forms of business organizations- sole proprietorship, partnership firms, joint stock companies, Set up process of a small scale enterprise, Procedures for resignation of small scale industry, List of items reserved for exclusive manufacture in small scale industry.
- Unit – IV** Project Preparation- Project identification, Contents of Project report, project report preparation, Techno- Economic feasibility report, project viability. Viability report.
- Unit – V** Managerial Aspects of Small Business- Basic principles of Management(Definition, function), operational aspects of production, inventory management, Financial management, Record keeping, Marketing Techniques, Personnel Management, Importance of Communication in business.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

- |                             |            |                   |
|-----------------------------|------------|-------------------|
| Sec. A : (Short Answers)    | 4 out of 8 | 4 x 8 = 32 Marks  |
| Sec B : (Essay type & case) | 3 out of 5 | 3 x 16 = 48 Marks |

#### SUGGESTED READINGS:

1. Bhind, Amar V., The origin and evolution of New Business Oxford University Press, New York, 2000.
2. Dollinger M.J., Entrepreneurship Strategies And Resoyrces, 3<sup>rd</sup> Edition, Pearson Education, New Delhi 2006.



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### MARKETING MANAGEMENT

#### Sales and Distribution Management

Subject Code - MBA 403(a)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- Unit - I** Nature and Scope of Sales Management; Setting and Formulating Personal Selling Objectives; Recruiting and Selecting Sales Personnel.
- Unit - II** Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans; Motivating Sales Personnel.
- Unit - III** Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis.
- Unit - IV** An Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries - Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organisational Patterns in Marketing Channels; Managing Marketing Channels.
- Unit - V** Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

- Sec. A : (Short Answers) 4 out of 8  $4 \times 8 = 32$  Marks
- Sec B : (Essay type & case) 3 out of 5  $3 \times 16 = 48$  Marks

#### SUGGESTED READINGS:

1. Anderson, R. Professional Sales Management! Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992
2. Anderson, R. Professional Personnel Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992
3. Buskirk, R H and Stanton, W J Management of Sales Force. Homewood Illinois, Richard D. Irwin, 1983
4. Dairympole, D J Sales Management; Concepts and Cases, New York, John Wiley, 1989



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **MARKETING MANAGEMENT**

### **Service Marketing**

**Subject Code - MBA 404(a)**

**Max Marks : 80**

**Min. Pass Marks : 32**

#### **Courses Content:**

- Unit - I** Emergence of service economy, Service-characteristics, Service classification service marketing triangle, Service marketing mix.
- Unit - II** Consumer behaviour in service: Customer expectations, Zone of tolerance, Service encounters, Moments of truth, Strategies for influencing customer perception.
- Unit III** Product-Service Continuum, Service Life Cycle, Place – Distribution Strategies & Challenges, Role of Internet in distribution, Promotion, Promotion objective for Service, Tools of promotion. Pricing, Factors involved in pricing a service product, reshaping demand using effective pricing.
- Unit IV** People – role of service employees, Service profit Chain, Physical evidence, Nature & Importance, Service escapes, Process: Service process & system, Customer role in services.
- Unit - V** Customer satisfaction: Monitoring & Measuring customer satisfaction, Service Guarantee – Complaint Management, Recovery, concept of quality in Services, Service Quality Models, Customer satisfaction.

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A : (Short Answers) 4 out of 8 4 x 8 = 32 Marks  
Sec B : (Essay type & case) 3 out of 5 3 x 16 = 48 Marks

#### **SUGGESTED READINGS:**

1. Lovelock, C. Service Marketing. Pearson Education.
2. Fitzsimmons. Service Management. Tata McGraw Hill Publishing Company Ltd.





**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**FINANCIAL MANAGEMENT**

**International Finance**

**Subject Code - MBA 403(b)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content:**

**Unit – I** Financial management in a global context, Recent changes in global financial market.

**Unit – II** The Business of payments, Components of balance of payments, deficit & surplus.

**Unit – III** The International Monetary system, Introduction, IMF, European Monetary system(EMS), Economic & Monetary union(EMU).

**Unit – IV** International financial markets & Instruments, Euro market, an overview of the market funding instruments, International equity markets.

**Unit – V** The Foreign exchange markets, structure of the foreign exchange markets, currency internal rate, Future Contracts- Market & the trading Process.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A : (Short Answers) 4 out of 8 4 x 8 = 32 Marks

Sec B : (Essay type & case) 3 out of 5 3 x 16 = 48 Marks

**SUGGESTED READINGS:**

1. Verma, K.K. 2008 Corporate Accounting. Excel Books, New Delhi. Mukerjee & Hanif. 2007.
2. Corporate Accounting. Tata McGraw Hill Publishing Company Ltd. 3 Ed.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**FINANCIAL MANAGEMENT**

**Strategic Corporate Finance**

**Subject Code - MBA 404(b)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content:**

- Unit – I** Corporate strategies and its impact on corporate finance, The basic functions of corporate finance; role of finance in the process of corporate strategy building.
- Unit – II** Nature of interaction between financial strategy and the overall strategies of the firm; Economic value addition, factors affecting company's financial strategy, share holders wealth maximization
- Unit – III** Corporate Tax Planning- Concept, Types of Corporate Tax (only basics). Indirect Tax Structure- Concept, GST- meaning and concept
- Unit – IV** Right Issue, Bonus issue, Term Instruments: Commercial Papers, Public Deposits, Inter-corporate Investments and Innovative Financial Products.
- Unit – V** Joint venture – Planning strategic alliance, benefits and disadvantages of joint venturing, equity variation, Steps to forming a joint venture, Characteristics of a strategic alliance.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A : (Short Answers) 4 out of 8 4 x 8 = 32 Marks  
Sec B : (Essay type & case) 3 out of 5 3 x 16 = 48 Marks

**SUGGESTED READINGS:**

- 1.Verma, K.K. 2008 Corporate Accounting. Excel Books, New Delhi.Mukerjee & Hanif. 2007.
- 2.Corporate Accounting. Tata McGraw Hill Publishing Company Ltd. 3 Ed.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**HUMAN RESOURCE MANAGEMENT**

**Human Resource Planning and Development**

**Subject Code - MBA 403(c)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content:**

- Unit – I** Macro Level Manpower Planning and Labour Market Analysis; Organisational Human Resource Planning; Stock Taking.
- Unit – II** Work Force Flow Mapping; Age and Grade Distribution Mapping; Models and Techniques of Manpower Demand and Supply Forecasting.
- Unit – III** Behavioural Factors in Human Resource Planning - Wastage Analysis; Retention; Redeployment and Exit Strategies; Career Management and Career Planning.
- Unit – IV** Performance Planning; Potential Appraisal and Career Development; HRD Climate; Culture; QWL and Management of Change.
- Unit – V** TQM and HRD Strategies; HRD in Strategic Organisations; Human Resource information System; Human Resource Valuation and Accounting.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks  
Sec B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks

**SUGGESTED READINGS:**

1. Arthur, M., 'Career Theory Handbook'. Englewood Cliff, Prentice Hall inc., 1991
2. Belkaoui, A R and Belkaoui, J M., 'Human Resource Valuation: A Guide to Strategies and Techniques', Greenwood, Quorum Books, 1995
3. Dale, B., 'Total Quality and Human Resources: An Executive Guide'. Oxford, Blackwell, 1992
4. Greenhaus, J H., 'Career Management', New York, Dryden, 1987 Kavanagh, M J etc., 'Human Resource Information System: Development and Applications'. Boston, PWS- Kent, 1993
5. Mabey, C and Salama, G., 'Strategic Human Resource Management'. Oxford, Blackwell, 1995



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### HUMAN RESOURCE MANAGEMENT

#### Compensation Management

Subject Code - MBA 404(c)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- Unit – I** Compensation- Definition, Compensation responsibilities, compensation system design issues, compensation philosophies, compensation Approaches.
- Unit – II** Compensation Classification- Types, Incentives fringe benefits, Strategic Compensation planning, determining Compensation- The wage mix- Development of base pay system-The wage curve- Pay grades, salary matrix.
- Unit – III** Theories of wages- wage structure wage fixation wage payment-salary administration- Executive compensation- Incentive plan- term compensation, Gain Sharing incentive plan- profit sharing plan ESOP'S.
- Unit – IV** Sales compensation plan-Performance based pay systems legal and taxation issues on compensation.
- Unit – V** Wage Board- Pay commission, Employee Benefit, Benchmarking Benefit scheme, Security benefits, Designing benefit packages, International compensation management.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READINGS:

1. Bhalla, V.K. Management of Financial Services, Anmol, New Delhi, 2001
2. Ennew, C, Trevor Watkins & mike Wright: Marketing of financial services, Heinemann Professional Publ., 1990



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### HOSPITAL MANAGEMENT

#### Health Related Laws and Ethics

Subject Code - MBA 403(d)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

**Unit: 1** Laws relating to Hospital formation: Promotion-Forming society-The Companies Act-Law of Partnership-A Sample Constitution for the Hospital-The Madhya Pradesh Clinics Act.

**Unit: - II** Laws relating Purchases and funding: Law of contracts-Law of Insurance-Export Import Policy- FEMA-Exemption of Income Tax for Donations-Tax Obligations: Filing Returns and Deductions at Source.

**Unit: - III** Laws pertaining to Health: Central Births and Deaths Registration Act, 1969-Recent amendments – Medical Termination of Pregnancy Act, 1971 – Infant Milk Substitutes, Feeding Bottles and Infant Food Act, 1992.

**Unit: - IV** Laws pertaining to Hospitals: Transplantation of Human Organs Act, 1994 – Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994 – Medical Negligence – Medico Legal Case – Dying Declaration-MCI act on medical education. The Biomedical Waste (Management and Handling) Rules-Radiation Safety System.

**Unit: - V** Laws pertaining to Manufacture and sale of Drugs: Drugs and Cosmetics Acts, 1940 – Pharmacy Act, 1948 – Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954 – Poison Act, 1919 – Legislation for Tobacco control.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READINGS:

1. Strategic Management - Pearce. J.A & Robinson.R.B-2007
2. Business Policy - Azar Kashmi
3. Management of Hospitals - Goel.S.L & Kumar.R
4. Competitive Strategy - Micheal Porter



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**HOSPITAL MANAGEMENT**

**Strategic Management for Hospitals**

**Subject Code - MBA 404(d)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content:**

- Unit: 1** Strategic management: Definition, Nature and value of strategic management. Strategic management process: strategic management model – various components of the model. Need for strategic management in hospitals.
- Unit: - II** Strategic formulations: Hospitals mission and social responsibility – need for the mission – various factors involved in formulating the mission. Corporate social responsibility – Ethics in hospitals.
- Unit: - III** External environment: Economic, Social, Political, Technological factors in environment. Forces driving the competitions among the hospitals. Operating environment in the hospitals.
- Unit: - IV** Internal analysis – key resources across the functional areas. The value chain analysis in hospitals. Possible factors for assessing the sources of differentiation in support and primary activities. Generic strategies - merger, diversification, turn around and liquidation. Joint ventures and strategic alliances in hospital sectors.
- Unit: - V** Strategic analysis and choice: BCG matrix – IABS matrix. Strategic surveillance, special alert control. Six sigma approaches and balance score guard methodology.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

**SUGGESTED READINGS:**

1. Strategic Management - Pearce. J.A & Robinson.R.B-2007
2. Business Policy - Azar Kashmi
3. Management of Hospitals - Goel.S.L & Kumar.R
4. Competitive Strategy - Micheal Porter



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### MATERIAL MANAGEMENT

#### Packaging and Distribution Management

Subject Code - MBA 403(e)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- Unit - I** Basics of Packaging: The Concept of Packaging, Definition of Packaging, Principles of Packaging, The Role and Importance of Packaging, Aim and Objective of Packaging, History of Packaging:, Various Types of Packaging , Historical Development of Packaging , Packaging Industry in India
- Unit - II** Cost of Packaging:, Cost of Packaging , Returnable Packages , Packaging Cost Latest Trend in packaging, Packaging Materials: Various Materials and Forms , Latest Trends New Materials in Packaging , Packaging Systems , Packaging Entities , Packaging Design, Green Packaging, Packaging for Markets: Packaging as Marketing Tool , Packaging suitable for Overseas Markets , Transit Packaging , Packaging for Different Modes of Transport , Labeling
- Unit - III** Distribution: Design Distribution Channel, An overview of the structure and management of the physical distribution system, management of Channels, Physical Distribution Analysis, Physical Distribution: Objectives, vertical and Horizontal Marketing Systems. Wholesaler, Retailing & Retailer Marketing Decisions
- Unit - IV** Order Processing, Warehousing Inventory, Organizing for Physical Distribution, Emerging Trends in Distribution, customer oriented supply chain and internet as a medium for order processing.
- Unit - V** Transportation Management: Transportation Laws & Cost, modes of transportation, Transport Fundamentals: Importance of effective transportation system; Service choices and their characteristics; inter modal services; Transport cost characteristics and rate fixation; In company management vs. out-sourcing.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READINGS:

1. Handbook of Logistics and Distribution Management – John Gattorna
2. Logistics Management – P. Fawcett, R. McLeish and I Ogden
3. Strategic Logistics Management – D.M. Lambert & J R Stock, Richard D Irwin Inc



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### MATERIAL MANAGEMENT

#### Material Management

Subject Code - MBA 404(e)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- Unit - I** Materials management – An overview – Introduction – Scope Objective, Importance Integrated approach to Materials Management
- Unit - II** Material Planning – Introduction – Factors affecting material planning – Techniques of material planning - MRP
- Unit - III** Purchasing, Procedure & Pricing Issues – Receipt – Storage – Issue Inventories – Definition-Classification of Inventories- Need for inventories – Merits & Demerits of Inventories
- Unit - IV** Inventory control techniques and principles - classification, codification, standardization – ABC analysis –VED, GOLF, FSN - HML
- Unit - V** Economic order quantity concepts – Derivation of EOQ formula, modified EOQ

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READINGS:

1. Materials and logistics Management – Prof. Shailesh Kasande
2. Materials and logistics Management – Dr. L. C. Jhamb
3. Materials Management – Mr. K. K. Ahuja
4. An integrated approach to Materials Management – Gopalkrishnan & Sundersan





# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### MEDIA MANAGEMENT

#### Media Business Practices

Subject Code - MBA 403(f)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- UNIT – I MUSIC BUSINESS:** Music and Concert Copyrights and Publishing, Record Label development, Future of the Music Business due to new streaming and place shifting technologies, Indian Music Label companies, Music Royalty
- UNIT - II FILM AND TV BUSINESS:** Laws and Copyrights involves with the Film and TV Business in India, Distribution of Content for Film and TV, Business structures relating to development, production, programming of content, Theatres and Distributors, Technology and Legal Aspects surrounding Film and TV Business
- UNIT - III ANIMATION AND VIDEO GAMES BUSINESS:** Growth of the Animation and Gaming Industry, Business structures relating to development, production, programming of content, Distribution Rights of video games and content.
- UNIT - IV EVENTS AND LIVE MEDIA MANAGEMENT:** Researching of Product and Company brand, Identifying target audience, Developing Management plan and hiring people, procuring venues and entertainment licenses to stage events
- UNIT – V ENTERTAINMENT MEDIA PUBLISHING & DISTRIBUTION AND MOBILE MARKETING:** Publishing rights, Effective Publishing rights for Different products, integrating mobile technology as part of marketing strategy, incorporating new technology as part of business plan and distribution

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READINGS:

1. Sandler, Kevin (1998). Reading the Rabbit: Explorations in Warner Bros. Animation. New Brunswick, New Jersey: Rutgers University Press.
2. Case Studies on Media and Entertainment Industry - Vol I by Saradhi Kumar Gonela. Wright Mills, the Mass Society, Chapter in the Power Elite.



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### MEDIA MANAGEMENT

#### Computer Applications in Media, Management Information Systems

Subject Code - MBA 404(f)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

**UNIT - I** Computer Fundamentals - Definition, Generations and basic components of Computer. Input/output devices, Memory and other peripherals. Introduction to Operating System (Windows 98/XP). Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer) Office Automation Tools: Ms Word Introduction to MS Office Suit. Introduction to Word Processing. MS Word interface, Tools and Menus. Document editing and formatting, Mail Merge and other tools, Ms Excel And Ms PowerPoint, MS Excel Interface, Tools and Menus. Creating Spreadsheet, Use of functions, Charts and Graphs. MS PowerPoint Interface, Tools and Menus. Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations

**UNIT – II** Introduction To Internet: Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs, Usenet). Internet Protocols (FTP, HTTP, TCP/IP). Websites, Portals and Search Engines; Online newspapers/channels/magazines. Advantages and threats in Internet Communication.

**UNIT – III** Introduction to Adobe Photoshop: Introduction to Graphics, Colour models and modes. Graphic file formats and their applications. Adobe Photoshop Interface, Tools and Menus. Working with Layers, Filters, Masking and other tool

**UNIT – IV** Management Information System: An Overview of Management Information System. Structure & Concepts of Management Information System .Information Systems and System Organization, Hardware, Software, and Communication Technology for Information Systems.

**UNIT – V** Functions of Computer, Storage and Retrieval of Data Computer and Information Processing, Enterprise - Wide Computing and Networking. Alternate System Building Methods, Planning & Control Concepts Controlling Information System, Office Automation.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READINGS:

1. Sandler, Kevin (1998). Reading the Rabbit: Explorations in Warner Bros. Animation. New Brunswick, New Jersey: Rutgers University Press.



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### TOURISM, TRAVEL AND HOSPITALITY MANAGEMENT

#### Tour and Travel Management

Subject Code - MBA 403(g)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- UNIT - I** Exercises on basic concepts of maps: latitude, longitude, international date line, calculation of time, IST (Indian Standard Time), GMT (Greenwich Mean Time), Scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector
- UNIT – II** Study of climatic, drainage, transport availability maps (road, air, water, railway) of Assam . Tourist map design: maps showing national parks and wildlife sanctuaries; cultural, historical and religious tourist spots with their transport connectivity.
- UNIT – III** Preparation of brochure of a native tourist destination or a poster of a theme event and a festival calendar of the locality/ area . Assessment of tourism facilities and services at local level and preparation of a report thereof
- UNIT – IV** FOOD AND BEVERAGE SERVICE : Commercial hotels , motels ,restaurant , private hospitals ,resorts, pubs, sank, bars ,fast food restaurants ,parlors ,airlines, rail, mobile catering, Stand alone restaurants, coffee shop, room service, banquets, off premises catering, take away, home delivery, chain of restaurants and tea boutiques.
- UNIT – V** Staff hierarchy of the various f&b service, their duties and responsibilities. Attributes of food and beverage service personnel .Departmental relationship (within f&b and with other departments) Co operation, co ordination, communication Basic principles of psychology to understand Guests behavior and immediate requirements.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READING:

1. Tourism and Hospitality industry – Fridgen
2. Hotels for Tourism Development - Dr. Jagmohan Negi



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **TOURISM, TRAVEL AND HOSPITALITY MANAGEMENT**

### **Tourism Development**

**Subject Code - MBA 404(g)**

**Max Marks : 80**

**Min. Pass Marks : 32**

#### **Courses Content:**

- UNIT - I** Relevant Concepts for Effective Development of Tourism - National Development Council Report on Tourism Development - National Action Plan 1992 - New Policies on Tourism - Civil Aviation.
- UNIT - II** Need for Tourism Statistics – Problems - Estimate of World Tourist Arrivals - Receipts - Tourism Statistics in India - Estimates of Foreign Exchange Earnings
- UNIT - III** Tourist Traffic - Its Development - Destination Development and Sustainable Development of Tourism.
- UNIT - IV** Man Power (HR) Development Needs in Tourism Industry - Management Agencies in India – National Tourism Policy - Tourism Legislation in Historical Perspective
- UNIT - V** Consumer Expectations - Services – Legislation - National Tourism Development Models.

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### **SUGGESTED READING:**

1. National Development Council Report.
2. National Action Plan, 1992.
3. Reports of World Tourism Organisation (Year-wise)
4. Report on Workshop on Tourism, February, 23, IITM, New Delhi.
5. Warheb, S.E. Tourism Management, Tourism International Press, London.
6. Kaul, R.H. Dynamics of Tourism, Sterling Publishers Pvt. Ltd. Delhi.
7. David Weaver: Tourism Management, Wiley Publication.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **ENTREPRENEURSHIP DEVELOPMENT MANAGEMENT**

**An Introduction of Entrepreneurship Development Management**

**Subject Code - MBA 403(h)**

**Max Marks : 80**

**Min. Pass Marks : 32**

### **Courses Content:**

- UNIT - I** The Entrepreneurial Development Perspective, Concepts of Entrepreneurship Development, Evolution of the concept of Entrepreneur, Attributes and Characteristics of a successful Entrepreneur, Role of Entrepreneur in Indian economy and developing economies with reference to Self- Employment Development, Entrepreneurial Culture
- UNIT - II** Entrepreneurship- Concepts, Functions, Need and Importance, Myths about Entrepreneurship, Pros and Cons of Entrepreneurship, Process of Entrepreneurship
- UNIT - III** Creating Entrepreneurial Venture, Business Planning Process, Environmental Analysis - Search and Scanning, Identifying problems and opportunities, Defining Business Idea, Basic Government Procedures to be complied with
- UNIT - IV** Project Management, Technical, Financial, Marketing, Personnel and Management Feasibility, Estimating and Financing funds requirement - Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding
- UNIT - V** Entrepreneurship Development and Government, Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available, Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), Women Entrepreneurs- Reasons for Low / No Women Entrepreneurs, Role, Problems and Prospects

### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

### **SUGGESTED READING:**

1. Entrepreneurship: New Venture Creation - David H. Holt
2. Entrepreneurship - Hisrich Peters
3. The Culture of Entrepreneurship - Brigitte Berger



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**ENTREPRENEURSHIP DEVELOPMENT MANAGEMENT**

**Entrepreneurship Management**

**Subject Code - MBA 404(h)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content:**

- UNIT - I** Concept of Entrepreneurship - Characteristics of an Entrepreneur – Distinction between Entrepreneur and Manager - Functions of an Entrepreneur – Types of Entrepreneurs - Factors Affecting Entrepreneur Growth – Entrepreneur Competencies.
- UNIT - II** Project Identification and Selection - Project Formulation - Project Appraisal.
- UNIT - III** Marketing - Marketing Research for the New Venture - Characteristics of Marketing Plan – Steps in Preparing Marketing Plan – Why Some Plans Fail.
- UNIT - IV** Financing of Enterprises - Sources of Finance - Venture Capital & Term Loans - Institutional Finance to Entrepreneurs.
- UNIT - V** Ending the Venture - Bankruptcy - Causes and Remedies - Re-organization - Steps in Re-organization - Transfer of Business - Different Methods of Transfer.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

**SUGGESTED READING:**

1. Entrepreneurship: Robert D. Hisrich & Michael P. Peters, TMH, 2002.
2. Entrepreneurial Development: S.S. Khanka, S. Chanda & Co., 1999.
3. Essentials of Entrepreneurship: Thomas W. Zimmerer & Normass M. Scarborough, P. H. 2005.



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### RURAL MANAGEMENT

#### Rural Marketing

Subject Code - MBA 403(i)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- Unit – I** Rural Marketing – Definition, Objectives, functions, Accelerated growth and importance of Rural Market. Factors accelerating growth. Classification of inflow marketing and out Flow marketing in rural Sector. Principles of sequestration of rural Markets.
- Unit – II** Modern and traditional system of Rural Marketing; Historical perspective of Haats, Bazaars and Meals. Their role as the hubs of rural economy. Laws regulating the conduct of business there in and also facilitating their modernization and expansion, Spatial issues and Management practices.
- Unit – III** Principles, procedures and processes of Rural Marketing Management and applications of systems approach. Rural Marketing strategy and implementation of the principles of Marketing Mix.
- Unit – IV** Rural Market demands - (I) Consumer goods, (ii) Consumer durables (iii) Agricultural Inputs, (iv) Capital goods, and (v) Transportation good of Distribution strategies and Channel Management.
- Unit – V** Regulated Market system and the State Legislation. Grading Standardization and legal metrology – Provisions of the relevant laws. Rural Market Intelligence, and Marketing Information System. Market Research, Survey Techniques, Report writing. State Market Intervention Operations, State Procurement, Minimum Support Price, Statutory Minimum Price, State Advised Price and price Management by the Union and State Governments. Logistics Management in Rural Marketing. Corporate strategies and State facilitation Programme.

#### SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec. A : (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B : (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### Suggested reading

- 1 Pradeep Kashyap Rural Marketing-2 edition Pearson education
2. Jha, S.M. & Singh, L.P.: Marketing Management in Indian Perspective, Himalaya, Bombay
3. Velayudhan – Rural Marketing (Sage)





**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **RURAL MANAGEMENT**

**Micro Finance, Small Group Management, and Cooperatives**

**Subject Code - MBA 404(i)**

**Max Marks : 80**

**Min. Pass Marks : 32**

### **Courses Content:**

- Unit – I** Financial institutions for rural development-Basic understanding of rural and development credit. Institutional structure for rural financing in India: policy and schemes of NABARD, recent financing scheme of the Government.
- Unit – II** Development of cooperative banks in India with special reference to PACS, CCBs, LDBs. Rural financing through commercial banks-Policies and objectives before and after nationalization of banks, Branch expansion policy and programme.
- Unit – III** Emergence of RRBs policy, objectives, functions, progress and achievements. Micro finance at small group level: concept, emergence, objectives and thrust areas. Case studies of recent success stories.
- Unit – IV** Management of small groups, cluster and federation from credit and trade perspectives. Role of facilitating agencies. Linkages between small group and Banks.
- Unit – V** Convergence of with development programmes and implementing departments of government. Withdrawal strategy for facilitating organizations.

### **SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

### **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A : (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B : (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

### **SUGGESTED READING**

1. V S Somnath- Microfinance (ExcelBooks)
2. Panda- Understanding Microfinance (Wiley India)
3. Craig Churchill & Cheryl Frankiewicz-Making Microfinance Work
4. Marguerite S. Robinson- The Microfinance Revolution (Kindle Edition)





**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **BANKING AND FINANCIAL SERVICES MANAGEMENT**

### **Financial Institutions and Markets**

**Subject Code - MBA 403(j)**

**Max Marks : 80**

**Min. Pass Marks : 32**

#### **Courses Content:**

- Unit – I** Overview of Indian financial systems & financial market, Financial sector reforms. Reserve Bank of India, SEBI, insurance Companies, NBFC'C Indian Mutual Funds.
- Unit – II** Money market, Bond Markets, Foreign Exchange market. Pension Funds & Mutual Funds, Securities Market, Mortgage and Derivative Market.
- Unit – III** Interest rates & its determinants, term structure, interest rates and security valuation, theories of the level and structure of interest rates, interest rates in India.
- Unit – IV** Risk management in financial institutions, Types of risk in FI, Managing risk with Balance Sheet, derivative securities, loan sales and securitization
- Unit – V** International Financing, Global capital markets , the Eurocurrency market, analysis of international financing instruments like syndicated Euro credit, Issuance of euro bonds, Euro notes, Euro equities.

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A (Short answers)	4 out of 8	4x8 =32 Marks.
Sec B (Essay Type & Case)	3 out of 5	6x16=48 Marks

#### **SUGGESTED READINGS:**

1. Bhole 2008 Financial Institution and Market. Tata McGraw hill.
2. Saunders 2008 Financial Markets and Institution Tata McGraw hill.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**BANKING AND FINANCIAL SERVICES MANAGEMENT**

**Financial Risk Management**

**Subject Code - MBA 404(j)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content:**

- Unit – I** Introduction – Meaning, How Risk is Managed, Limitations of Risk Management. Total risk-sources, Types, Cost of Risks, Corporate Risk management- Approaches, Process, Techniques
- Unit – II** Introduction to Derivatives-History, Major Exchanges, features, Participants, Types of Futures-Mechanism of Future markets.
- Unit – III** Mechanics of option market,. Trading strategies, Black-Scholes model, options on stock indices, currencies.
- Unit – IV** Financial Swaps-Concept, Interest Rate Swaps, Options and Swaps, Commodity and Currency Swaps, Pricing of swaps (Basic Concept)
- Unit – V** Foreign exchange, Market Derivatives- Basic Concept

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec A (Short answers) 4 out of 4x8 =32 Marks.

Sec B (Essay Type & Case) 3 out of 5 6x16=48

**SUGGESTED READINGS:**

1. Dom M. Chance, Robert Brooks, 'Derivatives and Risk Management Basics', Engage Learning.
2. Parsuraman, 'Fundamentals of Financial Derivatives', Pearson Education



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### IT & SYSTEM MANAGEMENT

#### Cyber Law & Forensic

Subject Code - MBA 403(k)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- Unit – I** Cyber world: an overview, internet and online resources, security of information, digital signature, intellectual property (IP), historical background of IP, IPR governance, National patent offices, the world intellectual property organization (WIPO).
- Unit – II** Introduction about the cyber space, cyber law, regulation of cyber space, scope of cyber laws: ecommerce; online contracts; IPRs (copyright, trademarks and software patenting), e taxation; e-governance and cyber crimes, cyber law in India with special reference to Information Technology Act, 2000.
- Unit – III** Introduction to computer and cyber crimes. Cyber crimes and related concepts, distinction between cyber crimes and conventional crimes, Cyber criminals and their objectives. Kinds of cyber crimes cyber stalking; cyber pornography, forgery and fraud, crime related to IPRs, cyber terrorism; computer vandalism etc. Cyber forensics, computer forensics and the law, forensic evidence, computer forensic tools.
- Unit – IV** Regulation of cyber crimes, Issues relating to investigation, issues relating to jurisdiction, issues relating to evidence, relevant provisions under Information Technology Act 2000, Indian penal code, pornography Act and evidence Act etc.
- Unit – V** Copyright issues in cyberspace: linking, framing, protection of content on web site, international treaties, and trade mark issues in cyberspace: domain name dispute, cyber squatting, uniform dispute resolution policy, computer software and related IPR issues.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READINGS:

1. Nelson, Phillips, “Computer Forensics and Investigations”, Cengage Learning India.
2. Vinod V. Sople, “Managing Intellectual Property” PHI Learning Private Limited.



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### IT & SYSTEM MANAGEMENT

#### System Analysis & Design and Software Engineering

Subject Code - MBA 404(k)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- UNIT-I** Systems Concept; Characteristics of a System; Elements of System; Types of Systems; Decision Support System; System Development Life Cycle, Investigation, Analysis, Design, Implementation, Post Implementation Review and Maintenance.
- UNIT-II** Systems Planning and Investigation: Basis for Planning in Systems Analysis - Dimensions of Planning, Initial Investigation, Needs Identification,
- UNIT-III** Determining the User's Information Requirements, Feasibility Study, Feasibility Considerations, Steps in Feasibility Analysis - Feasibility Report.
- UNIT-IV** Tools of Structured Analysis : Data Flow Diagram (DFD), Entity Relationship Diagrams, Data Dictionary, Process Modeling : Structured English, Decision Tree & Decision Table, Object Oriented Analysis (OOA) and Object Oriented Design (OOD).
- UNIT-V** Basics of Information Security, Types of Attacks, Viruses, Virus Control, Hackers, Overview of Risks associated with Internet, Intrusion Detection Risk Management, Disaster Recovery Plan, Cryptography and authentication, Managing Risk, Information Security Policy, Creating a secure environment, Internet Security Standards

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READINGS:

1. Shah-Software Engineering & SAD(Wiley Dreamtech)
2. Kenneth E Kendall and Julie E Kendall – SAD (PHI Publication, 7 Ed.)
3. Grienstein and Feinman- E-commerce –Security, Risk Management and Control (TMH, 2nd Ed.)
4. Ankit Fadia -Encryption-Protecting your Data (Vikas Publication, 1st Ed.)
5. Singh B –Network Security (PHI Publication, 1st Ed.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### DISASTER MANAGEMENT

#### Rural & Urban Disaster Management

Subject Code - MBA 403(I)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content:

- UNIT-I** Rural Economy and Development: Nature and features of rural economy of India, Dimension, dynamics and magnitude of rural population, Rural poverty and development dimension, Problems of rural unemployment, Managing rural development: Procedure, principles and choices, Ecology, Forest and Wasteland Development: Concept of Ecosystem, types of Ecosystems, Impact of human activities of developmental and non-eco friendly technologies on environment, Wastelands – Definition, classification
- UNIT-II** Common Property Resource Management: Introduction, Concepts – property, Resources, Institution Factors, Farm Management: definition, Farm a social and economic institution– types of farm, Farm Budgeting – types of Budget, Management of NGOs and Human Resources Development: NGOs – concept, Role of NGOS in Rural Development, Micro Finance, Small Group Management, and Cooperatives: Financial institutions for rural development-Basic understanding, policy and schemes of NABARD, Micro finance at small group level: concept, emergence, objectives and thrust areas. Management of small groups.
- UNIT-III** Natural Disasters- Meaning and nature of natural disasters, their types and effects. Floods, drought, cyclone, earthquakes, landslides, avalanches, volcanic eruptions, Heat and cold waves, Climatic change: global warming, Sea level rise, ozone depletion.
- UNIT-IV** Man Made Disasters- Nuclear disasters, chemical disasters, biological disasters, building fire, coal fire, forest fire, oil fire, air pollution, water pollution, deforestation, industrial waste water pollution, road accidents, rail accidents, air accidents, sea accidents.
- UNIT-V** Disaster Management- Effect to migrate natural disaster at national and global levels. International strategy for disaster reduction. Concept of disaster management, national disaster management framework; financial arrangements; role of NGOs, community –based organizations and media. Central, state, district and local administration; Armed forces in disaster response; Disaster response; Police and other organizations.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

- |                            |            |                   |
|----------------------------|------------|-------------------|
| Sec A: (Short Answers)     | 4 out of 8 | 4 x 8 = 32 Marks  |
| Sec B: (Essay type & case) | 3 out of 5 | 3 x 16 = 48 Marks |

#### SUGGESTED READINGS:

1. Ambashta, R.S – A text book of Plant Ecology
2. Mishra, K.C – Text book of Ecology



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **DISASTER MANAGEMENT**

### **Disaster Management**

**Subject Code - MBA 404(I)**

**Max Marks : 80**

**Min. Pass Marks : 32**

#### **Courses Content:**

- UNIT-I** Natural Disaster- Meaning and nature of natural disaster, their types and effect, Floods, drought, cyclone, earthquakes, landslides, avalanches
- UNIT-II** Volcanic eruptions, Heat and cold waves, Climate change: global warming, Sea level rise, ozone depletion.
- UNIT-III** Man made disasters- Nuclear disasters, chemical disasters, biological disasters, building fire, coal fire, forest fire, oil fire, air pollution, water pollution, deforestation, industrial waste water pollution, road accidents, rail accidents, air accidents, sea accidents.
- UNIT-IV** Droughts: Droughts, Causes, Vulnerability, Types, Famines, Deserts and Desertification. Biodiversity Extinction and Deforestation; Biodiversity, Species at Risk, Loss of Biodiversity, Management of Species Diversity, Deforestation its Causes & Adverse Effects. Green House Effects and Global Climate Change: Green House Gases, Effects, Global Warming & its Effects, Ozone Depletion, Changes in Carbon-di-oxide, Impact on Ecosystem. Mining: Mining and Environment, Land & Environment Degradation and Management, Mined Land Reclamation.
- UNIT-V** Industrial Disaster: Manmade Hazards, Toxic Chemicals, Noise Pollution, Environment and Ground Water Pollution and Management, Solid Waste Management. Epidemics: Health Risks, Chemicals, Diseases, Future Diseases, Medical Aid, Vulnerability Analysis, Preparedness, Rehabilitation. War and Chemicals: Hazardous Wastes, Reactivity, Toxicity, Nuclear War, Biological Weapons, Armed Conflicts, Land Mines etc.

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### **SUGGESTED READINGS:**

1. Ambashta, R.S – A text book of Plant Ecology
2. Mishra, K.C – Text book of Ecology
3. Kumar, H.D – Ecology



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**OPERATION MANAGEMENT**

**Total Quality Management**

**Subject Code - MBA 403(m)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content::**

- UNIT-I** Concept of Total Quality and its evolution, Components of a Total Quality Loop., Quality of Design; Taguchi's Loss Function.
- UNIT-II** Quality of Purchasing; Supplier Qualification
- UNIT-III** Critical-to-Quality Characteristics: Attributes and Variables, Theory of Acceptance Sampling
- UNIT-IV** Statistical process control, Process Capability Studies, difference between inspection and quality control, application of quality control in industries.
- UNIT-V** Concepts & Application of 6 – Sigma Quality: Comparison between 3-sigma & 6-sigma quality, DMAIC approach to 6-sigma implementation application to service industry, link between 6- sigma & DOE. ISO 9000 and ISO 14000 Series and SPC, Quality Circles

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A : (Short Answers) 4 out of 8 4 x 8 = 32 Marks  
Sec B : (Essay type & case) 3 out of 5 3 x 16 = 48 Marks

**SUGGESTED READINGS:**

1. Mitra A., Quality Control Applications, Pearson Education. Basterfield,
2. Total Quality Management, Pearson Education Logothitis,
3. Total Quality Management, PHI. Janakiraman & Gopal Total Quality Management



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

**OPERATION MANAGEMENT**

**Business Process Reengineering**

**Subject Code - MBA 404(m)**

**Max Marks : 80**

**Min. Pass Marks : 32**

**Courses Content::**

- UNIT-I** Introduction to BPR: Concept, Philosophy of BPR, Fundamental tenets of BPR, Benefits & pitfalls of BPR, Drivers to BPR.
- UNIT- II** Process reengineering framework: Opportunity assessment, planning the process reengineering project. Organizing for process reengineering.
- UNIT-III** Process analysis and design: a) Process analysis (b) Process design.
- UNIT-IV** Planning and implementing the transition: Planning the transition, implementing the transition, tracking and measuring process performance.
- UNIT-V** Tools and techniques used in BPR: Case tools, Workflow systems, Imaging technology, Floware, Business design facility tools, and Change management tools. Risk and impact measurement.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A : (Short Answers) 4 out of 8 4 x 8 = 32 Marks  
Sec B : (Essay type & case) 3 out of 5 3 x 16 = 48 Marks

**SUGGESTED READINGS:**

1. Lon Roberts, Process Re-engineering: The Key to Achieving Breakthrough Success, Tata McGraw Hill,
2. Henry J. Johanson, Palrik Mchine, A.John Pandilebury, William A Wheeler, Business Process Reengineering: Breakpoint Strategies for Market Dominance, Chichester, John Wiley & Sons,30





# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### ENVIRONMENTAL MANAGEMENT

#### Environmental Pollution and Management

Subject Code - MBA 403(n)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content::

- UNIT-I** Water pollution – sources & types of water pollution – physical, chemical & biological – effect of water pollution.
- UNIT-II** Drinking water quality standards waste water treatment – primary, secondary, tertiary- water pollution prevention & control act – 1974.
- UNIT-III** Air pollution –structure and composition of atmosphere – classification, sources & effects of air pollution – Acid rain –green house effect – global warming – Ozone depletion.
- UNIT-IV** Soil Pollution – soil pollutants – types – sources, effects & Control. Noise Pollution – sources effects & Control.
- UNIT-V** Government Agencies & Programs – The Tiwari committee – creation of NCEPC, Department of Environment & Forest – Function of State Pollution Control Board.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

- |                             |            |                   |
|-----------------------------|------------|-------------------|
| Sec. A : (Short Answers)    | 4 out of 8 | 4 x 8 = 32 Marks  |
| Sec B : (Essay type & case) | 3 out of 5 | 3 x 16 = 48 Marks |

#### SUGGESTED READINGS:

1. Rao, M. N and H.V.N. Rao (1993) Air Pollution, Tata McGraw – Hill Publishing Company Limited. New Delhi.
2. Kudesia, V.P and Ritu Kudesia (1992) Water Pollution, Pragati Prakashan Publication, Meerut.
3. Sawyer, C. N., P.L McCarty and G.F. Perkin (1994) Chemistry for Environmental Engineers, II Edition. McGraw-Hill.
4. Sharma, B.K and H.Kaur (1994) Soil and Noise Pollution. Goel Publishing House, Meerut.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **ENVIRONMENTAL MANAGEMENT**

### **International Business Environment**

**Subject Code - MBA 404(n)**

**Max Marks : 80**

**Min. Pass Marks : 32**

#### **Courses Content::**

- UNIT-I** Nature of business environment; components of international business environment; MNEs and internationalization; environmental scanning for international business; forces of globalization and modes of entry
- UNIT-II** The components and characteristics of international economic environment; the transnational economy; trading environment of international business - an overview; WTO; regional trading arrangements; the changing world economy and its impact on international business
- UNIT-III** The regulatory and legal environment of business; basic principles of international law for business; areas of legal environment of particular concern to MNEs
- UNIT-IV** Analysis and management of political risk; country risk analysis; the cultural environment of international business; cross cultural challenges and complications; culture shock and international business
- UNIT-V** The Ethical and social responsibility of international business; bribery and corruption; competitive strategy and international business environment; an overview of India's business environment

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec. A : (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B : (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### **SUGGESTED READINGS:**

1. Anant, K. Sundaram and J. Stewart Black, The international Business Environment Prentice Hall of India, New Delhi. 1996
2. Daneils, John D. and Lee H. Radebaugh International Business: Environments and Operations , 11<sup>th</sup> edition, Pearson Education, New Delhi, 2007.



**Swami Vivekanand University, Sagar (M.P.)**



(Maximum Marks: Each Paper – 100)

**Master of Business Administration**

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

## **RETAIL MANAGEMENT**

**Management of Retail Operations**

**Subject Code - MBA 403(o)**

**Max Marks : 80**

**Min. Pass Marks : 32**

### **Courses Content::**

- UNIT-I** Retail strategies, Retail marketing strategy, Finance and location strategies for retailing.
- UNIT-II** Market research for retail management, Trading area analysis Research before and after setting up a retail store.
- UNIT-III** Retail stores operations. Mall management, setting objectives for retailers' performance, Management of retail brand.
- UNIT-IV** Retail management information system, Information gathering and processing, Application of I.T. to retail management.
- UNIT-V** Financial aspects of retail, Retail audit and measures of performance evaluation.

### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 marks

### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks  
Sec B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks

### **SUGGESTED READINGS:**

1. Retail management, a Strategic Approach by Berman Barry, Evans Joel R., Pearson Education.
2. Retail management by Michael Levy, Tata McGraw Hills.
3. Retail management by Chetan Bajaj, Rajnish Tuli & Nidhi Shrivastav.
4. Retailing by Robert Lusch, Patrick Dunne, South Western Publishing Co.



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### RETAIL MANAGEMENT

#### Retail Merchandising & Supply Chain Management

Subject Code - MBA 404(o)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content::

- UNIT-I** Retail Merchandising: Concept & Scope, Role and Responsibilities of Merchandisers. Merchandise Mix. Assortment Management, Merchandise Displays and Space management: Concept and Importance, Space Management, Plano gram, Visual Merchandising: Meaning, Objectives, Product Positioning and Visual Merchandising.
- UNIT-II** Merchandise Planning: Concept and Applications, Elements of Merchandise Planning, Role of Merchandiser in Planning, Category Management and Merchandise Budgeting: Merchandise Forecasting and Budgeting  
Merchandise Sourcing: Stock Management and Distribution, International Sourcing.
- UNIT-III** Merchandise Replenishment: Retail Replenishment, Importance, Direct Store Delivery (DSD), Managing Retail Home Delivery, Measures for Retail Distribution and Replenishment, Role of IT in Retail Distribution and Replacement.
- UNIT-IV** Introduction to retail supply chain, Retail supply chain vs. manufacturing supply chain, Logistics, Strategic, tactical and operational view supply chain strategies.
- UNIT-V** Category Specific Supply Chain Issues: Supply Chain in Food and Grocery, Apparel and Footwear, Consumer Electronics, Home Furnishing, Non-Store Retailing. IT Supply chain Management.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

- |                            |            |                   |
|----------------------------|------------|-------------------|
| Sec A: (Short Answers)     | 4 out of 8 | 4 x 8 = 32 Marks  |
| Sec B: (Essay type & case) | 3 out of 5 | 3 x 16 = 48 Marks |

#### SUGGESTED READINGS:

1. Retail management 2E; Swapna Pradhan: Tata McGraw Hill Education
2. Retail management (4<sup>th</sup> Edition): Gibson G. Vedamini; Jaico Publishing House



# Swami Vivekanand University, Sagar (M.P.)



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### INSURANCE AND RISK MANAGEMENT

#### Marketing of Insurance Services

Subject Code - MBA 403(p)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content::

- UNIT-I** Concept and Scope of Marketing- Marketing Orientations: Production, product, selling, marketing and societal. - Concepts – Emergence and growth of services – Understanding the Marketing Environment – Marketing Mix for services - Developing marketing plan.
- UNIT-II** Consumer Behaviour – factors influencing purchase decisions - Purchase process- Marketing research – Definition –steps- Research approaches and techniques – Forecasting Market Demand.
- UNIT-III** Market Segmentation- Factors Influencing Segmentation - Segmentation approaches Targeting: Differentiated and undifferentiated marketing- Positioning: concept and approaches - Repositioning.
- UNIT-IV** Developing insurance services mix - Service product - Service pricing – Promotion – Distribution - Physical evidence – People - Service delivery process - Product/service Life Cycle – New service product Planning and Development – Understanding power of branding - Brand equity – Insurance salesmanship.
- UNIT-V** Service Quality for Competitive Advantage - Customer relationship management - Marketing Strategies for different insurance services and businesses – e-selling of insurance and other advancements.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

#### PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks
Sec B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks

#### SUGGESTED READINGS:

1. Harsh V. Verma, *Services Marketing*, Pearson Education: New Delhi.
2. Vinnie Jauhari, *Services: Marketing & Management*, Oxford University Press: Mumbai.
3. Course Book: IC-31, *Insurance Salesmanship*, Insurance Institute of India: Mumbai.
4. S.M.Jha, *Services Marketing*, Himalaya Publishing House



(Maximum Marks: Each Paper – 100)

## Master of Business Administration

(Maximum Marks: 100, Theory – 80, Internal / Sessional - 20)

### INSURANCE AND RISK MANAGEMENT

#### Enterprise Risk Management

Subject Code - MBA 404(p)

Max Marks : 80

Min. Pass Marks : 32

#### Courses Content::

- UNIT-I** Approach to risk management - Business growth through risk taking - Risk and opportunity - What is enterprise risk management (ERM) - Benefits of ERM – Framework - Appointment of Client - Interview with the client – proposal preparation and implementation. The Risk Management Process: Analysing the Business - Risk Identification - Risk Assessment - Risk Evaluation - Risk Planning - Risk Management.
- UNIT-II** Financial Risk Management: Definition, Scope, benefits and implementation of financial risk - Liquidity risk - Credit risk - Default risk - Borrowing - Currency risk - Funding risk - Foreign investment risk – Derivatives. Operational Risk Management: definition, scope, benefits and implementation of operational risk - Strategy - People - Processes and systems - External events - Outsourcing - Measurement – Mitigation. Technological Risk: Definition, scope, benefits and implementation of technology risk management - Primary technology types - Responding to technology risk.
- UNIT-III** Economic Risk: Definition, Scope, benefits and implementation of economic risk management - Microeconomics and macroeconomics - Macroeconomics - Government policy - Aggregate demand - Aggregate supply - Employment levels - Inflation - Interest rate risk - House prices - International trade and protection - Currency risk. Environmental Risk: Definition, Scope, benefits and implementation of environmental risk management - Energy sources – Use of resources - Pollution - Global warming - Response to global warming - Stimulation to environmental considerations - Environmental sustainability
- UNIT-IV** Legal Risk: Definition, Scope, benefits and implementation of legal risk management - Business law - Companies - Intellectual property - Employment Law - Contracts - Criminal liability in business - Computer misuse - Political Risk: Definition, Scope, benefits and implementation of political risk management - Contracts – Indian economy – fiscal policy - Pressure groups - Terrorism and blackmail - Responding to political risk.
- UNIT-V** Market Risk: Definition, Scope, benefits and implementation of market risk management - Market structure - Product lifecycle stage - Alternative strategic directions - Acquisition - Game theory - Price elasticity/sensitivity - Distribution strength - Measurement - Risk response planning. Social Risk: Definition, Scope, benefits and implementation of social risk management – Education - Population movements – demographic changes - Socio-cultural patterns and trends - Crime - Lifestyles and social attitudes.

#### SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)

4 out of 8

4 x 8 = 32 Marks

Sec B: (Essay type & case)

3 out of 5

3 x 16 = 48 Marks

### **SUGGESTED READINGS:**

1. Duckert, G.H., *Practical Enterprise Risk Management: A Business Process Approach*, John Wiley & Sons: England.
- 2.. A.C. Vedpuriswar, *Enterprise Risk Management*, Viva Books: New Delhi.