

M.B.A. (Business Economics)

ORDINANCE AND SYLLABUS

Session: 2023-24



**Department of Business Economics
V.B.S. Purvanchal University, Jaunpur
(U.P.) 222001**

FACULTY OF MANAGEMENT STUDIES

Department of Business Economics

M.B.A. (BUSINESS ECONOMICS) **Ordinances Governing Two Year (Four Semesters)** **Post-Graduate Degree Course** **w.e.f. Session 2023-24**

The following ordinances have been framed as per NEP 2020, governing the admission, course structure, examination, research and other allied matters relating to the two year (four semester) M.B.A. (Business Economics) Post Graduate Degree Course of department of Business Economics, Faculty of Management Studies, Veer Bahadur Singh Purvanchal University. Jaunpur.

1. ADMISSION

- 1.1** All matters relating to admission in the M.B.A. (Business Economics) course shall be dealt with the Admission Committee constituted by the University.
- 1.2** The M.B.A. (Business Economics) course is open to graduates in any discipline with a minimum of 45% marks (40% for SC/ST/OBC), from a recognized University. Those who are appearing in final examination of graduate degree may also apply for admission and shall be eligible to appear in the Admission Test but they will have to produce proof of being graduate with minimum percentage of marks at the time of admission.
- 1.3** Those who failed to secured 45% marks in undergraduate level but have passed postgraduate examination in any discipline with at least 55% marks (50% for SC/ST/OBC) are also eligible for appearing in the admission test of the M.B.A. (Business Economics) course.
- 1.4** The intake to the M.B.A. (Business Economics) course shall be 60 students. However, University can reconsider for increasing the number if necessary. Out of 60 seats 50% admission to the M.B.A. (Business Economics) course shall be made through combined test organized by UP Technical University and 50% seats will be filled strictly in order of merit on the basis of the combined result of the Written of the Purvanchal University combined admission test (PUCAT) and Vacant seats after UPSEE/PUCAT will be filled through open advertisement in which those who come first will get admission first after fulfilling required education Qualification.
- 1.5** The reservation norms for admission shall be as per Govt. notification issued from time to time.
- 1.6** On the selection for admission to the M.B.A. (Business Economics) course, the candidates shall deposit the fees prescribed for the purpose to get his/her admission confirmed within the time period fixed by the UPTU/Admission Committee of Faculty of Management Studies. If a candidate fails to do so, his/her offer for admission shall be automatically cancelled and the seat falling vacant shall be offered to other candidate in the merit list. There is no provision of Fee concession/exemption under any circumstances except the cases related to Social welfare department. The fee of the course is non-refundable and non-transferrable.

1.7 Admission in the M.B.A. (Business Economics) course cannot be claimed by any candidate as the matter of right. The admission Committee of the M.B.A. (Business Economics) programme of the University shall have a power to refuse, reject or cancel any Admission if it possesses sufficient reason to do so.

2. COURSE OF STUDY AND EXAMINATION

2.1 With a view to conducting the M.B.A. (Business Economics) course systematically and within a time-bound frame, the Deptt of the University shall draw up an “Academic Calendar” with the consultation of the Dean in the beginning of the academic session with the approval of the Vice-Chancellor for its implementation.

2.2 A candidate admitted to the M.B.A. (Business Economics) course shall pursue a regular course of study in all the four semesters and attend at least 75% of the classes held to be eligible to appear in the examination however, the Dean and Vice-Chancellor for cogent reasons may condone 5% and 10% shortage in attendance respectively.

2.2.1 A candidate admitted in MBA (Business Economics) course shall taught common core paper in first semester and second semester and in third semester onward super specialization will be taught to the students.

2.3 All the four semester examination of M.B.A. (Business Economics) course shall be conducted through theory papers, sessionals, practical project reports, viva-voce and such other assignments as may be prescribed for the purpose from time to time.

2.4 Matters pertaining to the amendment in the ordinance, syllabus, introduction of new course/paper and conduct of examination, assignments etc. shall be dealt with the board of Studies constituted by the Vice-Chancellor. The constitution of the Board of Studies shall be as follows:

2.4.1 The Convener of the BOS will be as per the statutory provisions of the University.

2.4.2 Head of the Deptt. will be the ex-officio member of the BOS, and

2.4.3 Two external experts of the related field whose names are proposed by Convener of BOS and approved by V.C.

2.4.4 Dean, Faculty of Management studies

2.4.5 By rotation two senior faculty members of the Deptt. (Not less than Reader / Associate professor level).

2.5 The Board of Studies constituted as above shall recommend the panel of paper setters /examiners to the Vice-Chancellor. After getting approval from the Vice-Chancellor, the appointment letters shall be issued be to the concerned paper setters/examiners by the Registrar/Controller of examinations of V.B.S. Purvanchal University.

- 2.6** The Registrar/Controller of the Examinations, with the approval the Vice-Chancellor shall associate one or two members of the Board of Studies for the moderation of the papers. The moderated papers shall have to be got printed by the Registrar/Controller of the Examinations well before commencement of the Examinations.
- 2.7** After printing the papers in sealed covers, shall be handed over to the Examination Superintendent who will ensure the smooth and fair conduct of the examinations.
- 2.8** For appearing in the M.B.A. (Business Economics) semester Examination each student shall have to deposit a prescribed Examination fee along with a filled in an Examination application form.
- 2.9** The student of course shall be examined in the subjects in accordance with course curriculum. The detailed syllabus of each theory paper is given after Table.
- 2.10** In each of the M.B.A. (Business Economics) theory papers there shall be two components:
- 2.10.1** Semester Examination: The semester examination in each theory paper shall be of 3 hours duration and shall carry 75 marks (10 questions, each should be answered in 50 words of 1.5 marks each, 04 questions of 7.5 marks for each questions should be answered in 200 words and two questions, each should be answered in 500 words of 15 marks each).
- 2.10.2** Sessionals: In each theory paper, there shall be sessionals of 25 marks, which will be organized by the teachers concerned in consultation with the head of Deptt. ordinarily, the break-up of sessionals-marks shall be as follows:
- (1) Class Test: 10 marks
 - (2) Assignments/Seminars: 10 marks
 - (3) Class Attendance: 5 marks
- Note: There will be no internal assessment in case of summer training reports evaluation and viva, project report presentation, comprehensive viva and computer papers
- 2.10.3** External marks of M.B.A. (Business Economics) major, minor paper and internship/research project will be given by the external examiner.
- 2.11** The marks in the sessionals shall be awarded by the internal teachers concerned and submitted to the Head of Deptt. who will after due approval send the same to the Registrar/Controller of Examinations, VBS Purvanchal University, for being in the examination results.
- 2.12** **Summer Training Report:** Every M.B.A. (Business Economics) student shall be required to undergo practical training/Project work for a period of 6 to 8 weeks in any organization connected with Industry/Trade/Commerce/Business approved by the head of the Business Economics Deptt. of the University. The student will submit a training report, which shall be evaluated out of 100 marks including 50 marks in report presentation and 50 marks in evaluation and viva which will be evaluated by one External Examiner and an internal member nominated by the Vice Chancellor from the name of experts suggested by the HOD shall constitute a part of the M.B.A. (Business Economics) IIIrd Semester examination of the University.
- 2.13** **Project work:** In the fourth semester examination students were to do some project work on the topic decided with consultation of the subject experts in the department. The project should be innovative problem solving, research oriented which give

ultimate benefit to the industry and society. The report will be evaluated out of 100 marks by one External Examiner and an internal member nominated by the Vice Chancellor from the name of experts suggested by the HOD.

2.14 Viva-Voce: In fourth semester of M.B.A. (Business Economics) course there shall be Viva-voce examination of 100 marks on his overall understanding. The Viva shall be conducted out of 100 marks by one External Examiner and an internal member nominated by the Vice Chancellor from the name of experts suggested by the HOD.

2.14.1 In any area of the project work there should not less than 3 and more than 15 students who will be selected on the basis of their II nd semester marks.

3. DECLARATION OF RESULTS

3.1 The maximum and minimum marks for each theory paper, sessionals, project report and viva-voce in the semester examination shall be as followed:

	Maximum marks	Minimum Percentage
Theory paper + Sessionals	75+25 (100)	36% in agg.
Theory paper + Practical	50+50 (100)	36% in agg
Summer training Report evaluation and Viva	100	36% in agg
Comprehensive Viva-Voce	100	36% in agg
Project report	100	36% in agg

3.2 The candidates who secure at least 36% of marks in each papers includes aggregate of theory and sessional/practical and at least 40% of the aggregate of all papers in semester, shall be declared pass in the semester examination. Therefore on the basis of the above structure the candidates result will be declared on the following manner:-

3.2.1 Pass: Those who secure 36% percent marks in each paper separately and 40% in aggregate.

3.2.2 Promoted: (Category 1): Those who secure at least 36% in at least 3 papers and 40% in aggregate.

(Category 2): Those who secure at least 36% in all the papers but fail to secure 40% in aggregate.

3.2.3 Failed: Students who do not fall under the pass and promoted categories shall be declared as failed.

3.3 Students in the failed category in 1st, 2nd & 3rd semester examination shall have to re-appear in the next year in the theory papers, in which they failed. They will be allowed to continue their course as a regular student thereafter. The period of completion of the course shall be two years and can be extended for another two years in case of failed/promoted students, thus the maximum period of the course shall not be more than four years in any case.

3.4 The promoted student will have to re-appear, in the papers in which they have not qualified, along with the concerned forthcoming semester examination within the stipulated period of next two years.

3.5 The sessional marks of failed and promoted candidates shall, however, be carried forward as such to the next examination in which they re-appear.

3.6 The result of the M.B.A. (Business Economics) 4th semester shall be declared on the basis of the combined marks secured by a candidate in all four Semesters of the M.B.A. (Business Economics) course in the following categories:

Passed	40% and above but less than 45%
2nd class	45% and above but less than 60%
1st class	60% and above but less than 75%
Distinction	75% and above

3.7 Those who failed in any paper of the 1st, 2nd, 3rd & 4th semester Examination shall not assigned any rank while declaring the final result of the M.B.A. (Business Economics) course.

3.8 In view of the fast advancement in the field of management and information technology, the course curriculum shall be revised at regular intervals.

5. Ph.D Programme:

5.1 Research programme: Since the inception of the deptt., serious efforts has been made to promote the research activities in the emerging areas of Business Economics. For this purpose a Department Research Committee (DRC) is formed in the Deptt.

5.2 RDC members: Following members committee will be constituted for the research activity in the department-

5.2.1 Head of the Deptt./ The Convener of the DRC will be as per the statutory provisions of the University,

5.2.2 Two external experts of the related field whose names are proposed by HOD and approved by V.C.

5.2.3 Dean, Faculty of Management studies

5.2.4 By rotation One Professor, One Reader/associate professor and One Lecturer/Assistant professor (those who are eligible for guiding research) of the Deptt.

5.3 Major Area of Research: The major areas of the research programme in the Deptt. are: Economics, Finance, Marketing, International Business, Human Resource, Rural Marketing & entrepreneurship development, E-Business and the relevant field.

5.4 Eligibility for Admission to the Ph.D. Programme: The candidates seeking for admission to the Ph.D programme in the Department must be postgraduate in Business Economics, Mathematics, all branches of Business Administration, M.A. (Economics), M.Com with 55% marks and the candidate has qualified the Combined entrance test organized by the state Government or University.

Department of Business Economics

M.B.A. (BUSINESS ECONOMICS) Ordinances Governing Two Year (Four Semesters) Post-Graduate Degree Course w.e.f. Session 2023-24

Programme Outcome :

The MBA(Business Economics) programme has consistently endeavored to provide students with strong conceptual and analytical skills, in order to inculcate proficient managerial capabilities in them. So that they are in a position to evaluate the efficacy of various tools applied in different functional areas of management. The academic pedagogy is such, as to create an environment where learning is facilitated and chances for self expressions and introspection are plentiful. The course aims at to develop analytical and entrepreneurial skill amongst the students. It also provides a platform to explore innovation, creativity and professionalism to the upcoming management aspirants.

First Year – First Semester

Course Code	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits (L-T-P)
F040101T	MANAGEMENT AND COMMUNICATION SKILL	75	25	--	100	3-1-0
F040102T	ACCOUNTING FOR ENTREPRENEUR	75	25	--	100	3-1-0
F040103T	BUSINESS ECONOMICS	75	25	--	100	3-1-0
F040104T	BUSINESS RESEARCH METHOD	75	25	--	100	3-1-0
F040105T	BUSINESS ENVIRONMENT	75	25	--	100	3-1-0
MINOR		75	25		100	04
F040106R	SURVEY WORK	100			100	04
Total Credits						28

First Year – Second Semester

Course Code	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits (L-T-P)
F040201T	MACRO ECONOMICS MANAGEMENT	75	25	--	100	3-1-0
F040202T	HUMAN RESOURCE MANAGEMENT AND ORGANISATION BEHAVIOUR	75	25	--	100	3-1-0
F040203T	MARKETING MANAGEMENT	75	25	--	100	3-1-0
F040204T	FINANCIAL MANAGEMENT	75	25	--	100	3-1-0
F040205T	BUSINESS LAW	75	25	--	100	3-1-0
F040206R	SURVEY RESEARCH REPORT	100		--	100	4-0
Total Credits						24

Second Year-Third Semester

Course Code	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits (L-T-P)
Core Courses						
F040301T	PROJECT APPRAISAL AND INVESTMENT PLANNING	75	25	--	100	3-1-0
F040302T	OPERATIONS RESEARCH AND DECISION METHODS	75	25	--	100	3-1-0
F040303T	RURAL MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT	75	25	--	100	3-1-0
Open Elective Course						
Each student will opt TWO GROUP from the pool of Open Elective Courses provided by the University,						
Discipline Specific Elective Courses (specialization areas offered under dual specialization scheme)						
(GROUP A) Quantitative Techniques in Business Economics						
F040304T(A)	MATHEMATICS FOR BUSINESS RESEARCH	75	25	-	100	3-1-0
(GROUP B) International Business Management						
F040304T(B)	INTERNATIONAL ECONOMICS AND TRADE POLICY	75	25	-	100	3-1-0
(GROUP C) Logistic Management						
F040304T(C)	ENTERPRISE RESOURCE PLANNING (ERP)	75	25	-	100	3-1-0
(GROUP D) Marketing						
F040304T(D)	CONSUMER BEHAVIOUR	75	25	--	100	3-1-0
(GROUP E) Finance						
F040304T(E)	DERIVATIVES AND RISK MANAGEMENT	75	25	--	100	3-1-0
(GROUP F) Human Resource Management						
F040304T(F)	ORGANIZATIONAL DEVELOPMENT AND CHANGE	75	25	--	100	3-1-0
F040305R	SUMMER TRAINING REPORT PRESENTATION AND VIVA				100	04
					Total Credits	24

Note:

1. Students are required to choose any two specialization areas offered under dual specialization scheme. The specialization area opted in 3rd Semester would remain same in 4th semester also.

Second Year- Fourth Semester

Course Code	Title of the Course (s)	External Marks	Sessional/Internal Marks	Practical Marks	Total Marks	Credits (L-T-P)
Core Courses						
F040 401T	BUSINESS STRATEGY	75	25	--	100	3-1-0
GROUP SELECTED BY THE STUDENTS IN THIRD SEMESTER, SAME WILL BE CONTINUE IN THE FOURTH SEMESTER. Each student will opt TWO GROUPS IN THIRD SEMESTER from the pool of Open Elective Courses provided by the DEPARTMENT.						
Discipline Specific Elective Courses (specialization areas offered under dual specialization scheme)						
(GROUP A) QUANTITATIVE TECHNIQUES IN BUSINESS ECONOMICS						
F040402T(A)	ECONOMETRIC METHOD	75	25	--	100	3-1-0
F040 403T(A)	BUSINESS FORECASTING	75	25	--	100	3-1-0
(GROUP B) INTERNATIONAL BUSINESS MANAGEMENT						
F040 402T(B)	INTERNATIONAL BUSINESS STRATEGY	75	25	--	100	3-1-0
F040 403T(B)	EXPORT IMPORT DOCUMENTATION	75	25	--	100	3-1-0
(GROUP C) LOGISTIC MANAGEMENT						
F040402T(C)	ECONOMICS OF SUPPLY CHAIN	75	25	--	100	3-1-0
F040403T(C)	INDIAN TRANSPORT SYSTEM	75	25	--	100	3-1-0
(GROUP D) MARKETING						
F040402T(D)	INTEGRATED MARKETING COMMUNICATION	75	25	--	100	3-1-0
F040403T(D)	INTERNATIONAL MARKETING	75	25	--	100	3-1-0
(GROUP E) FINANCE						
F040402T(E)	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	75	25	--	100	3-1-0
F040403T(E)	INTERNATIONAL FINANCE	75	25	--	100	3-1-0
(GROUP F) HUMAN RESOURCE MANAGEMENT						
F040 402T(F)	LABOUR LAW AND INDUSTRIAL RELATION	75	25	--	100	3-1-0
F040403T(F)	HUMAN RESOURCE DEVELOPMENT	75	25	--	100	3-1-0
F040404R	PROJECT REPORT EVALUATION AND VIVA	100	-	--	200	4
Total Credits						24

Note:

- Students are required to choose any two specialization areas offered under dual specialization scheme. The specialization area opted in 3rd Semester would remain same in 4th semester also.

2. The topic of the Project Report shall be finalized in 3rd semester by a Committee of the faculty members after presentation by candidate before the Committee.

SEMESTER -I

F040101T

MANAGEMENT AND COMMUNICATION SKILL

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: Understand about the concept and process of management.

CO2: Comprehend the anatomy of an Organization.

CO3: Explain the effectiveness of oral communication and its application in-group presentation.

CO4: Apply the steps involved in controlling process.

CO5: Evaluate the technique of Management Control.

CO6: Identify the various types of listening, its approaches, and barriers.

Unit:

- 1. Managing in today's Business:** Meaning, Definition, Characteristics of Management, Nature and Profession, Indian Management thought, Concept, Process and types of planning, Essentials of sound Plan, Steps In Planning Process, Planning Premises, Types and Elements of Planning, Decision of Rational decision Making, Concept of MBO, Characteristics, Objectives, MBO-Process, Advantages, Limitations.
- 2. The anatomy of an Organisation:** Concept, Nature, Process, Significance, Principle of Organising, Concept and Distinctions between- Line, staff and Authority, Delegation and Decentralization, formal and informal organization, group dynamics. **Managerial Control**-Steps in control process, Requirements of an effective control system, Management by Exception, Techniques of Management Control- ROI, PERT, CPM, MIS.
- 3. Nature of Communication:** Different types of communication like letters, memos, reports, fax, email, presentations, telephone, and multimedia, stages in communication cycle, Barriers to communication, **Writing Techniques**-rules of good writing, adaptation and selection of words, writing with style- choosing words with right strength and vigor, using a thesaurus, writing effective sentences, developing logical paragraphs, overall tone, drafting, editing and finalizing the business letters
- 4. Recruitment and employment correspondence:** Application letter, curriculum vitae, resume, bio-data, interview, references, offer of employment, job description, letter of acceptance, letter of resignation. *Internal communications:* memoranda, reports: types of reports, formal reports and informal reports, meetings, documentation. *External communications:* Public notices, invitations to tender bid, auction, notices, etc; *Report writing:* planning, technique of writing a report, characteristics of business reports, common types of reports, purposes of reports

References:

Principle & Practice of Mgt.

L.M. Prasad

Sultan Chand & Sons

Mgt. Concepts & Practices

Dr. C.B. Gupta

Sultan Chand & Sons

Management

Koontz & Wehrich Tata McGraw-Hill

Taylor Shinley -

Communication for Business (Pearson Education, 2002)

T N Chhabra, Bhanu Ranjan –

Business Communication (Sun India, 2004)

P.D. Chaturvedi –

Business Communication (Pearson Education)

F040102T:

ACCOUNTING FOR ENTREPRENEURS

L-T-P
3-1-0

External Marks: 75
Sessional Marks: 25
Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1: Assess the basic financial concepts.
- CO2: Analyze various costing concepts like marginal costing etc.
- CO3: Demonstrate professional financial management aspects relevant to industry.
- CO4: Evaluate the various cost concepts.
- CO5: Design the financial and operating methods.

Unit:

- 1. Introduction:** Accounting concepts, conventions and principles; Accounting Equations, International accounting principles and standards(GAAP), Double entry system of accounting, journalizing of transactions; preparation of final accounts, P/L Accounts, P/L Appropriation account and Balance Sheet with adjustment,
- 2. Analysis of financial statement;** Management Accounting. ratio analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios, common size statement; comparative balance sheet and trend analysis, **Funds flow statement:** Meaning; Concept of Gross and Net Working Capital; Preparation of schedule of change in working capital; Preparation of funds flow statement and its analysis, **Cash flow statement:** Various cash and non-cash transaction, flow of cash, preparation of cash flow statement and its analysis.
- 3. Cost Accounting -** Cost sheet, Cost center, Cost concept, Methods of Costing, Business Budget and Budgetary Control- Concept, Nature, Objectives, Advantages and Limitations of Budget and Budgetary Control, Essentials of Effective Budgeting, Budgetary Control Organisation, Mode of Operations of Budgetary Control, Classification of Budgets-Sales, Selling and Distribution, Production, purchase, Raw-Material, Overhead, Cash, Flexible and Master Budget.
- 4. Marginal Costing & Standard Costing:** Concept, characteristics of marginal costing, Practical application of Marginal Costing, Basic equation of marginal Costing, Advantage of marginal costing, Cost volume Profit relationship, Meaning and Assumptions of Break-Even Analysis, basic Techniques of Break Even Analysis, Limitations of Break Even Analysis, Meaning and Concept of Standard costing, Setting of Standards, Determination of Standards Hours, advantages of Standard costing, Variance Analysis, Classification of Variances-Materials, Labour and Overhead.

References:

S K Bhattacharya & John Dearden-	Accounting for management	(Vikas), 1987, 8th ed.
Jain S P & Narang K L –	Advanced Accounting	(Kalyani)
Financial and Mgt. Accounting	S.N. Maheshwari	Sultan Chand & Sons
Mgt. & Cost Accounting	Khan & Jain	Tata McGraw-Hill
Cost & Mgt. Accounting	Kishore	Taxmann

F040103T:

BUSINESS ECONOMICS

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Students would be able to properly use the principles of business economics in managerial strategies.

CO2: Students would be able to analyze and provide solutions to real business problems with a systematic theoretical framework.

CO3: Students will learn to use economic models to isolate the relevant elements of a managerial problem

CO4: Students will know to make optimal business decisions by integrating the concepts of economics, mathematics, and statistics.

Unit:

- 1. Introduction:** Concepts, Nature and Scope of Business Economics, Demand determinants and Distinctions, Elasticity of Demands, Demand Forecasting for established Products and new Products.
- 2. Production and Cost Behaviour:** Production Function, Law of returns, Return to scale, Cost volume Relationship in Short and Long Run.
- 3. Pricing:** Market Morphology and Pricing, Pricing Methods-Cost plus pricing, Incremental Pricing, Product Line Pricing, Pioneer Pricing, Differential Pricing, Cyclical Pricing and Retail pricing.
- 4. Profit Policies and Planning:** Profit Policies, Rationale for Profit constraints, Profit volume Analysis and its applications, risk and uncertainty in business; risk incorporated into business decisions.

References:

Principles of Economics	D.M.Mithani	Himalaya Publishing
Fundamental of Business Economics	Mithani & V.S.R.Murthy	Himalaya Publishing
Principles of Economics	D.N. Dwivedi	Vikas
PublishingManagerial Economi	P.L. Mehta	Sultan Chand &
SonsManagerial Economics	R.L.Varshney Mahesh	Sultan Chand & SonsManagerial
Economics	Pandey & Pandey	Novelty Publication

F040104T: BUSINESS RESEARCH METHOD

L-T-P
3-1-0

External Marks: 75
Sessional Marks: 25
Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1: Acquire knowledge on various kinds of research questions and research design Appreciate qualitative, quantitative, and mixed methods research, as well as.
- CO2: Explain the various steps involved in coding qualitative data.
- CO3: Familiar with good practices in conducting a qualitative interview and observation.
- CO4: Recognize how to distinguish between a population and a sample and to determine the sample size
- CO5: Identify the various types of quantitative sampling techniques and conditions to use.

Unit:

1. **Introduction:** Meaning, Definition, Characteristic, Objectives, Significance, Process of Research, Approaches to Research, Characteristics of Business Research, Types of Research - Exploratory, Conclusive, Modelling, Formulation of Hypothesis. Types of error. Application of Business Research in India.
2. **Information Collection:** Collection of Data - Primary & Secondary Sources, Classification- Questionnaire construction, Schedule and Scale Development, Attitude Measurement.
3. **Sampling:** Sampling method - Probability and non Probability, Analysis of data - Tabulation, Coding, Graphical Representation of Data, Statistical Tools, Testing of Hypothesis, Mean, Mode, Median, Measures of Standard Deviation and variance
4. **Statistical Techniques & Report Writing:** Correlation, Karl Pearson's and Rank, Regression Analysis, Z test, t-test, ANOVA and chi square test, Analysis of data through SPSS and excel, Contents of research Report, Types of Report, Report format - Research in Decision Making, report writing in MS word and presented through power point.

References:

Kothari C.R.	Research - Methodology
Gupta S.P.	Statistical Method
Newbold	Statistics for Business & Economics
R. Panneerselvam	Research Methodology
Levin	Statistics for Management

F040105T

BUSINESS ENVIRONMENT

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Study the Components and significance of business environment in India.

CO2: Discuss about Economic Environment and important acts associated with it.

CO3: Examine the role of government in business environment.

CO4: Study about socio- culture environment and its impact on the society.

CO5: Discuss about Technological environment with latest trends and its impact on Indian business environment.

Unit:

1. **Introduction:** The concept, Nature and significance of Business Environment, and Legal environment - Legal Issues in International Business, Strategic Concerns,
2. **Socio-Cultural Environment:** Social interests and values-its implications for industrialization and economic growth. Ecology and Social Responsibility, Consumerism as an emerging environmental force, Ethics of Business, Social Audit. Business Culture.
3. **Economic Environment:** Foreign Exchange and Management Act. Competition Act 2002 (as amended up to date); Fiscal and Monetary Policies, Government & Business relationship, MNC'S, Foreign Trade (Development and Regulation) Act, 1992 New Economic Policy. Protection of patent and trademarks, Consumer Protection Act 2019. provisions of IPR and GST
4. **Technological Environment:** Choice of appropriate technology; problems in selecting appropriate Technology; Technology Transfer; Phases, Causes and Control of Business cycles. Problem of pollution and its control. Role of business and Management in controlling pollution, Technology policy, Technology and plant level changes, Restraints in a technological growth.

References:

Business Environment	K. Aswathappa	Himalaya Publishing house
Business Environment	Francis Cherunilam	Himalaya Publishing house
Business Environment	Chidambaram & Alagappan	Vikas Publishing House

SEMESTER –II

F040201T

MACRO ECONOMICS MANAGEMENT

L-T-P
3-1-0

External Marks: 75
Sessional Marks: 25
Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: Frame corporate strategies at individual, industrial, macro, and global level.

CO2: Estimate the propensity of consumption and saving

CO3: Correlate the inflation, Price stability and balance of payment

CO4: Predict the values of economic indicators for the given future period.

CO5: Create ambience for outsourcing with given business situation

Unit:

1. Nature of macro-economic system; circular flow of income; national income-concepts and measurement; determinants of economic growth; quantity theory relationship; investment multiplier and accelerator; Keynesian theory of income determination; inter-relationship between inflation rate, exchange rate and interest rate; trade-growthrelationship.
2. Nature and components of fiscal policy; fiscal policy operations for macro-economic growth and stabilization; fiscal deficit and its management; public debt operations and their impact, Central banking operations and aspects of monetary management; growth and stabilization effects of monetary policy operations; liquidity and interest rate management; co-ordination of fiscal and monetary policies for effective macro-management; corporate adjustments to monetary and fiscal variations.
3. Aspects of balance of payment management; exchange rate management through macro-economic policies; approaches to manage trade and B. O. P. deficits; managing internal and external balance simultaneously; corporate responses to variations in exchange rates and policies.
4. Approaches to macro-economic planning and objectives; resource mobilization and strategies of current five year plan in India; business opportunities in the current plan; appraisal of plan performance; effect of macro planning on corporate decisions.

References:

5. Rudiger Dornbusch, Stanley Fisher and Richard Startz, Macroeconomics, Tata McGraw Hill, New Delhi.
- 6.
7. Edward Shapiro, Macroeconomic Analysis, Galgotia Publications, New Delhi.
8. Eric J. Pentecost, Macroeconomics – An Open Economy Approach, MacMillan, New Delhi.
9. Michael R. Baye and Dennis W. Jansen, Money, Banking and Financial

- Markets: An Economics approach, AITBS, New Delhi.
10. Dernburg, T.F. and J.D. Dernburg, Macroeconomic Analysis: An Introduction to Comparative Statistics and Dynamics, Addison Wesley.

F040202T HUMAN RESOURCE MANAGEMENT AND ORGANISATION BEHAVIOUR

L-T-P
3-1-0

External Marks: 75
Sessional Marks: 25
Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1: Discuss the History and evolution of HRM.
- CO2: Assess the major HRM functions and processes of HRM planning, job analysis and design, recruitment, selection, training and development, compensation and benefits, and performance appraisal
- CO3: Explain the importance of HRM in the organizations through their Roles and responsibilities, challenges etc.
- CO4: Identify strategic HR planning and the HRM process to the organization's strategic management and decision-making process.
- CO5: Explain how training helps to improve the employee performance.

Unit:

1. Human Resource Management: Concepts, process and perspective of human resource management, Human resource planning- long- and short-term perspective; methods and techniques of forecasting the demand and supply of man power; job analysis and job evaluation; recruitment and selection; employment tests and interviews.
2. Approach to Human Resource- Human resource information system, human resource audit; human resource accounting; human resource motivation; compensation- aims and components, factors determining pay rates; establishing pay rates; industrial relations; industrial disputes and dispute resolution; trade unions; employee grievances and discipline; employee empowerment.
3. Organisation Behaviour,: Nature, Scope and Significance of Organisation Behaviour, Models of OB., Behavioral Analysis- Personality, perception, Values, Attitudes, Transactional Analysis, Employee Moral, Stress.
4. Motivation and Leadership: Concept of Motivation, Motivational theories-Maslow, Herzberge, McGregor, McClelland, Alderfer, Porter & Lawler. Leadership- Concept, Style, Theories. Communication- Meaning, Nature, types, Barriers, Communication Channels- Formal, Informal, Grapevine and rumour. Group

Dynamics- Concepts of Small Groups, Groups Behaviour, Groups Cohesiveness, Formal and Informal Groups, Conflict in Organisation. Management of Conflict.

References:

1. G. Dessler, Human Resource Management, Pearson Education Asia, N. Delhi.
2. Jan Beardwell and Len Holden, Human Resource Management, A Contemporary Perspective, Mac Millan, New Delhi
3. E, Ramaswamy; Managing Human Resources, Oxford University Press, N. Delhi.
4. Organisational Behaviour Luthans Tata Mc.Graw-Hill
5. Organisational Behaviour L.M. Prasad Sultan Chand & Sons

F040203T

MARKETING MANAGEMENT

L-T-P

External Marks: 75

3-1-0

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1: Relate the corporate function of marketing.
- CO2: Compare and contrast goods and services.
- CO3: Define the target segments for the products.
- CO4: Employ the positioning strategies used by the companies for their products
- CO5: Label the importance of products, branding, and new product development.

Unit:

1. **Marketing Management:** Nature, Scope and Concepts, Marketing Mix, Segmentation, Marketing environment. Marketing legislation – nature & rationale of state’s influences, laws influencing marketing decisions.
2. **Product Decisions:** Product concept, Branding, Packaging and Leveling Product support services, Product and Brand Positioning, New product development, Market development, Product life cycle, Pricing- Setting and Adopting.
3. **Distribution and Promotion:** Distribution channels and physical distribution, Promotion-Communication process, Promotion mix, Different tools of Promotions their characteristics and limitations, advertising.
4. **Marketing of services:** Nature, characteristics of National and International service Marketing, Service quality Measurements (SERVQUAL), and Marketing ethics.

References:

Principles of Marketing	Philip Kotler & Armstrong	Prentice Hall India
Marketing Management	Parag Diwan & L.N. Aggarwal	Excel books
Marketing Management	D.P.Jain	Dhanpat Rai & Co.
Marketing Management	Philip Kotler	Prentice-Hall India

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

CO1: Describe about various financial management concepts

CO2: Apply the concept of time value of money.

CO3: Categorize and analyze different capital budgeting techniques

CO4: Appraise different project proposals for decision-making.

CO5: Estimate cost of capital for long term source of finance

Unit:

1. Nature and scope of financial management; goals and functions of finance; objectives of financial management; impact of financial and economic environment on financial management; time value of money,
2. Capital structure decisions; leverages; cost of capital; net income approach; net operating income approach; traditional approach; Merton Miller (MM) approach; EBIT-EPS analysis; debt equity ratio; generation of internal funds; dividend policy determinants.
3. Working capital management; need for working capital; determinants of working capital requirements; estimation of working capital needs; working capital financing; management of cash and inventory; credit management.
4. Investment decisions- importance and difficulties; capital budgeting techniques; inflation and capital budgeting; risk analysis; risk-adjusted discounting rate; decision tree; independent and dependent risk analysis.

References:

- 1 I.M. Pandey, Financial Management, Vikas Publishing House, N. Delhi.
- 2 M. Y. Khan and P. K. Jain, Financial Management, Tata McGraw Hill, Delhi
- 3 Engene F. Brigham and Joel F. Houston, Fundamentals of Financial Management, Thomson South Western, Ohio.
- 4 Van Horne, Financial Management and Policy, Prentice Hall of India, N. Delhi.
- 5 Prasanna Chandra, Financial Management, Tata McGraw Hill, N. Delhi.
- 6 R.M. Srivastava , Essentials of Business Finance Himalaya Publishing

F040205T.
L-T-P
3-1-0

BUSINESS LAW

External Marks: 75
Sessional Marks: 25
Time Allowed: 3 Hours

Course Outcomes

- CO1: Discuss various definitions and evaluate the provisions of law of Contract act 1872.
CO2: Examine various provisions of Sales of Good act which includes formation, conditions and warranties in sale.
CO3: Compare and Contrast different types of Negotiable instrument
CO4: Comprehend Indian partnership act, 1932 and its important provisions.
CO5: Familiize the concept of Companies Act and understand MOA, AOA and Prospectus.

Unit:

- 1. Indian Contract Act. 1872:** Nature and kinds of Contract, Essentials of valid Contract, offer and Acceptance, Capacity of parties, free consent, Legality of Object, Bailment and pledge, Rectification Contract of Agencies.
- 2. Sale of Goods Act. 1930:** Conditions and Warranties, Transfer of ownership not property of goods, Transfer of title, performance of the contract of sale. **The Negotiable Instrument Act. 1981:** Definition and Types of Negotiable Instrument Notes, Bills and Cheques.
- 3. Indian Partnership act 1932:** Nature of partnership, formation of partnership, registration of firms, rights and duties of partners, dissolution of partnership.
- 4. Indian Companies Act 1956:** Definition of Company, kinds of Companies, Formation of company, Raising of fund through Equity and debt- Memorandum of association, Articles of association, Prospectus of Company, Shares and Share capital, Duties and Liability of Company, Directors of Company.

References:

Mercantial Law	M.C.Kuchhal	Vikas Publishing
Business Law	M.C.Kuchhal	Vikas Publishing
Business Law	Gulshan & Kapoor	New age International Pub.
Business Law	P.C. Tulsian	Tata McGraw-Hill

SEMESTER –III

F040301T

PROJECT APPRAISAL AND INVESTMENT PLANNING

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Discuss about Project ideas, Project Cycle and Formulation.

CO2: Perform appraisal of projects with detailed Feasibility Analysis

CO3: Identify various costs and benefits and its analysis.

CO4: Study various measures of risk and develop the strategies employed in managing risk.

Unit:

1. **Introduction:** Project ideas, Project cycle, Project formulation, Project appraisal in planning models.
2. **Feasibility Studies:** Financial, Marketing, Technical, Economic and Environmental Analysis, Project audit
3. **Social cost Benefit analysis:** Social objectives, Identification of cost and Benefits, Shadow pricing methods of SCBA-UNIDO Approach, Little Mirrlees Approach, World Bank Approach, Limitations of SCBA, Cost Benefit Analysis at market prices, Limitations, Need for Social cost Benefit analysis.
4. **Analysis of Risk:** Types and Measures of Risk, Analytical Derivation, Sensitivity Analysis, Scenario Analysis, Monte Carlo Simulation, Decision Tree Analysis.

References:

Project Mgt. And control
Project Management
Project Management
Projects Planning analysis

P.C.K. Rao
Vasand Desai
Bhavesh M. Patel
Prasanna Chandra

Sultan Chand & Sons
Himalaya Publishing house
Vikas Publishing house Pvt. Ltd.
Tata McGraw Hill

F040302T.

OPERATIONS RESEARCH AND DECISION METHODS

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1:- Discuss the nature, significance & methodology of Operational Research. Describe various model of Operational Research

CO2:- Use and analyse of Graphical and Simplex method of LP model.

CO3:- Use and apply various game theory rules. Define various decisions under certainty and uncertainty situation.

CO4:- Compare & solve various analysis and allocation models such as PERT and CPM. Discuss the problem of Transportation and Assignment the problem of transportation and Assignment.

CO5:- Analyse and solve Queuing, Inventory control and Replacement Problems.

Unit:

- 1. Operations and Research:** Nature, Significance and Purpose of operations Research, Basic concepts and definition; Methodology of operations Research; Types of Models. **Linear Programming-** Graphical, Simplex Methods; Duality Problems.
- 2. Decision and Game Theory:** Statistical Decision theory; Meaning and scope; Decision Framework; Decision under certainty and uncertainty; decision tree; game theory and two-person zero-sum game (pure & mixed strategies).
- 3. Net Work Analysis and Allocation Models:** Network Analysis; Introduction; time Estimates in Network Analysis; Critical path Method. PERT, System of Three time Estimated. Transportation and assignment Problems. Simulation.
- 4. Queuing and Replacement Problems:** Queuing theory basic components of Queuing system, Assumptions in queuing theory, Problems relating to model (m/m/1). (t/FCFS). problem relating to Models with uniform rate of demand with and without shortages (without proof). Elements of Replacement Theory – Problems relating to replacement of Equipment that deteriorates with time (with and without change in money value).

References:

Operations Research	V.K. Kapoor	Sultan Chand & Sons
Operations Research	J.K. Sharma	Macmillan India Ltd.
Operations Research	Hamdy A. Tahe	Prentice-Hall of India
Operations Research for Mgt.	Shenoy, Sharma & Srivastava	New Age International Ltd.

F040303T. RURAL MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

- CO1: Explain the concept of development programme in rural market.
CO2: Employ the product positioning strategies used by the company.
CO3: Explain the concept of fertilizers and changing scenario in fertilizer marketing.
CO4: Discuss about the marketing of agriculture products.
CO5: Explain the role of entrepreneurship in a small business enterprise.

Unit:

- 1. Rural Market Environment:** Population, Occupation Pattern, Income Generation, Location of Rural Population, Expenditure Pattern, Literacy Level, Land Distribution, Land-Use Pattern, Irrigation, Development Programmers, Infrastructure Facilities, Rural Electrification, rural Communication, Cinema Houses, Television, Rural Credit Institution, Print Media, Rural Areas Requirements.
- 2. Rural Marketing Problems & Strategies:** Market, Lack of proper physical Communication Facilities, Media for Rural Communication, Many Languages and Dialects Vastness and Uneven Spread, Low per capita incomes, logistics, storage, handling and Transport, market

Organization and Staff, Product Positioning, Hierarchy of Markets, Low Levels of Literacy, Seasonal Demand Rural market segmentation.

3. **Marketing of Agricultural Inputs:** Consumable Inputs Durable Inputs, Fertilizers, changing scenario in fertilizer marketing, pesticides/insecticides, seeds, cattle, Poultry and aqua Feeds, Tractors, Irrigation Equipments, other farm machinery. Marketing of agricultural Produce regulated Markets, formation of Cooperative Marketing and Processing societies, and marketing of Rural/Cottage Industry/Artisan Products.
4. **Entrepreneurship Development:** Meaning, Definition of Entrepreneurship and the generation of ideas, Role of entrepreneurship in a small business enterprises, entrepreneurship development in India, Provision of SME's and Startup

References:

Rural Markets & Market	H.M.Saxena	Rawat Publications
Rural Marketing & Finance	K.T.Shah	Vora & Company.
Rural Marketing	Gopaldaswamy	
WTO and Entrepreneurship Development	Manas Pandey	Shree Publications

Specialization (Student can select any two of the following Groups)

Group (A) QUANTITATIVE TECHNIQUES IN BUSINESS ECONOMICS

F040304T (A)	Mathematics for Business Research	
L-T-P		External Marks: 75
3-1-0		Sessional Marks: 25
		Time Allowed: 3 Hours

Course Outcomes

- CO1:- Apply and use of various probability rules, to understand Bayes Theorem, Beta and normal distribution.
- CO2:- Examine and discuss the various use of statistical decision theory.
- CO3:- Analyse and solve various hypothesis testing problem. To understand F.test T.test etc.
- CO4:- Use and apply of Non parametric test.
- CO5:- Examine and evaluate concept and use of statistical Quality Control.

Unit:

1. Probability and Expectation: Approaches to probability; Addition Multiplication and Bayes theorems: Mathematical expectation. Probability Distributions: Binomial, Poisson, Exponential, Beta and normal distributions.
2. Statistical Decision Theory: Risk and uncertainty; Expected value approach; Marginal analysis; Decision tree analysis. Sampling and Sampling Distributions: Methods of sampling; Sampling distribution and its standard error; Point estimation and interval estimation; Properties of an estimator.

3 Hypothesis Testing: Power of test; large sample tests for proportions, mean and standards deviation; Small sample tests -t and F tests; Design of experiments and analysis of variance.

4 Non-parametric Test: Chi – square test, sign test, median test and rank correlation test. Regression Analysis: Simple and multiple linear regression analysis up to three variables. Statistical Quality Control: Control charts for variables and attributes;

Suggested Readings:

1. Aczel, Amir D., Complete Business Statistics, McGraw Hill, 1999.
2. Anderson, David R., Dennis J. Sweeney and Thomas A. Williams, Essentials of Statistics for Business and Economics, 2 nd ed., South Western College Publishing, Cincinnati, 2000.
3. Chou, Ya-Lun, Statistical Analysis, Hall Rinehart and Winston.
4. Freud, J. E. And F. J. Williams, Elementary Business Statistics – The Modern Approach, Prentice Hall of India Private Ltd., New Delhi.
5. Hooda, R. P., Statistics for Business and Economics, 2nd ed., Macmillan India Ltd., New Delhi, 2001.

Group (B)

International Business Management

F040304T (B)

International Economics & Trade Policy

L-T-P

External Marks: 75

3-1-0

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1:- Discuss Theoretical Foundation of International trade.

CO2:- Explain the instruments of Commercial Policy Trade & WTO, Theories of foreign investments.

CO3:- Compare & relate various concept of BOP accounts.

CO4:- Discuss India's foreign trade & investment.

CO5:- Relate and use of Policy framework & Promotional measures of India's foreign trade & investment Policy.

Unit:

1. Theoretical Foundations of International Trade: Reasons for international trade: Mercantilist and neo-mercantilist view; Theories of international trade: Absolute and comparative advantage theories: Modern theories of trade; Gains from trade; Foreign trade multiplier; Terms of trade.

2. Instruments of Commercial Policy: Tariffs quotas and other measures and their effects; Arguments for and against protection; Trade regulations and WTO; Trade policy and developing countries. Factor Movements and International Trade in Services: Capital flows-Types and theories of foreign investments, Barriers to foreign investments; Labour migration; Theory of international trade in services.

3 Balance of Payment Account: Concept and significance of balance of payments account; Current and capital account components and accounting system; Balance of payment deficits and correction policies. Theoretical Aspects of Economic Integration: Free trade area, customs union band common market; Theory of customs union; Trade creation and diversion effects.

4 India's Foreign Trade and Investments: Pattern and structure of India's foreign trade; Terms of trade; Foreign investment flows; Policy Framework and Promotional Measures-India's foreign trade and investment policy; Policy making body and mechanism; Export promotion measures and infrastructure support – export and trading, houses, export promotion schemes and incentives; Institutional arrangements for export promotion; Export processing/special economic zones,

Suggested Readings:

1. Export-import Policy and Other Documents, Govt. Of India.
2. Hazari, R. Bharat, Micro Economic Foundations of International Trade, Croom Helm, London and Sydney.
3. Letiche, John M., International Economics: Policies and Theoretical Foundations, Academic Press, New York.
4. Mannur, H.G., International Economics, 2 nd ed., Vikas Publishing House. New Delhi, 1999.
5. Salvatore, D., International Economics, John Wiley & Sons, 2001.
6. Gandolfo Giancarlo, International Trade Theory and Policy, Springer.

Group (C) Logistic management

F040304T (C) Enterprise Resource Planning (ERP)

L-T-P
3-1-0

External Marks: 75
Sessional Marks: 25
Time Allowed: 3 Hours

Course Outcomes

- CO1: Evaluate features of ERP and its drivers in India and to study about MIS integration.
CO2: Examine various system perspective involved in ERP and to study about its work flow and process.
CO3: Analyze the communication aspects in ERP systems and learn about the tools for ERP.
CO4: Evaluate the Business Modules in ERP packages.
CO5: Comprehend the ERP key issues and understanding about the relationship between ERP and BPR.

Unit:

1. **Overview of ERP:** Enterprise Perspective: An Overview, Features of ERP, MIS Integration, ERP drivers, Trends in ERP, ERP in India.
2. **ERP Communication and System Perspective:** Management Information System, Operations Support System, DSS, Transaction Processing System, Network Structure of ERP System, ERP Work flow, Process modeling for ERP Systems **Communication in**

ERP Systems- OLTP, (On Line Transaction Processing), OLAP (On Line Analytical Processing), Enterprise Integration Application Tools for ERP.

3. ERP: Resource Management Perspective: Business Modules in ERP Packages, Finance,

Production, Human Resource, Plant Maintenance, Materials Management, Quality Management, Sales and Distribution, Resource Management,

4. Business Process Reengineering: Relationship, between ERP & BPR, ERP Implementation Life Cycle, Implementation methodology, ERP, Project Management & Monitoring.

Text Books:

1. Alexis, Leon: ERP Demystified. Tata McGraw Hill.

2. Garg, V.K. and Venket, Krishna, N.K.: ERP Concepts and Practices. PHI Publications.

3. Sadagopan, S: ERP: A Managerial perspective. Tata McGraw Hill.

4. Shankar, Ravi & Jaiswal, S.: Enterprise Resource

5. K Ganesh, Sanjay Mahapatra, P Shiva Kumar, Enterprise Resource planning, **Springer**.

6. Rajesh Ray, Enterprise resource planning, Tata McGraw Hill.

Group (D) Marketing

F040304T (D) CONSUMER BEHAVIOUR

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Explain various important contemporary models of consumer behavior and about the process of consumer decision-making.

CO2: Analyze factors affecting consumer behavior and understand how social class can influence consumption behaviour.

CO3: Examine how personality, attitude and perception can influence consumer behaviour.

CO4: Comprehend mechanism of consumer satisfaction and dissatisfaction and study about marketing of services

CO5: Study about Customer Relationship Management (CRM) in marketing world.

Unit:

1. The process of consumer decision-making. Models of consumer behavior:

Need for a model, Marshalling economic model, Howard and Sheath model, Engel, Kollar and Minriard model, Nicosia Model.

2. Factors affecting consumer behavior. Macro social factors: Social and cultural environment of consumer economic, demographic, cultural, sub cultural and cross-cultural influences, social class and social stratification. Social groups and norms, reference groups, organizations and family influence children & consumer.

3. Psychological factors and Consumer satisfaction: Personality & self-concept, attitude & beliefs, change in attitude and its measurements, perception, learning. Morale & technical systems, Diffusion of innovation Mechanism of consumer

satisfaction and dissatisfaction, repeat buying, brand shifting & loyalty, opinion leadership, complaining behaviors.

4. Marketing of Services: Nature characteristic Strategies of national and international service multi Service quality measures (SERVQUAL), **Customer Relationship Management (CRM)**: Concept and Component, Corporate Governance through CRM, CRM in service sector, CRM in Non Profit Organisations.

References:

Human Relation & O.B.	R.S. Dwivedi	MACMILLAN INDIA Ltd.
Consumer Behaviour	S.L.Gupta & S. Pal	Sultan Chand.
Consumer Behaviour	Sciffman & Kanuk	Prentice Hall India.
Consumer Behaviour	Suja R. Nair	Himalaya.
Consumer Satisfaction	H. C. Purohit	Mittal Publication

Group (E) Finance

F040304T (E)

Derivatives and Risk Management

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Discuss about the nature and various instruments of Derivates in Finance.

CO2: Compare various types of Derivates instruments.

CO3: Demonstrate an understanding of future and forward contract and there regulation.

CO4: Evaluate Options structure along with its terminology, pricing and its taxation.

CO5: Comprehend financial swaps and its relative merits and demerits.

CO6: Study about hedging of foreign exchange exposure and speculation in foreign exchange.

Unit:

1. Definition, objectives, Types of derivatives, instruments, role of derivatives in financial risk. Forward: Structure of forward contract, forward spread agreement, exchange rate agreement and foreign exchange agreement, forward exchange rates in India, Value of forward contract, forward rates computation, delivery, cancellation and extension of forward contract, terms and condition applicable to forward contract. Difference between Forward and future contract.

2. Future contract structure, future contract specification, Mechanism of trading of futures. Types of trading, determining gains and losses and daily settlement, stock exchange of future contracts (CBOT and CME), Principle of forward and future contract, options on future, hedging in future, regulations of future contract.

3. Options, structure, Option terminology, market margin requirement, taxation of Option, transaction, principle of Options pricing, option pricing model: Binomial model, Black Schole model, stock option, determining option premium

4. Financial swap, major types of swap structure, evaluation of swap market, Interest rate swap, currency swap, reasons for swap, advantage of swap. Hedging of Foreign Exchange Exposure, hedging with the money market, currency options, Currency future, internal hedging strategy, speculation in foreign exchange and money market.

References:

1. International Financial Management- P G. Apte- Tata Mcgraw- Hill Publication
2. International Financial Management- Eun/Resnick- Tata Mcgraw- Hill Publication

GROUP F HUMAN RESOURCE MANAGEMENT

F040304T (F)

Organizational Development and Change

L-T-P

External Marks: 75

3-1-0

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

- CO1: Understanding of the field of Organizational Development and its process.
- CO2: Examine various fundamental theories, principles and perspectives underlying OD.
- CO3: Examine OD skills Organizational Transformations.
- CO4: Develop planning of effective interventions and enhance the personal development of individuals.
- CO5: Comprehend various approaches to managing organisational changes.
- CO6: Define Organizational culture, role and its types.

Unit:

- 1 Introduction: Defining Organizational Development. Understanding of the field of Organization Development (OD) and its relationship to management. Recognize and apply basic steps and activities that are part of the OD process. Understand fundamental theories, principles and perspectives underlying OD
- 2 Organisational change and culture - Managing planned change. Resistance to change - Approaches to managing organisational change - Organisational Development - values - interventions, change management, Organisational culture - Dynamics, role and types of culture and corporate culture.
- 3 Planning Effective Interventions: Group Level Intervention, Performance Management Interventions, Work Design & Career Development Interventions, Inter- group Interventions, To develop an understanding of how to design effective change interventions used to improve group/ unit effectiveness and enhance the personal development of individuals evaluate and institutionalize change interventions
- 4 OD Skills Organization Transformation: Large scale interventions Psychodynamic Perspectives on OB & OD: Human resources considerations and cultural compatibility between the organizations

References:

- M.F. (2000). Handbook of Organizational Culture and Climate. Sage Publications, Thousand Oaks, CA.
- Cameron, K.S., & Quinn, R.E. (1999). Diagnosing and Changing Organizational Culture: Addison-Wesley Publishing Company, Inc.
- Schein, E. H. (2004). Organizational Culture and Leadership. Jossey- Bass, San Francisco, CA.

F040305R. SUMMER TRAINING REPORT PRESENTATION AND VIVA-VOCE

SEMESTER -IV

Compulsory Paper:

F040401T.

L-T-P

3-1-0

BUSINESS POLICY & STRATEGY

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Discuss the concepts of strategic management.

CO2: Apply the growing relevance of strategic management in India.

CO3: Categorised and analyse different internal and external environment.

CO4: Discuss the BCG matrix and generic strategy matrix.

CO5: Explain the organisational and behavioral implementation.

Unit:

- 1. Strategic Management:** An Introduction to Strategic Management definition Concepts; Class of Decisions, Levels of Strategy, roles of Different Strategists, Strategic Management Process, Benefits and Relevance of Strategic Management, Growing Relevance of Strategic management in India.
- 2. Strategy Formulation:** Defining Company Mission, Objectives and Goals, Assessing Internal & External Environment. SWOT Analysis and ETOP/SAP. , Policy Alternative and Grand Strategies- Interpretation, Joint Ventures, Diversification, Retrenchment, Combination with different variation.
- 3. Strategy Evaluation:** B.C.G. Growth/shares Matrix, the GE nine Cell Planning, & strategic Analysis & choice. Generic Strategic Generic Strategy matrix Bowman's Strategy clock.
- 4. Strategic Implementation & Control:** Implementation Process, Organisational Implementation, Behavioral Implementation, Functional Implementation International Strategy and Strategic Control. Strategic management model.

References:

Strategic Planning & Management	P.K.Ghosh	Sultan Chand & Sons.
Business Policy & Strategic Mgt.	Francis Cherunilam	Himalaya Publishing House.
Business Policy & Strategic Mgt.	P. Subba Rao	Himalaya Publishing House.

Elective Papers: (Student can opt any two of the following specialization Groups)

Group (A) Quantitative Techniques in Business

Economics

F040402T (A)

ECONOMETRIC METHODS

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Explain about Single Equation Linear Regression Model and testing of Regression coefficients.

CO2: Analyze the problems of single equation linear regression model and Test of Heteroscedasticity.

CO3: Comprehend multiple linear regression analysis.

CO4: Discuss about Simultaneous Equation Model along with problem of identification.

CO5: Apply least square (two stage and three stage least square methods principal Component methods.

Unit:

- 1. Linear Regression:** Single Equation Linear Regression Model, OLS Estimation of Regression Coefficient, Properties of OLS Estimators, Testing of Regression Coefficients.
- 2. Problems of single Equation Linear Regression Model:** Heteroscedasticity, Autocorrelation, Test of Heteroscedasticity Test of Autocorrelation – Durbin-Watson Test. Estimation under Heteroscedastic and Auto correlated Disturbance Term.
- 3. Multiple Linear regression analysis:** OLS Estimators of Regression Coefficient. Multicollinearity. Regression with lagged Dependent Variables and Distributed lay Models. Dummy Variable Analysis, Errors in Variables.
- 4. Simultaneous Equation Model:** Problem of Identification, ILS Methods of Estimation, **Least Square-** Two Stage and three stage least Square Methods, Principal Component Methods.

References:

Basic Econometrics	Damodar N. Gujarati	McGraw-Hill International Edison
Econometric methods	J. Johnston	McGraw-Hill International Edison
Econometric Methods	Geogory C. Chow	McGraw-Hill International Edison
Econometric methods	J. Johnston -	McGraw-Hill International Edison
Statistical Methods of Eco.	E. Malinvaual	North-Holland, Amsterdam
Elements of Econometrics	Kmenta, Jan	Macmillan, New York

F040403T (A)
L-T-P
3-1-0

BUSINESS FORECASTING

External Marks: 75
Sessional Marks: 25
Time Allowed: 3 Hours

Course Outcomes

- CO1:- Discuss and Understand estimation of demand function and demand forecasting.
Discuss production function & Cost function.
- CO2:- Explain & Discuss short term, medium term & long term & forecasting problems
- CO3:- Explain & Compare various model of forecasting
- CO4:- Discuss Time Series analysis
- CO5:- Explain & understand principal component analysis.

Unit:

- 1. Consumption and Production:** Estimation of Demand Function and Demand Forecasting, Production Functions and Cost Functions.
- 2. Forecasting:** Short-term, Medium-term and Long-term Forecasting Problems, Endues Method, Input-Output Methods, Leading Indicators; Forecast Obtained from single Equation Regression Models and its Standard Error.
- 3. Model For Forecasting:** Forecast Obtain from Simultaneous Equations Model and its Standard Error, Model Stimulation and Policy Implications.
- 4. Time Series Analysis:** Linear, Non-linear and Logistic Curves, Autoregressive and Moving Average Models, Exponential Smoothing, Box- Jenking's Models, *Factor Analysis and its Applications*.

References:

Managerial Economics	P.L.Mehta	Sultan Chand & sons
Managerial Economics	McGuigan	West Publishing Co.
Statistics for Mgt.	Levin & Rubin	Prentice Hall India
Elementary Statistics	H.C. Saxena	Sultan Chand & Co.

Group (B) International Business Management

F040402T (B)
L-T-P
3-1-0

International Business Strategy

External Marks: 75
Sessional Marks: 25
Time Allowed: 3 Hours

Course Outcomes

- CO1: Discuss about the strategy making, strategy implementing and strategic managing and its allied aspects.
- CO2: Comprehend various Scanning and Competitive analysis involved in International Business Strategy.
- CO3: Identify the key business strategic issues and alternatives in globally competitive markets.
- CO4: Understanding various Corporate Diversification Strategies.

CO5: Engage in inquiry process to understand strategy implementation, administration, evaluation and control.

Unit:

1. Introduction: Strategy making strategy implementing and strategic managing; Roles of line managers, strategic planners and top management; Developing strategic vision and mission; Setting objectives and forming a strategy; Globalization and strategic management; Strategic flexibility and learning organization.

2. Strategic Issues and Alternatives in Globally Competitive Markets: International entry options; Multi-country and global strategies; Concepts of critical markets, global market dominance and global competitiveness, Corporate turnaround, retrenchment and portfolio restructuring strategies; Multinational diversification strategies; Outsourcing strategies; Techniques for analyzing diversified companies.

3. Corporate Diversification Strategies: Building shareholder value; Roles of cost sharing and skills transfer in creating competitive advantage via diversification; Competitive advantages to diversified multinational corporations in a globally competitive business world.

4. Strategy implementation and administration: Organization building; Budgets and support system commitment; culture and leadership; Issues in global strategy implementation; strategy evaluation and control.

References:

1. Bartlett, C.A. and S. Ghoshal, Transnational Management: Text, Cases, and Readings in Cross-Border Management, Irwin London, 1995.
2. Bleeke, J. and D. Emst, Collaboration to Compete, John Wiley, New York, 1993.
3. Brooke, M.Z. and M.L. Remmers, international Management and Business Policy, Houghton Mifflin, Boston.
4. Davidson, W.H., Global Strategic Management, John Wiley, New York.
5. Ellis, J. and D. Williams, International Business Strategy, Pitman, London, 1995.
6. Eayerweather, W.H. International Business Strategy and Administration Ballinger Publishers, Cambridge Mass.

F040403T (B) – Export Import Documentation

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Compare and contrast FERA and FEMA.

CO2: Explain the facilities and restriction getting started in export business.

CO3: Explain the credit risk management and payment terms.

CO4: Discuss the transit risk management.

CO5: Define the source and schemes of trade Finance.

Unit:

1. **EXIM Operations and Documentation:** Trade operations and documentation; Documentation areas and dimensions; Nature and characteristic features of Exim documents; EDI and documentation. EXIM Policy Framework: Legal framework, Objective of EXIM policy; Policy overview – Facilities and restrictions; getting started in export business.

2 **Foreign Exchange Facilities and Regulations: Legal framework in India –FEMA-** Origin and objectives, Main provision o f FEMA; Other relevant acts. International Trade Terms: Trade contract and trade terms; Trade terms and need for standardization; INCO terms.

3. **Export Payment Terms:** Credit risk management and payment terms; Main features of payment terms -Advance payment, open account, documentary collection, documentary credit – Documentary collection –DP and DA process and operation; Letter of credit and parties involved, Trade Finance-Sources and schemes of trade finance; Pre and post – shipment export credit schemes and methods of financing; Packing credit advance details; Post-shipment advance; Import financing.

4 **Transit Risk Management:** Nature of transit risk; Contract of cargo insurance Parties involved – Insurer/assured, Indemnity and insurable value; Perils and losses; Insurance policy and certificate; Cargo loss claims – Procedure and documentation.

References:

1. Customs and Excise Law, various issues.
2. Excise Law Times, various issues.
3. IIFT, various publications.
4. IMPEX Times, various issues.
5. Ministry of Commerce, Export import Policy, Government of India, New Delhi.
6. Ministry of Commerce, Handbook of Procedures, Volumes I and II, Government of India, New Delhi.1997.

Group (C) Logistic management

F040402T (C)

ECONOMICS OF SUPPLY CHAIN

L-T-P

External Marks: 75

3-1-0

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1:- Discuss about Logistic & Physical Distribution management.

CO2:- Explain International transportation

CO3:- Evaluates understand Co-ordination of Transportation Services

CO4:- Compare and discuss Pricing of Transport Services.

CO5:- Discuss and Explain Transportation Policy.

Unit:

- 1. Logistic & Physical Distribution Management:** Logistics and Industrial Activity definition and importance of logistic management Business Logistic, Transportation, Inventory control, Ware housing, Packaging. Case Studies of Transport Lapses, Hidden transport cost elements
- 2. International Transportation:** Nodal point Distribution (MNP) Container Economics of containerisation Infrastructure: for containerisation. Post & Railway Facilities for container service.
- 3. Coordination of Transportation Services:** Importance and objectives, Approaches to Coordination Voluntary, statutory, state ownership, thorough dependence, Means of Coordination-Unrestrained Competition favour Some, Sectional allocation, rate coordination; dominant partner, join service, Forwarding agencies Pool, holding company, Practical difficulties.
- 4. Pricing of Transport services:** Determination of fares and rates of various modes of Transportation Laws of Return, Cost analysis-Fixed, Variable, Semi variable and controlling costs, Factors Governing costs.

References:

Logistic & Supply chain Mgt.	Martin Christopher	Pearson Education
Transport Economics	S. K. Srivastava	
Physical Distribution Mgt. (Logistic Approach)	K.K. Khanna	Himalaya Publishing House

F040403T (C)

INDIAN TRANSPORT SYSTEM

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Appraise different Railway performance and current problems.

CO2: Discuss about the National Highway Authority and motor vehicle act.

CO3: Discuss the history of Indian Shipping up-to-date organisation with foreign shipping.

CO4: Explain the Air India and airlines and their role.

CO5: Discuss the important difficulties in the way.

Unit:

- 1. Railways:** Development of Railway since independence up-to-date. Administration and control-Railway Board and its organization Functioning and utility, administrative set up at lower levels. Railway finance-committee Report relationship with General Revenue Problems. Determination of Passenger Fares. Goods traffic-Classification, determination of rates. Appraisal of Railway performance and current problems.
- 2. Road:** History of development of Roads. Classification of Roads, national high ways and their problems regulation of Road Transport-Motor Vehicle Act, National Policy – Interstate permits, Nationalization, Road Transport Corporation. Determination of passenger fares and rates of Goods Traffic. Current Problems Road Transport. Ropeways, Pipe line.
- 3. Water:** Inland Water Transport-Functions, modes and organizations. Government Policy and financing, History of Indian Shipping up to-date-organization with foreign shipping Cos. International laws.

4. **Air:** Development of Air Transport in India-Nationalization-Air India, Indian Airlines and their role Determination of Fares and Rates International Laws and Control Competition with foreign Airways, Air Cargo.

References:

Logistic & Supply chain Mgt. Martin Christopher Pearson Education
Transport Economics S. K. Srivastava

Group (D) Marketing

F040402T (D) Integrated Marketing Communication

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

- CO1: Critically evaluate the key analytical framework and tools used in promotion.
CO2: Discuss the concept of advertising.
CO3: Define the target audience.
CO4: Employ the Positioning strategies used by the companies for the product.
CO5: Define Media Strategy and Creative Strategy
CO6: Compare and contrast pre and post testing advertising effectiveness.

Unit:

1. Introduction to Advertising: Concept of Advertising and Integrated Marketing Communication, History of advertising, Classification of advertising, the advertising world; Advertisers, Advertising agencies, and Media. Economic Social and Ethical issues in Advertising, Advertising Regulation, Role of ASCI and other regulatory bodies.
2. Planning and executing an advertising campaign: Setting the advertising objective, Response Hierarchy models, DAGMAR, Defining the target audience, apportioning the advertising. Budget The Advertising Agency: Agency structure, Flow of work in an Agency, Agency Compensation, Client Agency relationship
3. Media Strategy: Types of media, Media characteristics, Media Objective, Evaluation of Media, Media Measurement in India, Media selection and scheduling, Media Buying
Creative Strategy: Positioning strategy, Creative approaches, Creative style, Mood and appeal of the message,
4. Testing Advertising Effectiveness and promotion: Communication and sales Effectiveness, Various methods of Pre & Post testing. Tools of Promotion: Public Relations, Direct marketing, Sales Promotion, Merchandising, Event Marketing.

References:

1. Advertising Management - Aaker David, Myers and Batra
2. Advertising and IMC – Tom Duncan

3. Advertising and Sales Promotion – Kazmi and Batra
4. Integrated Advertising Promotion and Marketing Communications – Clow and Baack
5. Advertising Procedures- Otto Kleppner,
6. Advertising Management: Borden and Marshall

F040403T (D)

INTERNATIONAL MARKETING

L-T-P

External Marks: 75

3-1-0

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

- CO1:- Discuss the company of International marketing
 CO2:- Explain the environment of International Business
 CO3:- Explain Global markets. Compare various aspects of Global markets
 CO4:- Discuss and Explain policy framework and procedural aspects
 CO5:- Discuss and Explain developing consumer for Global markets

Unit:

1. **International Marketing:** Scope, size and challenges of international marketing.
2. **Environment of International Business:** Geographical Technological, legal, socio cultural and Political.
3. **Global Markets:** Researching, Understanding and Negotiating for Global Market Opportunities, Market Entry strategies. Trade Blocks, Cooperation Strategies International Distribution system, Global Advertising and Promotion effort, Promotion effort, Pricing in international trade.
4. **Policy framework and Procedural Aspects:** Export-Import Policy, Export trade Mechanics, Export-Marketing Risk.

References:

International Marketing	B.S. Rathor & J.S. Rathor	Himalaya Pub. House
International Marketing	Rathor, Jani & Rathor	Himalaya Pub. House
International Marketing Mgt.	Varshney & Bhattacharya	Sultan Chand & Sons
I.M.M.	R.L. Varshney	Sultan Chand & Sons
International Marketing	Philip R. Cateora	McGraw-Hill International
International Marketing	Sak Onkvisit & John Shaw	Prentice-Hall of India

Group (E) Finance

F040402T (E) SECURITY ANALYSIS AND PORTFOLIO – MANAGEMENT

L-T-P

External Marks: 75

3-1-0

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

- CO1: Discuss various forms of securities market and mechanism of investing.
 CO2: Analyze Economic and Industry based on economic indicators and its performance.
 CO3: Measuring the impact of changes in accounting policies and studying about financial indicators like ratio analysis.
 CO4: Analyzing the technical aspect of securities and valuation of securities.

CO5: Apply the concept of Portfolio management for the better investment.

CO6: Evaluating various theory of Portfolio Management applied in securities market.

Unit:

- 1. Securities Market Mechanism and Financial Analysis:** Securities Market – Primary and secondary, organized stock exchange, over-the-counter markets, and mechanics of investing, market orders-limit order, stop orders, margin orders and short sales. Financial statement, impact of changes in accounting policies, financial indicator ratio analysis, non-financial parameters, SEBI – Its functions, power and regulation. Investor Protection.
- 2. Economic and Industry analysis:** Economic indicators, evaluation of economic performance using economic indicators, Economic forecasting, Industry classification, steps involved in industry analysis. – Industry life cycle, techniques of evaluating industry-factors, sources of industry data.
- 3. Technical analysis and Valuation of Securities:** Meaning Objective and Basic Assumptions of Technical Analysis, Dow theory valuation concepts time value of money future value of simple cash flow and an annuity present value of simple cash flow and an annuity valuation of bonds-models and theorems multi-period valuation models, valuation with constant and variable growth dividends impact of growth on prices, P/E ratio, Equity valuation ratio approach.
- 4. Portfolio Management:** Risk and return in Portfolio Management, capital Asset Pricing Model (CAPM), Portfolio Analysis, Diversification and Techniques of Risk reduction, Basics of Portfolio management in Indian, Markowitz Model Modern Portfolio theory.

References:

Portfolio Mgt.	James-L-Farrell	McGraw Hill
Security Analysis & PM	V.A. Avdhani	Himalaya Publishing
Portfolio Analysis & Mgt.	V.K. Bhalla	Sultan Chand & Sons
Security Analysis & PM	Fischer & Jordan	Prentice Hall India

F040403T (E)

INTERNATIONAL FINANCE

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Explain the MNCs and its environment challenges and opportunities before and MNCs.

CO2: Categories and analyse different capital budgeting techniques.

CO3: Discuss the history and evaluation of MNCs.

CO4: Apply the external techniques for covering exchange rate risk.

CO5: Appraise different International project proposal for decision making.

Unit:

- 1. International monetary and Financial Environment:** The rise of the Multinational Corporation, Importance of International Finance, Multinational Corporation and Its Environment, Challenges and Opportunities before and MNC, International Finance and Global Economy. Balance of Payments- Adjustment of Demand and Supply of Foreign Currency, Balance of Indebtedness, International Monetary System- Evaluation of International Monetary System, IMF, IBRD, IMS since 1971, Different Exchange rate regimes, Exchange rate theories.

2. **Risk in International Operations:** Exchange rate risk Assessment and Internal techniques of Hedging, External techniques for covering exchange rate risk, Interest rate risk, political risk., Foreign investment Theories and Operations, foreign capital budgeting decisions, cost of capital and financial structure.
3. **Financing of foreign operation:** Different ways of setting foreign operation, Finance of international Projects and foreign subsidiaries, International capital market, Global cash Management, Short-term international financial Management and consolidation of accounts, Economy model.
4. **Organization, Control and Performance:** Measurement of multinational Groups, Financial organization of multinational groups control and performance, Evaluation of Multinational companies.

References:

International Finance	Maurice d. Levi	McGraw-Hill
International Finance	Nagpal & Mittal	Anmol Pub. Pvt. Ltd.
International Finance	V.A. Avadhani	Himalaya Publisher

Group (F) Human Resource Management

F040402T (F) LABOUR LAW AND INDUSTRIAL RELATIONS

L-T-P

3-1-0

External Marks: 75

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Discuss the concept of Industrial relation and impact of IR on production.

CO2: Apply the prevention and settlement of industrial disputes.

CO3: Explain the significance of workers participation in management in the organisation.

CO4: Explain the provision regarding health safety and welfare etc.

CO5: Understand the registration Trade Union cancellation and re-registration duties and obligations of TU.

Unit:

1. **Industrial Relations:** Concepts, Content and objectives of IR. Impact of Industrial relations on production, Requirements for a good IR Programme.
2. **Industrial Disputes:** Meaning, Forms, Causes, Effects, Strike lockout closure, lay-off and Retrenchment, unfair Labour Practices Prevention and Settlement of Industrial Disputes. Grievance Handling, Domestic Enquiry. Trade Unions Act. 1926- Concept, Scope, Significance, meaning of Workers Participation in Management, Its Forms and Level of Participation in India. Rights and privileges of TU, amalgamation & disassociation of TU.
3. **Collective Bargaining:** Concept, Purpose, Forms of Collective Bargaining in India, Pre-requisites of Successful Collective Bargaining. Industrial Democracy: Concept, Scope, Significance, meaning of Workers Participation in Management, Its forms and Levels of Participation in India.

4. **The Factory Act. 1948:** Definitions, Salient Features of licensing and registration of factories. Provisions regarding health, safety and welfare. Working hours of adults and holidays. Employment of young persons & women, annual leave.

References:

Personnel Mgt. & Industrial Relations	B.P. Singh, T.N. chabra & P.L. Taneja	Dhanpat Rai & Co
Personnel Mgt. & Industrial Relations	P.C. Tripathi	Sutan Chand & Sons

F040403T (F)

HUMAN RESOURCE DEVELOPMENT

L-T-P

External Marks: 75

3-1-0

Sessional Marks: 25

Time Allowed: 3 Hours

Course Outcomes

CO1: Compare and Contrast PM and HRM and understanding HR planning.

CO2: Discuss about Job Analysis, Job description, Job Specification and various other facets of Job Design.

CO3: Evaluate the role of Training and Development in enhancing the performance of an enterprise.

CO4: Measure Performance Appraisal of an employees and evaluating the role of MBO-MBR in present context.

Unit:

1. **Introduction:** Concept and evolution of personnel management and HRM, Difference between PM and HRM. Functions of HRM, Concept of HRD. HR Planning- Concept, Objective, Importance, and Process. Recruitment: Meaning, process, and sources: selection process, test, and types of test, interview, and types of interview.
2. **Job Design:** Meaning, concept, Job Analysis, Job description, Job specification, Job rotation, job enlargement, job enrichment, job evaluation. Promotion: objectives, types, promotion by seniority vs. merit. Transfer: meaning purpose; Demotion, dismissal, suspension, discharge.
3. **Training and Development:** Difference between training, Education and development. Need for training, objectives of training, identifying training needs, training programme, advantages of training, characteristics and objectives of management development (MD), Process of MD, MD Contents, Methods of MD.
4. **Performance Appraisal:** Meaning, purpose, merit rating vs. performance evaluation methods of performance appraisal, MBO-MBR (Management by Results) potential appraisal.

References:

Human Resource Management	N.K. Singh	Excel Books
Human Resource Management	T.N. Chabbra	Dhanpat Rai publication
Human Resource Management	Pattanayak	

F040404R. PROJECT REPORT EVALUATION AND VIVA