

**Shri Rawatpura Sarkar University,
Raipur**



**Examination Scheme
For
Master of Business Administration
Semester-III**

(Effective from the session: 2022-23)



Faculty of Management

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S. N	Course Code	Th/Pr	Subject	Type of Course	Teaching hours per week			T C	Examination Scheme				Total Marks
					L	T	P		Theory		Practical		
									E X	I N	E X	I N	
1	MMB301	Th	OPTIMIZATION METHOD	Core	3	1		4	70	30			100
2	MMB302	Th	ORGANIZATIONAL DEVELOPMENT	Core	3	1		4	70	30			100
3	MMB303	Pr	SUMMER TRAINING & VIVA	Core			8	8			50	150	200
4	Codes are given in the list of electives	Th	Elective I (Paper – 1- A)	Core	3	1		4	70	30			100
5	Codes are given in the list of electives	Th	Elective-I (Paper – 2 - B)	Core	3	1		4	70	30			100
6	Codes are given in the list of electives	Th	Elective II (Paper – 1- A)	Core	3	1		4	70	30			100
7	Codes are given in the list of	Th	Elective-II (Paper – 2 -	Core	3	1		4	70	30			100



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	electives		B)										
	Total Contact hr per week: 32			Total Credit: 32				Grand Total Marks:			800		

ELECTIVE SPECIALIZATION:-

S.no	Specialization Name	Subject Name	Code
1	MARKETING MANAGEMENT	SALES AND DISTRIBUTION MANAGEMENT	MMB304-A
		INTERNATIONAL MARKETING	MMB304-B
2	HUMAN RESOURCE MANAGEMENT	MANAGEMENT OF INDUSTRIAL RELATIONS	MMB305-A
		HRM: TRAINING & DEVELOPMENT	MMB305-B
3	FINANCE MANAGEMENT	INTERNATIONAL FINANCE MANAGEMENT	MMB306-A
		INCOME TAX MANAGEMENT	MMB306-B
4	HOSPITAL MANAGEMENT	HOSPITAL WASTE MANAGEMENT	MMB307-A
		HEALTH CARE ECONOMICS	MMB307-B
5	INFORMATION TECHNOLOGY	NETWORK APPLICATION AND MANAGEMENT	MMB308-A



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		DATA CENTRE MANAGEMENT	MMB308-B
6	BANKING & INSURANCE	INSURANCE MANAGEMENT	MMB309-A
		BANK MANAGEMENT	MMB309-B
7	PRODUCTION MANAGEMENT	PRODUCTION PLANNING AND CONTROL	MMB310-A
		PURCHASING AND MATERIALS MANAGEMENT	MMB310-B
8	RURAL MANAGEMENT	HUMAN RESOURCE DEVELOPMENT IN RURAL SECTOR	MMB311-A
		RURAL DEVELOPMENT PROGRAMMES	MMB311-B
9	DISASTER MANAGEMENT	DISASTER MANAGEMENT POLICY AND AGENCY	MMB312-A
		GEOINFORMATICS IN DISASTER MANAGEMENT	MMB312-B
10	TOURISM AND TRAVELLING MANAGEMENT	TOURISM CONCEPTS & IMPACTS	MMB313-A
		TOURISM RESOURCES	MMB313-B
11	SUPPLY CHAIN MANAGEMENT	SUPPLY CHAIN RISK MODELLING & MANAGEMENT	MMB314-A
		DISTRIBUTION MANAGEMENT FOR GLOBAL SUPPLY CHAIN MANAGEMENT	MMB314-B
12	PUBLIC RELATION	PRINCIPLES OF ADVERTISEMENT	MMB315-A



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		ORGANIZATIONAL BEHAVIOR	MMB315-B
13	DIGITAL MARKETING	FUNDAMENTAL OF DIGITAL MARKETING	MMB316-A
		FUNDAMENTAL OF E-COMMERCE	MMB316-B
14	E-COMMERCE	E-COMMERCE: AN APPLICATION	MMB317-A
		E-COMMERCE STRATEGIES AND MODELS	MMB317-B
15	GLOBAL BUSINESS MANAGEMENT	GLOBAL BUSINESS ENVIRONMENT	MMB318-A
		GLOBAL PRODUCTION & OPERATIONS MANAGEMENT	MMB318-B
16	INTERNATIONAL BUSINESS	INTERNATIONAL TRADE AND OPERATIONS	MMB319-A
		RISK MANAGEMENT AND INSURANCE	MMB319-B

Course Title	OPTIMIZATION METHODS				
Course Code	MMB 301				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	Projects & Basic of optimization methods				



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Course Objectives	<ul style="list-style-type: none">• To understand the optimization methods and its application.• To clear the assignment problems and bring out with proper solution.
Course Contents	<p>UNIT -I Optimization Methods: Meaning and Scope; Various Stages in Optimization Projects. Linear Programming Problem: Meaning of Linear programming- General Mathematical Formulation of LPP. Feasible and Optimal Solutions: Graphical Analysis- Simplex Method- Duality and Sensitivity Analysis. Advantages and Limitations of LPP.</p> <p>UNIT- II Transportation Model: Mathematical Formulation- Initial Basic Feasible Solution: North West Corner Method- Least Cost Method and Vogel's Approximation Method; Optimization (Minimization and Maximization) using Modified Distribution Method.</p> <p>UNIT- III Assignment Problem: Assignment Model as a Particular Case of Transportation Model- Formulation of Assignment Problems- Solution of Assignment Problems using Hungarian Method- Travelling Salesman Problem.</p> <p>UNIT -IV Waiting Line Models: Basic Queuing Process- Basic Structure of Queuing Models- Scope in Management Decisions and Solution to M/M/1: FCFS Model. Sequencing Model: Processing n Jobs through Two Machines- Processing n Jobs through Three Machines.</p> <p>UNIT- V Network Analysis: Shortest Route Problem- Network & Time Estimation- Project Planning & Control Using Critical Path Method (CPM) and Program me Evaluation & Review Technique (PERT). Project Scheduling – Cost Slope- Crashing the Network- Estimation of Optimum Project Cost.</p>
Course Outcomes	<ul style="list-style-type: none">• This subject will come up with proper knowledge regarding optimization methods.
Text Books	<ol style="list-style-type: none">1. A.M. Natrajan- "Operation Research"- Pearson Education2. N. D. Vohra. "Quantitative Techniques"- New Delhi: Tata McGraw Hill Publication.



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Reference Books	<ol style="list-style-type: none">1. P. K. Gupta and D. S. Hira- “Operations Research”- New Delhi: Sultan Chand Publications-2. F.S. Hiller & Hiller- “Introduction to Management Science” Tata Mcgraw Hill HamdyTaha- “Operations Research” 8th Ed. Pearson 2007.
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Course Title	ORGANIZATIONAL DEVELOPMENT				
Course Code	MMB 302				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	Overview of organizational structure- team building.				
Course Objectives	<ul style="list-style-type: none">• To understand organizational development				



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	<ul style="list-style-type: none">To understand the strategies in organization.
Course Contents	<p>UNIT-I An overview of Organizational structure- Behavioral implication of organizational structure- factors influencing organizational structure. Organizational Effectiveness: Approaches- need and significance.</p> <p>UNIT-II Organizational development: Definition- Assumptions- goals- process-objectives; Team Building- Planning & Goal setting- OD interventions. Organizational change: Basic Concept and definition; Nature of Organizational Change</p> <p>UNIT-III Organizational conflicts: Causes- nature- measures to resolve organizational conflicts; Inter Group behavior and collaboration- Managerial Grid; Sensitivity training; Transactional analysis; Inter-group and team building interventions.</p> <p>UNIT-IV Organizational Culture and Climate: Organizational learning- power and politics in the organization- Cross culture dynamics.</p> <p>UNIT-V The process of Empowerment- Management of gender Issues- Creativity in organization.</p>
Course Outcomes	<ul style="list-style-type: none">After completion of these courses the students will come up with better methods in developing any organization.
Text Books	<ol style="list-style-type: none">French and Bell- Organisational Development- Pearson EducationD.R. Brown- An Experimental Approach to Organization Behavior- Pearson EducationCarol P Harvey and M.June Allard- Understanding and managing diversity- PHI India
Reference Books	<ol style="list-style-type: none">F. Luthans -Organisational Behaviour TMH- New DelhiS.P. Robbins- “OrganisationalBehaviour”- Pearson EducationPrasad- Organisational Development for Excellence- McMillan- India.



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	4. Madhukar Shukla- Understanding Organization : Organization
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SPECIALIZATION –MARKETING MANAGEMENT-1

Course Title	SALES AND DISTRIBUTION MANAGEMENT				
Course Code	MMB 305-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	Introduction to Marketing- sales and marketing intermediaries.				



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Course Objectives	<ul style="list-style-type: none">The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels
Course Contents	<p>UNIT – I Nature and Scope of Sales Management; Setting and Formulation Personal Selling Objective; Recruiting and Sales Personnel.</p> <p>UNIT – II Developing and Conducting Sales Training Programmers; Designing and Administering Compensation Plans; Motivating Sales Personnel.</p> <p>UNIT – III Sales Meetings and Sales Contests: Designing Territories and Allocating Sales Efforts; Objectives and Quotas for sales Personnel; Developing and Managing Sales Evolution Programme; Sales Cost Analysis.</p> <p>UNIT – IV An Overview of Marketing Channels- their Structure- Functions and Relationship; Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning- Organisational Patterns in Marketing Channels; Managing Marketing Channels.</p> <p>UNIT – V Information System and Channel Management; Assessing Performance of Marketing Channel; International Marketing Channels.</p>
Course Outcomes	<ul style="list-style-type: none">After completion of these courses the students will come up with good marketing skill and also come with the sales management
Text Books	<ol style="list-style-type: none">Anderson- R. Professional Sales Management! Englewood Cliffs- New Jersey- Prentice Hall Inc.- 1992Anderson- R. Professional Personnel Selling. Englewood Cliffs- New Jersey- Prentice Hall Inc.- 1992Buskirk- R H and Stanton- W J Management of Sales Force. Homewood Illinois- Richard D. Irwin- 1983
Reference Books	<ol style="list-style-type: none">Dairymple-D J Sales Management; Concepts and Cases- New York- John Wiley- 1989Johnson- EM etc. Sales Management: Concepts- Practices and Cases- New York- McGraw Hill- 1986



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	3. Stanton- William J etc Management of a Sales Force- Chicago- Irwin- 1995
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Course Title	INTERNATIONAL MARKETING				
Course Code	MMB 305-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about Marketing and international management.				
Course Objectives	<ul style="list-style-type: none">The basic objective of this course is to acquaint the students with environmental- procedural- institutional and decisional aspects of international marketing.				
Course Contents	UNIT-I international Marketing– Definition- Concept and Setting; Distinctions between International Trade- Marketing and Business; Economic Environment of				



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	<p>International Marketing; International Institutions – World Bank- IMF- UNCTAD- WTO- Customs Union- Common Markets- Free Trade Zones- Economic Communities.</p> <p>UNIT-II</p> <p>Constraints on International Marketing–Fiscal and Non-fiscal Barriers- Non-tariff Barriers; Trading Partners – Bilateral Trade Agreements- Commodity Agreements and GSP.</p> <p>UNIT-III</p> <p>India and World Trade- Import and Export Policy- Direction and Quantum of India’s Exports; Institutional Infrastructure for Export Promotion;“ Export Promotion Councils- Public Sector Trading Agencies- ECGC- Commodity Boards etc.</p> <p>UNIT-IV</p> <p>Procedure and Documents–Registration of Exporters- Export Quotations- Production and Clearance of Goods for Exports- Shipping and Transportation- Insurance- Negotiation of Documents; Instruments of Payments – Open Account- Bills of Exchange; Letter Of Credit – Export Finance.</p> <p>UNIT-V</p> <p>International Marketing Mix–Identification of Markets- Product Policy- International Product Life Cycle Promotion Strategy- Pricing Strategy and Distribution Strategy; Various Forms of International Business; Marketing of Joint Ventures and Turnkey Projects.</p>
Course Outcomes	<ul style="list-style-type: none">• The course will come up with enhancing student international marketing skills.
Text Books	<ol style="list-style-type: none">1. Anderson- R. Professional Sales Management! Englewood Cliffs- New Jersey- Prentice Hall Inc.- 19922. Anderson- R. Professional Personnel Selling. Englewood Cliffs- New Jersey- Prentice Hall Inc.- 1992
Reference Books	<ol style="list-style-type: none">1. Buskirk- R H and Stanton- W J Management of Sales Force. Homewood Illinois- Richard D. Irwin- 19832. Dairymple-D J Sales Management; Concepts and Cases- New York- John Wiley- 19893. Johnson- EM etc. Sales Management: Concepts- Practices and Cases- New York- McGraw Hill- 1986



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SPECIALIZATION – HUMAN RESOURCE MANAGEMENT -2

Course Title	MANAGEMENT OF INDUSTRIAL RELATIONS				
Course Code	MMB 306-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	Knowledge about the HRM and recruitments- job etc				
Course Objectives	<ul style="list-style-type: none">Organizational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.				
Course Contents	UNIT – I Industrial Relations Perspectives; Industrial Relations and the Emerging Socio-economic Scenario. Industrial Relations Management-Concept- Evaluation - Background of industrial Relations in India- Influencing factors of IR in enterprise and the consequences.				



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	<p>UNIT – II</p> <p>Legal Framework of Industrial Relations; Role and Future of Trade Unions; Trade Union and the Employee- Quality of Work Life- Worker’s Participation in Management- Collective bargaining concepts & Characteristics</p> <p>UNIT – III</p> <p>Wage and Salary Administration-Nature & Significance- Minimum wage- Fair wage- Real wage- Incentives & fringe benefits. Issues and Constraints in Wage Determination in India. Discipline and Grievance Management; Negotiation and Collective Settlements.</p> <p>UNIT – IV</p> <p>Participative management and Co-ownership; Productive Bargaining and Gain Sharing- Employment Structure -Social Partnership-Wider approaches to industrial relations- Labour Market.</p> <p>UNIT – V</p> <p>Employee empowerment and Quality Management- Meaning- nature and scope of industrial disputes - Cases and Consequences of Industrial Disputes - Prevention and Settlement of industrial disputes in India.</p>
Course Outcomes	<ul style="list-style-type: none">• The course will bring up the HRM knowledge & industrial Relation with the management
Text Books	<ol style="list-style-type: none">1. Kochan- T.A. & Katz Henry- „Collective Bargaining and Industrial Relations“- 2nded. Homewood-Illinois- Richard D Irish- 19882. Mamkoottam- K- „Trade Unionism- Myth and Reality“- New Delhi- Oxford University Press- 1982
Reference Books	<ol style="list-style-type: none">1. Niland J R etc. „The Future of Industrial Relations“- New Delhi- Sage- 1994.42. Papola- T S & Rodgers- G. „Labour Institutions and Economic Development in India“- Geneva- ILO-19923. Ramaswamy- E A- „The Rayon Spinners The Strategic Management of Industrial Relations“- New



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Course Title	TRAINING & DEVELOPMENT				
Course Code	MMB 306-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the HRM				
Course Objectives	<ul style="list-style-type: none">The purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD- and to enable the course participants to manage the Training systems and processes.				
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;				



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	<p>Training Climate and Pedagogy.</p> <p>UNIT – IV</p> <p>Developing Training Modules; Training Methods and Techniques; Facilities Planning and Training Aids; Training Communication.</p> <p>UNIT-V</p> <p>Training Evaluation; Training and Development in India.</p>				
Course Outcomes	<ul style="list-style-type: none"> The course will bring up the HRM knowledge & Training and Development with the management 				
Text Books	<ol style="list-style-type: none"> Beunet- Roger ed.- „Improving Training Effectiveness- Aldershot- Gower- 1988 Buckley R & Caple. Jim. „The Theory & Practice of Training- .London- Kogan & Page- 1995 				
Course Title	INTERNATIONAL FINANCE MANAGEMENT				
Course Code	MMB 307-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the financial management				
Course Objectives	<ul style="list-style-type: none"> To introduce the environment of international finance and its implications on international business. To analyse the nature and functioning of foreign exchange markets- determination of exchange rates and interest rates and their forecasting. 				
Course Contents	<p>UNIT – I</p> <p>International financial Environment-</p> <p>The Importance- rewards & risk of international finance- Goals of MNC- International Business methods. Balance of Payments (BoP)- Fundamentals of Bop- Accounting components of BOP- Equilibrium & Disequilibrium- International Monetary System: Evolution- Gold Standard- Bretton Woods system- the flexible exchange rate regime.</p> <p>UNIT – II</p>				



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	<p>Foreign Exchange Market:</p> <p>Function and Structure of the Forex markets- Foreign exchange market participants- Types of transactions and Settlements Dates- Exchange rate quotations- Determination of Exchange rates in Spot markets. Exchange rates determinations in Forward markets.</p> <p>UNIT – III</p> <p>Foreign exchange risk Management:</p> <p>Hedging against foreign exchange exposure – Forward Market- Futures Market- Options Market- Currency Swaps-Interest Rate Swap- problems on both two way and three way swaps.(Theory & Problems).</p> <p>UNIT – IV</p> <p>International Financial Markets and Instruments:</p> <p>Foreign Portfolio Investment. International Bond & Equity market. GDR- ADR- International Financial Instruments: Foreign Bonds & Eurobonds- Global Bonds. Floating rate Notes- Zero coupon Bonds- International Money Markets- International Banking services –Correspondent Bank- Representative offices</p> <p>UNIT – V</p> <p>International Parity Relationships & Forecasting Foreign Exchange rate:</p> <p>Measuring exchange rate movements-Exchange rate equilibrium –Factors effecting foreign exchange rate- Forecasting foreign exchange rates. Interest Rate Parity- Purchasing Power Parity &International Fisher effects- Arbitrage-Types of Arbitrage</p>
<p>Course Outcomes</p>	<ul style="list-style-type: none">• The student will have an understanding of the International Financial Environment.• The student will learn about the foreign exchange market- participants and transactions.• The student will be able to use derivatives in foreign exchange risk management.• The student will be able to evaluate the Firm’s Exposure to risk in



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	International environment and various theories associated with it.
Text Books	1. International Corporate Finance - Jeff Madura- Cengage Learning- 10/e 2012. 2. International Finance Management – Eun & Resnick- 4/e- Tata McGraw Hill.
Reference Books	1. International Financial Management – Apte P. G- 6/e- TMH- 2011. 2. International Financial Management – MadhuVij- Excel Books- 2010.

Course Title	INCOME TAX MANAGEMENT				
Course Code	MMB 307-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about income tax				
Course Objectives	<ul style="list-style-type: none">This course provides an introduction to- and overview of- fundamental concepts of income tax law. Topics include Introduction to Taxation- including income tax- capital gains tax- fringe benefits tax- and goods and services tax				
Course Contents	UNIT – I Basic concepts of Taxation – Sources of Income Tax Law – Definition of Assessment - Assessee – Person – Income – Assessment and Previous years – Capital and Revenue – Residential Status – Tax free incomes. UNIT – II Computation of Income under various Heads – Salaries- Income from House Property- Profits & Gains of Business or Profession UNIT – III Computation of Capital Gains – Income from Other Sources. Deductions to be made in computing total income. UNIT – IV Clubbing of Incomes – Set-Off and Carry-forward of Losses - Assessments of				



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	Individuals. UNIT – V Assessments of HUF – Assessments of Firms- Companies and Assessment of Trusts. Tax on income by Mutual Fund.
Course Outcomes	At the end of the course- the students are able to: <ul style="list-style-type: none">• Understand the basics of taxation and process of computing residential status.• Calculate taxable income under different heads.• Understand deductions and calculation of tax liability of Individuals.• Know the corporate tax system.
Text Books	<ul style="list-style-type: none">• Direct Taxes Law and practice- Vinod Singhania and Kapil Singhania- Taxman Publications.• Students Guide to Income Tax Vinod Singhania and Kapil Singhania- – Taxman Publications.
Reference Books	<ul style="list-style-type: none">• TN Manoharan- Students Guide to Income Tax – Snow White• Direct Tax – Lal &Vashisht – Pearson.



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SPECIALIZATION – HOSPITAL MANAGEMENT -4

Course Title	HOSPITAL WASTE MANAGEMENT				
Course Code	MMB 308-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the hospital waste and policies.				
Course Objectives	<ul style="list-style-type: none">The Objective of the Course is to familiarize the learner with the importance- techniques and the procedures involved in the management of Hospital Waste.				
Course Contents	<p>UNIT – I Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures.</p> <p>UNIT – II Hospital Hazards Management: Meaning – Need – Principles – Purpose.</p> <p>UNIT – III Control of Hospital Acquired Infection: Types of Infection –Infection and their Causative Agents – Prevention of Hospital Acquired Infection – Role of Central Sterile Supply Department – Infection Control Committee – Monitoring and Control or Cross-Infection – Staff Health.</p> <p>UNIT – IV Biomedical Waste Management: Meaning – Categories of Biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Standards for Waste Autoclaving- Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage.</p> <p>UNIT – V</p>				



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	Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier – Methods of Excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of Organic Matter – Modern Sewage Treatment – Drawbacks of improper disposal of wastes – Solid and liquid.
Course Outcomes	<ul style="list-style-type: none">• The course will come up with enhancing student hospital waste management skills .techniques- procedures
Text Books	<ol style="list-style-type: none">1. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS- New Delhi- 2006.2. Salratore Dominick : Managerial Economics in Global Economy- Thomson- 2006
Reference Books	<ol style="list-style-type: none">1. Dean Joel : Managerial Economics- Prentice Hall India- Eastern Economy Edition- 20082. Dwivedi D.N : Managerial Economics- Vikas- 2009.



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Course Title	HEALTH CARE ECONOMICS				
Course Code	MMB 308-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The knowledge about the Economic of healthcare. Management				
Course Objectives	<ul style="list-style-type: none">The course is intended to provide an in-depth knowledge about the sources of funds and its effective utilization to achieve a better quality of health care services within a reasonable cost.				
Course Contents	<p>UNIT – I Managerial Economics – Introduction – Scope – relevance – hospital resources issues – Demand Analysis – Demand forecasting – purpose – methods – criteria for a good forecasting method – consumer durable goods – capital goods – determinants of market demand – law of demand – demand curve.</p> <p>UNIT – II Concept of resource allocation – cost analysis – concepts – classification – short run – long run cost functions – Economics of size – economies and dis-economies of scale – input output analysis</p> <p>UNIT – III Market Structure – pricing policy – pricing under perfect competition – under pure monopoly – Economic Fluctuations and business – business cycle – business policy – inflation - monetary and fiscal policies.</p> <p>UNIT – IV Public – Government’s role in different socio-economic systems- Budgets – Allocation of Medical field – central – state governments – structure – five year plans.</p> <p>UNIT – V</p>				



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	Medical Tourism- Role of Medical Tourism- Methods to attract Foreign Medical Tourists- Facilities available for foreign patients- Role of travel Agencies- Govt. Policy on Medical Tourism.
Course Outcomes	<ul style="list-style-type: none">• The course will come up with enhancing student healthcare management skills and techniques- procedures in economic terms.
Text Books	<ol style="list-style-type: none">1. Even J. Douglas : Managerial Economics – Theory- Practice and problems- Prentice Hall of India- Dufty N.F. Managerial Economics – Wesley Publishing House- New York- 20072. Stills E. Addison : Managerial Economics- Homewood- Illionois- Dersey Press Inc- 2008.
Reference Books	<ol style="list-style-type: none">1. Spencer M.H. : Managerial Economics- Homewood- Illinois- Richard C. Irwin Inc- 20092. VermaJ.C. : Managerial Economics – Concepts and Analysis for Business Decisions in Indian Environment- Lawrence Publishing House- New Delhi- 2006.3. Varshey R.L. & Maheswari K . L: Managerial Economics- Sultan Chand & Sons Publishers- Thomas P.C. : Managerial Economics.2005.4. Salratore Dominick : Managerial Economics in Global Economy- Thomson- 2006.5. Dean Joel : Managerial Economics- Prentice Hall India- Eastern Economy Edition- 20086. Dwivedi D.N : Managerial Economics- Vikas- 2009.



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SPECIALIZATION –INFORMATION TECHNOLOGY - 5

Course Title	NETWORK APPLICATION AND MANAGEMENT				
Course Code	MMB 309-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The knowledge about the basic internet and the MIS.				
Course Objectives	<ul style="list-style-type: none">• The course aims to combine the fundamental concepts of data communications and networking with emphasis on business applications.				
Course Contents	UNIT I Fundamentals of computer network management: Communicating over the Network- Application Layer Functionality and Protocols- OSI Transport Layer- OSI Network Layer- Planning and Cabling Networks- Configuring and Testing Your Network.				
	UNIT II Introduction to routing: Introduction to Routing and Packet Forwarding- Static Routing- Introduction to Dynamic- Routing Protocols- Distance Vector Routing Protocols- 5 RIP Version 1- VLSM and CIDR- IPv2 - The Routing Table- EIGRP- Link-State Routing Protocols- OSPF.				
	UNIT III Switch & wireless technology: LAN Design- Basic Switch Concepts and Configuration- VLANs- Introducing VLANs- VTP- STP- Inter-VLAN Routing- Basic Wireless Concepts and Configuration- Introduction to WANs- Concepts- Frame Relay- Network Security- ACLs- Tele worker- Services- IP Addressing Services- DHCP.				
	UNIT IV Network management applications: Configuration management- Fault management- Performance management- Event Correlation Techniques- Security Management- Report Management- Service Level Management.				
	UNIT-V				



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	Managing Information Systems in Organizations: Introduction- Managing in the Internet Era- Managing Information Systems in Organization-the IT interaction model- Challenges for the manager-what information to build.
Course Outcomes	<ul style="list-style-type: none">• The course will come up with enhancing student information system management skills.
Text Books	<ol style="list-style-type: none">1. Mani Subramanian- (2012). Network Management Principles and practice- 2nd Edition- Addison Wesley New York.2. Jerry- Fitz Gerald and Alan- Dennis. (2009). Business Data Communications & Networking.10th Edition- John Wiley & Sons.
Reference Books	<ol style="list-style-type: none">1. Tanenbaum- A. S. (2004). Computer Networks. 5th Edition- Pearson Education.2. David A Stamper. (2003). Business Data Communications. 6th Edition- Addison Wesley.3. Burke Richard J. (2008). Network Management: Concepts and Practice- 1st Edition-Pearson Education



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Course Title	DATA CENTRE MANAGEMENT				
Course Code	MMB 309-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The Fundamental knowledge about database management . information technology				
Course Objectives	<ul style="list-style-type: none"> The purpose of this course Data Centre Management is to explain the basics of the history of the data Centre- need for businesses and different designs are classified. 				
Course Contents	<p>UNIT I Basic Concepts: History of the data Centre- Critical services provided by Data Center- Role of Data Centers- Digital- and low carbon economy- Identifying the relevant industry bodies- associated standards and regulations.</p> <p>UNIT II Site selection and environmental considerations: Standards recommendations. Effect of availability of resources in design- including power- connectivity and water. Geographical influences on the location of a data Centre- including air-quality and localized risks. Other site selection criteria- Future Influence on design.</p> <p>UNIT III Architecture Design and Standards Recommendations: Align design and architecture. Business impact of decisions- Design from a TCO perspective over lifecycle. External Shell design. Space considerations. Structural Specifications. Applicable Standards – including fire resistance- fire suppression and security- etc.</p> <p>UNIT IV Floor loading. Design considerations with regard to flooring. Tiling and ramp standards in Data centre and their roles in airflow management. Current Cabling standards and their importance.</p> <p>UNIT-V Managing Social Media: Introduction- Social Dynamics of the Internet- Services of the Internet-Blogs-Social Networks- Technology of the Internet- Twitter-Rating-Tagging/folksonomies- Social issues-Media impact-Collaboration-Emergence of order- Social Networks in the Enterprise</p>				



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Course Outcomes	<ul style="list-style-type: none">• After the completion of the course student will come up the good knowledge about the database management and information system
Text Books	<ol style="list-style-type: none">1. Mauricio Arregoces & Maurizio Portolani- (2003). Data Center Fundamentals- 1st Edition- CISCO Press.2. James Hannan- (2011). A Practical guide to data center operations management- volume 6- Auerbach Publishers.
Reference Books	<ol style="list-style-type: none">1. Kevin Corbin- Ron Fuller- David Jansen- (2013). NX-OS and Cisco Nexus Switching: Next Generation Data Center Architectures- 2nd Edition- Cisco Press

SPECIALIZATION – BANKING &INSURANCE-6

Course Title	INSURANCE MANAGEMENT
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Course Code	MMB 310 - A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the insurance policy and their rules.				
Course Objectives	<ul style="list-style-type: none">The course will focus primarily on those concepts- techniques and issues in the context of a person aspiring for a career in Insurance and Risk Management.				
Course Contents	<p>UNIT-I The Concept of Insurance and its Evolution- nature of insurance- evolution and-how insurance operates today- different classes of insurance- importance of insurance- fixing of premiums- role of insurance in economic development.</p> <p>UNIT-II Risk Management- different types of risks- Management of risk by individuals- management of risk by insurers- Concept of Risk: Types of Risk- Managing Risk- Sources and Measurement of Risk- Risk Evaluation and Prediction.</p> <p>UNIT-III Insurance Customers: Understanding insurance customers- different customer needs- importance of customers- customer behavior when claim occurs. The Insurance Contract: Terms of an insurance contract- significance of the principle of insurable interest- the principle of indemnity- principle of utmost good faith.</p> <p>UNIT-IV Insurance Terminology: Common terms used in insurance- terms common to both life and non- life insurance- terms specific to life and non – life insurance</p> <p>UNIT- V Concept of Unit-linked policies: ULIP premium and its break-up -Types of funds in ULIPS- Traditional plans Vs ULIPS -How ULIPS work- Top Up & NAV - Features of ULIPS - Revival of ULIPS- IRDA guidelines on ULIPS.</p>				
Course Outcomes	<ul style="list-style-type: none">The course will come up with enhancing student insurance management skills.				
Text Books	<ol style="list-style-type: none">Gupta. P.K. (2009). Insurance and Risk Management- 2nd Edition- Himalaya Publishing House.George. E. Rejda. (2005). Principles of Risk Management and Insurance- 9th Edition- Pearson Education.Mittal. Alka. And Gupta. S. L.(2008). Principles of Insurance and Risk				



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	Management”- 2nd Edition- Sultan Chand and Sons.
Reference Books	<ol style="list-style-type: none">1. Panda. G.S.(2005). Principles and Practices of Insurance- Kalyani Publications.2. Mishra. M. N.(2004). Principles and Practices of Insurance- Sultan Chand and Sons

Course Title	BANK MANAGEMENT				
Course Code	MMB 310 - B				
Course Credits	L	T	P	TC	
	3	1		4	



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Prerequisites	The basic knowledge about the banking sector policies and their process .
Course Objectives	<ul style="list-style-type: none">To provide an in-depth analysis of the commercial banking in the liberalized Indian economy. Familiarizing the students with the regulating framework for banks in India.
Course Contents	<p>UNIT-I Indian Financial System: An Overview. Indian Banking System- Banking Structure in India- Evaluation of the Banking System and Future Trends. Analysis of the Banking Structure and Performance Measurement.</p> <p>UNIT-II Banking Regulations - Control of the Banking Sector by the RBI CRR- SLR- CRAR and Income Recognition Norms- Provision for NPAs.</p> <p>UNIT-III Management of Banking Organization - Loan Management- Investment Management- Liquidity Management. Profit and Growth Management. Asset Liability Management Using traditional GAP and Modern Techniques</p> <p>UNIT-IV Mergers and Acquisition- Banc assurance and Universal Banking. Opportunity for Strengthening the Banking Organization. Financial Innovations and Opportunities for Banks- Factoring- Securitization and Take Out Finance</p> <p>UNIT-V Technological Innovations and Opportunities for Banks. International Banking - Organizational Structure- Activities and Regulation.</p>
Course Outcomes	<ul style="list-style-type: none">The course will come up with enhancing student banking management skills. and banking regulation .
Text Books	<ol style="list-style-type: none">M Y Khan-(2011). Financial Services- 6th Edition- Tata McGraw Hill.Hull. John C. (2012). Banking and Financial Institution- 2nd Edition- Prentice Hall.Fabozzi- Frank J. “Foundations of Financial Markets and Institutions”- (Latest Edition). Prentice Hall.
Reference Books	<ol style="list-style-type: none">Varshney and Mittal. (2009). Indian Financial System- 10th Edition- Sultan Chand & Sons.Mehta- R.R.S. Fundamental of Banking; Himalaya Publishing House Co.- New Delhi.



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	3. Nigam- B.M.L. Banking Law and Practice- Konark Publishers- Delhi.
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SPECIALIZATION – PRODUCTION MANAGEMENT-7

Course Title	PRODUCTION PLANNING AND CONTROL				
Course Code	MMB 311 - A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the production and operation management				



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Course Objectives	<ul style="list-style-type: none">To develop a broad conceptual framework based on the research which has done in the recent past and to bridge the gap between the theoretical solutions on one hand and the real world problems on the other in production planning and control.
Course Contents	<p>UNIT-I Production Planning and control Function: Production Planning and control Function; Material Requirement Planning</p> <p>UNIT-II Production Inventory system: Production-Inventory system; Forecasting for Inventory and Production Control;</p> <p>UNIT-III Aggregate Planning: Aggregate Planning; Job Shop Planning; Scheduling and Control; Just-in-Time Production;</p> <p>UNIT-IV Line Balancing: Line Balancing; Planning for High Volume Standardized Products.</p> <p>UNIT-V Procedures and Documentation in Production Planning and Control: Procedures and Documentation in Production Planning and Control;.</p>
Course Outcomes	<ul style="list-style-type: none">The course will come up with enhancing student production management skills. and production planning and control.
Text Books	<ol style="list-style-type: none">Burbidge- John L. Principles of Production Control. London- Donald and Evans- 1981.Caubang- Ted C. Readings- on Production Planning and Control- Geneva- ILO.
Reference Books	<ol style="list-style-type: none">Greene- James H. Production and Inventory Control Handbook- New York- McGraw Hill- 1987.Mc Leavey- Dennis W and Narasimhan- S.L. Production and Inventory Control. Boston - Allyn and Bacon- 1985.



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Course Title	PURCHASING AND MATERIALS MANAGEMENT				
Course Code	MMB 311 - B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the purchasing and material management				
Course Objectives	<ul style="list-style-type: none">• The key objective of this course is to acquaint the students with Decision-making for effective and efficient purchase- storage and flow of materials in manufacturing and service organization; cost-reduction techniques in Pre-Purchase- Purchase and Port Purchase systems; Modern material planning and delivery systems like MRP and JIT and				



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	Material handling and logistics systems
Course Contents	<p>UNIT-I Role of Purchasing and Materials Management-Objectives- Organization and Inter-relationships- Determination and Description of Material Quantity.</p> <p>UNIT-II Material Planning in Push and Pull system- MRP and JIT; Determination and Description of Material Quality-Receiving and Incoming Quality Inspection-Acceptance Sampling Plans- Vendor Process Capability;</p> <p>UNIT-III Cost Reduction Techniques-Standardization- Simplification & Variety Reduction Value Analysis and Engineering- Make or Buy Decision- Purchasing Research- Source of Supply- Price Determination and Negotiation- Vendor Rating- Selection and Development.</p> <p>UNIT-IV Legal Aspects of Purchasing- Public Purchasing and Tendering- International Purchasing Procedures and Documentation- Purchasing of Capital Equipment- Appraisal Methods- Evaluating Supplier's Efficiency- Stores Layout-Classification and Codification.</p> <p>UNIT-V Material Logistics- Warehousing Management- Material Handling- Traffic and Transportation- Disposal of Scrap- Surplus and Obsolete Materials; Inventory Control of Spare Parts- Materials information System.</p>
Course Outcomes	<ul style="list-style-type: none">• After the completion of the course student will come up the good knowledge in material management and cost reduction techniques
Text Books	<ol style="list-style-type: none">1. Ansari A and Modarress B. JI Purchasing. New York- Free Press-2. Baily P. etc. Purchasing Principles and Management. London- Pitman-3. Burt- David N. Proactive Procurement. Englewood cliffs- New Jersey- Prentice Hall Inc.-
Reference Books	<ol style="list-style-type: none">1. Dobler D.W. etc. Purchasing and Materials Management. New York- Mc Graw Hill.2. Dutta- A.K. Integrated Materials Management- New Delhi- PHI-3. Farrington B and Waters- Derek W. Managing Purchasing. London- Chapman & Hall.4. Gopalakrishanan P and Sundershan M. Handbook of Materials



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	Management. New Delhi- Prentice Hall of India.
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SPECIALIZATION –RURAL MANAGEMENT-8

Course Title	HUMAN RESOURCE DEVELOPMENT IN RURAL SECTOR				
Course Code	MMB 312 - A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the human resource development in rural area				
Course Objectives	<ul style="list-style-type: none">Enhance cultural quality- moral quality- professional skills and management skills of rural human resource- meet rural construction need and drive economic				
Course Contents	UNIT - I Human Resource Development - Importance in Rural Development. Human Capital Formation - Importance - Efforts – Achievements				



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	<p>UNIT – II Raising Nutritional and Educational Standards - Population Composition in rural areas. Role in rural health - Education - Energy - Agriculture and allied activities.</p> <p>UNIT - III Manpower Requirements and planning for rural development.</p> <p>UNIT - IV National literacy mission - Scope and achievements</p> <p>UNIT - V Manpower requirements and planning for rural development. Training In rural areas - Recruiting the rural unemployed.</p>
Course Outcomes	<ul style="list-style-type: none">• After the completion of the course -The student will know the rural development and agriculture activities
Text Books	<ol style="list-style-type: none">1. Lucas Jr. H C- Information Technology for Management- Mc Graw Hill- New York- 19972. Kenneth C. Laudon and Jane P. Laudon (2004)- Management Information Systems- 8/E- Pearson Education
Reference Books	<ol style="list-style-type: none">1. James A.O. Brien (200)- Management Information Systems. 5/E- Tata Mcgraw-Hill.2. Saxena S- First Course in Computers; Vikas Publication- New Delhi- 20033. Leao- Alexis & Mathews- Information Technology- Vikas Publications- 20064. Sinha- P K-Fundamentals of Computers- BPB Publications- New Delhi- 2011



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Course Title	RURAL DEVELOPMENT PROGRAMMES				
Course Code	MMB 312 - B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the rural development				
Course Objectives	The Students will be able to: <ul style="list-style-type: none">• Define the Philosophy and Approaches of Rural Development• Explain the Rural Development Policies in India• Identify the Dimensions of Rural Poverty• Elucidate the roles of Institutions including financial Institutions.				
Course Contents	UNIT-1 Concepts- approaches and strategies of Rural Development UNIT-II Philosophy of Rural Development - A.T. Masher- Mahatma Gandhi and Lenin. Experiments in Rural Development				



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	<p>UNIT-III Rural Development in Five year Plans. Dynamics of RD in India.</p> <p>UNIT-IV Dimensions of Rural unemployment and under employment.</p> <p>UNIT-V Rural Poverty and Poverty alleviation programmes.</p>
Course Outcomes	<ul style="list-style-type: none">• After the completion the course the student capable of applying process and techniques to development of rural areas
Text Books	<ol style="list-style-type: none">1. T.S. Sundaram. Antipoverty Rural Development in India2. M.A. Quraishi – Indian Agriculture and Rural Development3. Archana Gour – Integrated Rural Area Development4. A.K. Dende – Studies in Rural Development
Reference Books	<ol style="list-style-type: none">1. Vasanth Desai – Rural Development- Vol. I to VI.2. K. Venkata Reddy – Rural Development in India – Poverty and Development3. Documents of Five Year Plans I- II- III- IV- V- VI- VII and VIII.



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SPECIALIZATION: DISASTER MANAGEMENT - 9

Course Title	DISASTER MANAGEMENT POLICY AND AGENCY				
Course Code	MMB 313 - A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the management policy.				
Course Objectives	<ul style="list-style-type: none">At the end of the course students are expected to appreciate the significance of disaster management- various approaches- elements and tools of disaster management. They should appreciate the importance of policy in disaster management and various dimensions of a sound disaster management policy.				
Course Contents	UNIT - I				
	Disaster Management: Meaning- Approaches and Scope- Elements of disaster management.				
	UNIT - II				
	Disaster Management Policy: Significance of disaster management policy-				



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	<p>Principles of disaster management policy- Policy options and approaches in disaster management- Essential components of disaster management policy- Formulation and execution of disaster management policy- Command and coordination in disaster management.</p> <p>UNIT – III</p> <p>Insurance Policies for Disaster Management: Evaluation of risk funding and risk transfer policies; catastrophe insurance pool; Reserve funds and contingent credit policies; Role of Government and market participants; Insurance policy design; Fiscal cost of relief and reconstruction; Grants and low interest loan for reconstruction; Case Studies and review of Disaster insurance models.</p> <p>UNIT - IV</p> <p>State and District Level Agencies: Disaster Management cells at state level and District level- District Magistrate office- Role and Responsibilities of DM in prevention- preparedness- mitigation- relief and rehabilitation; local bodies and role of different functionaries-</p> <p>UNIT - V</p> <p>Civil Society Agencies: NGOs- Religious and Cultural Organizations- Community based organizations- political parties and their affiliates- Philanthropic organizations- Recent case studies on the role played by various civil society organizations during disasters.</p>
Course Outcomes	<ul style="list-style-type: none">• The student will come up the good skill of policy and procedures
Text Books	<ol style="list-style-type: none">1. H.K. Gupta (2003) Disaster management.
Reference Books	<ol style="list-style-type: none">1. Disaster Management in India – A Status Report. National Disaster Management Division- Ministry of Home Affairs- Govt. of India- 2004



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Course Title	GEOINFORMATICS IN DISASTER MANAGEMENT				
Course Code	MMB 313- B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the geoinformatics and disaster management				
Course Objectives	<ul style="list-style-type: none"> The objective of this course is to appraise the benefits of geoinformatics in disaster management and provide direction to take up research on thrust / gap areas for future development in geoinformatics and its application in disaster management. 				
Course Contents	<p>UNIT-1 Remote Sensing: Fundamental of Remote Sensing- platform and sensors- image interpretation- digital image processing- microwave remote sensing- remote sensing application- Indian space programme- future satellites for disaster management; Case studies - (Practical)</p> <p>UNIT-2 GIS: Introduction- definition of GIS- GIS and other information system- concept of space and spatial data- domains of spatial information system- elements of GIS- components of GIS- information presentation- internet based GIS; Case studies - (Practical)</p> <p>UNIT-3 GPS: Introduction- description of GPS system (Space segment- control segment- user segment)-observation principal and signal structure; GPS receivers -realities and limitations; GPS application; Case studies- Practical)</p> <p>UNIT-4 Remote Sensing and GIS for Disaster Management: Geological and human made disasters; flooding- earthquakes- tsunamis- cyclones- volcanic- thermal- landslides- wildfires (urban and forest)- coal fires- droughts- land degradation- deforestation- coastal hazards- air and water pollution- oil spills in water.</p> <p>UNIT-5 GPS application; Case studies- Practical's</p>				



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Course Outcomes	<ul style="list-style-type: none">• The after the completion of the course the student will come up the good knowledge about the disaster management
Text Books	<ol style="list-style-type: none">1. Floyd F. Sabins Jr. Remote Sensing- Principles and interpretation. W.H. Freemanes & Co.- New York- 2nd Edition- 1987.2. Lilles and T.M. & Kiefu R.W. Remote Sensing and Image Interpretation- John Wiley and Sons- New York- 1994.
Reference Books	<ol style="list-style-type: none">1. Stan Marany- GIS Solutions in Natural Resource Management- Onward Press- USA- 1999.



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(Effective from the session: 2022-23)

SPECIALIZATION: TOURISM AND TRAVELLING MANAGEMENT - 10

Course Title	TOURISM CONCEPTS & IMPACTS				
Course Code	MMB 314 - A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the tourism management .				
Course Objectives	<ul style="list-style-type: none">The objective of the course is to provide an introductory module giving the basis of tourism studies. This course will give an overview of tourism industry and various organizations.				
Course Contents	<p>UNIT – I Introduction: Definitions and Concepts- tourist destination- services and industry- definition and historical development- General Tourism Trends- Types of Tourists- Visitor- Traveler-</p> <p>UNIT – II Tourism Products & Attraction: Nature- Characteristics and Components of Tourism Industry- Elements and characteristics of tourism products. Tourism product production system- Tourism Product Life Cycle- typology of tourism products.</p> <p>UNIT –III Types and Forms of Tourism: Inter–regional and intra–regional tourism- inbound and outbound tourism- domestic- international tourism. Forms of Tourism: religious- historical- social- adventure- health- business- conferences- conventions- incentives- sports and adventure- senior tourism- special interest tourism like culture or nature oriented..</p> <p>UNIT – IV Tourist Transportation: Air transportation The airline industry presents policies- practices- Functioning of Indian carriers. Air Corporation Act- Air charters. Surface Transport: Rent-a-car Scheme and Coach-Bus Tour- Fare Calculation. Transport & Insurance documents- All-India Permits Rail Transport: Major Railway Systems of World- (Euro Rail and Amtrak) General information about Indian Railways- Types of rail tours in India:- Place-on-Wheels and Royal Orient- Deccan Odessy- Toy Trains.</p>				



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	<p>Water Transport: Historical past- cruise ships- ferries- hovercrafts- river and canal boats- Fly-cruise.</p> <p>UNIT – V</p> <p>A study of International Tourism Organizations: Origin- location and functions of WTO- IATA-PATA- ASTA- UFTAA- and ICAO</p>
Course Outcomes	<ul style="list-style-type: none">• After the completing the course the students will come up the good knowledge about the tourism management and their policies
Text Books	<ol style="list-style-type: none">1. Mill and Morrison- (1992)- The Tourism System: An Introductory Text- Prentice Hall.2. Cooper- Fletcher et al- (1993)- Tourism Principles and Practices- Pitman.3. Burkart and Medlik- (1981)- Tourism: Past- Present and Future- Heinemann- ELBS.
Reference Books	<ol style="list-style-type: none">1. Mill- R.C.- (1990)- Tourism: The International Business- Pretience Hall- New Jersey.2. Bhatia- A.K.- - International Tourism <p>Seth- P.N.- (1999) Successful Tourism Management (Vol 1 &2)</p>



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Course Title	TOURISM RESOURCES				
Course Code	MBA314 - B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The fundamental knowledge about the natural resources and the tourist places				
Course Objectives	<ul style="list-style-type: none">The objective of this course is to provide information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.				
Course Contents	UNIT – I				
	Natural Resources: Wildlife Sanctuaries- National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve- Bharatpur Bird Sanctuary- Valley of Flowers- Kanha- Kaziranga- SasanGir- Dachigam- Ranthambhore and Keoladeo Ghana) Hill Stations: Study of Hill Station attractions and their environment with case studies of Mussoorie- Nainital- Munnar and Ooty. Beaches and Islands: Beaches in Goa- Kerala- Odisha. Andman Nicobar & Lakshdvp islands.				
	UNIT –II				
	Popular Tourist Resources- Delhi- Agra- Jaipur- Khajuraho- Varanasi- Mumbai- Kolkata- Chennai- Bangalore- Hyderabad- Mahabalipuram- Madurai- Tanjore- Hampi- Ellora- Elephanta- Konark and Fatehpur Sikri- Monuments- QutubMinar- Atala Mosque (Jaunpur)- Kirtistambha (Chittor)- Sher Shah Suris Tomb- Sikandara- Red Fort (Delhi)- Taj Mahal- Golden Temple (Amritsar)- Hawa Mahal (Jaipur)- Bara Imambara (Lucknow).				
Unit-III					
Pilgrimage Destinations: Hindu- Charo Dham Yatra- JyotirlingaYatra- Devi YatraVindhychal (U.P.)- Kamakhya (Assam)- Vaishnavadevi- Kashi- Prayag- Gaya- Ayodhya- Mathura–Vrindavana- Allahabad- Ujjain- Hardwar- Nasik- Gangasagar. Buddhist: Lumbini- Bodhgaya- Sarnath- Kushinagar- Sharavasti- Sankisa- Vaishali- Rajgriha- Kapilvastu- Nalanda- Sanchi- Ajanta. Jain: Kashi- Pavapuri- Shatrunjaya- Girnar- Mt.Abu- Sharavanbelgola- Palitana Muslim: Ajmer Sharif- Nizamuddin (Delhi)- FatehpurSikri- and some important Mazars. Sikh: Patna- Nanded- Guru-ka-Tal (Agra)- Amritsar. Saint: Kabir- Tulasi- Raidas- Sankaracharya.					
UNIT – IV					



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	<p>Fairs and Festivals: Kumbha- Pushkar- Sonapur- Dadari- Tarnetar- Chhatha- Pongal/Makar-Sankranti- Baishakhi- Meenakshi Kalyanam- Holi- Gangaur- Onam- Durga Puja- Ramalila- Diwali- Kartik Purnima (Dev Deepawali- Guru Parb)- Dashahara (Kullu)- Rathyatra- Nag Nathaiya (Varanasi)- Id-ul-Fitr- Easter- Christmas- Carnival (Goa)- Burhawa Mangal (Varanasi)- Ganga Mahotsava- Taj Mahotsava- Khajuraho Mahotsava and Desert Festival.</p> <p>UNIT – V</p> <p>Handicrafts and Handlooms. History of Dance Styles and main Gharanas of North Indian Music. History of Drama in India and its present scenario.</p>
Course Outcomes	<ul style="list-style-type: none">• Student will come up the good tourist skill and natural resources
Text Books	<ol style="list-style-type: none">1.Gupta- SP- Lal- K- Bhattacharya- M. Cultural Tourism in India (DK Print 2002)2.Dixit- M and Sheela- C. Tourism Products (New Royal Book- 2001)
Reference Books	<ol style="list-style-type: none">1. OkiMorihiro- Fairs and Festivals- World Friendship Association- Tokyo- 1988.2 . Mitra- Devla- Buddhist Architecture- Calcutta.3. Michell- George- Monuments of India- Vol. 1. London.



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SPECIALIZATION: SUPPLY CHAIN MANAGEMENT-11

Course Title	PURCHASING AND INVENTORY MANAGENMENT				
Course Code	MMB 315 - A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the marketing- manufacturing . and operation management				
Course Objectives	<ul style="list-style-type: none"> The Objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operation in Purchasing and Inventory Management and also the ability to apply them in the enterprise reality to improve the overall efficiency of the firm. 				
Course Contents	<p>UNIT I Purchase policy- Rate and Running Contract – Subcontracting- Systems Contract – Stockless purchase –Buying seasonal items – Forward Buying – Hedging – Purchasing Activities – Indent Status – A to Z of Purchase Order – Transportation – Incoming Inspection – Bill settlement –Documentation.</p> <p>UNIT II Meaning of Right Price – Price Analysis – Determination of Right Price – Influencing Factors on Pricing – Classification of Pricing – Price Forecasting - Right Place – Purchase Budgets – Budgetary control – Need Identification Problems – Definition of lead time Elements- Cost Reduction and Lead time.</p> <p>UNIT III Relevance of Good Supplier - Advantages of Good Relations –Prerequisites – Evaluation of Suppliers – The Buyers Role – Role of the Vendor –Relevance of Good Suppliers – Need for vendor evaluation – Goals of Vendor Rating – Advantages of Vendor Rating – Parameters of Vendor Rating.</p> <p>UNIT IV Role of Material Management – Classes of Material – Materials and Profitability – Profit Center Concept – Material Objective –Centralized Purchasing-Decentralizing – Delegation of Powers – Definition of Material</p>				



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	<p>Planning –Bill of Material – Material Requirement Planning – Importance of Material Research- Definition</p> <p>– Advantages of Materials Information System .</p> <p>UNIT V</p> <p>Codification – Classification- Methodology- Requirement of codes - Coding Structure and Design- Advantages- International Codification- Cost and Consequences Right Quantity – Economic Ordering Quantity – Derivations of EOQ.</p>
Course Outcomes	<ul style="list-style-type: none">• After the completion of this course- student will gain the efficient knowledge about the inventory and purchasing management.
Text Books	1.Gopalakrishnan P.– Purchasing and Materials management – Tata McGraw Hill
Reference Books	1.Gopalakrishnan P.– Purchasing and Materials management – Tata McGraw Hill



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Course Title	LOGISTICS MANAGEMENT				
Course Code	MMB 315 - B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the logistics management.				
Course Objectives	<ul style="list-style-type: none">The Objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality				
Course Contents	<p>UNIT I The Logistics of Business- The Work of Logistics- importance- Logistical Operating Arrangements- Flexible Structure - Supply Chain Synchronization.</p> <p>UNIT II Transport Functionality- Principles and Participants- Transportation Service- Transportation Economics and Pricing- Transport Administration Documentation.</p> <p>UNIT III International Logistics and Supply Chain Management- Meaning and objectives- importance in global economy- Characteristics of global supply chains- Global Supply Chain Integration- Supply Chain Security- Role of Government in controlling international trade and its impact on Logistics and Supply Chain.</p> <p>UNIT IV International Insurance- Cargo movements- water damage- Theft- Privacy Other risk- perils with air shipments- Risk Retention- Risk Transfer- Marine Cargo Insurance- Coverage A-B-C classes- Elements of air freight Policy Commercial Credit Insurance- Types of vessels- Container- Combination ships- Non vessel operating carriers</p> <p>UNIT V International Air transportation- Types of aircrafts- Air cargo Regulations-</p>				



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	Truck and Rail Transportation- Inter model- pipe lines- Packaging objectives TCL- LCC- Refrigerator- goods- customs duty- Non Traffic barriers- customs cleaning process- International logistics Infrastructure
Course Outcomes	<ul style="list-style-type: none">• The course will come up with enhancing student logistics management skills.
Text Books	<ol style="list-style-type: none">1. Bowersox- Closs- Cooper- Supply Chain Logistics Management- McGraw Hill.2. Burt- Dobbler- Starling- World Class Supply Management- TMH.
Reference Books	<ol style="list-style-type: none">1. Donald J Bowersox- David J Closs- Logistical Management- TMH2. Pierre David- “International Logistics”- Biztantra.



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SPECIALIZATION: PUBLIC RELATION 12

Course Title	PRINCIPLES OF COMMUNICATION				
Course Code	MMB 316 - A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The fundamental knowledge about the communication skill				
Course Objectives	<ul style="list-style-type: none"> The objective of this course is to acquaint the participants with concepts and techniques used in micro- economic theory and to enable them to apply this knowledge in business decision making. 				
Course Contents	<p>UNIT – I Definition- Elements of Communication- Nature- Role and Scope of Communication- Communications- Public opinion and Democracy- Communication mass media and Socio- economic development.</p> <p>UNIT – II METHODS OF COMMUNICATION: Face to face Communication- Group Communication- Mass Communication- Spoken- Written- verbal non verbal</p> <p>UNIT – III MASS COMMUNICATIONS AND MASS MEDIA: Marshal Mc Luchan’s theory- Onestep- two step- multistep flow of Communication.</p> <p>UNIT – IV Mass Media and its characteristics- Communication research- The nature and task of Communication research.</p> <p>UNIT – V Public Relations in Media Relations - The Age of Public Relations Marketing-</p>				



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	The Marketing Plan- Product Publicity Public Relations Marketing Activities				
Course Outcomes	<ul style="list-style-type: none"> The course will come up with enhancing student principle of communication management skills. 				
Text Books	<ol style="list-style-type: none"> English Communication – T.N. Chhabra Public Relations in India - JM Kaul 				
Reference Books	<ol style="list-style-type: none"> Public Relations: Theory & Practice - S.M. Sardana Public Relations Practice - Sam Black 				
Course Title	PUBLIC RELATIONS MEDIA				
Course Code	MMB 316 - B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the media communication.				
Course Objectives	<ul style="list-style-type: none"> The Course is geared towards instilling a deep understanding of Mass Media including newspapers- Magazines- Radio- TV and films. This paper also provides a hands on training on writing for Newspapers- Radio- TV and Film. The special emphasis is laid on developing the art of writing press release. 				
Course Contents	<p>UNIT – I</p> <p>MEDIA CLASSIFICATION: Introduction to Mass Media- Functions of Mass Media- Characteristics- Limitations- advantage and relative appeal of different media. NEWS- PAPERS AND MAGAZINES: Principal categories of newspapers and periodicals- News Agencies- Government and Press Mass Media as Social Instruments.</p> <p>UNIT – II</p> <p>RADIO BROADCASTING: Ratio in India- Relative coverage and appeal of Radio and Press. Impact of Radio on rural India and rural development.</p> <p>TV IN INDIA: A brief history of Television Coverage- present status and impact on masses- Role of Satellite Communication- TV for Socio Economic change- The future of Television in India. FILM IN INDIA: Film as a tool of PR- Impact of films- Documentaries- PR Films- Feature Films- Script writing of newsreel and documentaries.</p> <p>UNIT –III</p> <p>PHOTOGRAPHS: The Camera as a tool of PR- Uses of Photos in PR- News-</p>				



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	<p>photos- Photo features- photo Editing- Caption writing. EXHIBITIONS: Exhibition as a PR tool- Types of Exhibitions- Planning an Exhibition Theme and Display.</p> <p>UNIT – IV</p> <p>MEDIA RELATIONS: Strategy for good media relations- Inter-Media Publicity- Press Conference. Traditional Media as a PR tool Types Advantages- Role of traditional Media in rural India. Outdoor media as a PR tool- Hoardings Posters- Transit media.</p> <p>UNIT – V</p> <p>The Art of News writing- Difference between newspapers writing and Broadcast writing- Language- content and style- Reporting- How to write a press release- headline- sub-headlines- the lead- paragraphs- essentials of writing a press release. Feature writing- Editorial Writings- Writing for Radio & TV.</p>
Course Outcomes	<ul style="list-style-type: none">• The course will come up with enhancing student mass media management and public relation skills
Text Books	<ol style="list-style-type: none">1. Press Relations - Frank Jefkins2. Public Relations in India - JM Kaul
Reference Books	<ol style="list-style-type: none">1. Public Relations: Theory & Practice - S.M. Sardana2. Public Relations Practice - Sam Black



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SPECIALIZATION: DIGITAL MARKETING- 13

Course Title	FUNDAMENTAL OF DIGITAL MARKETING				
Course Code	MMB 317-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The fundamental knowledge about the marketing .				
Course Objectives	<ul style="list-style-type: none">The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success. The application of the gained knowledge- skills and competences will help future managers in forming digital marketing plan in order to manage a digital marketing performance efficiently.				
Course Contents	UNIT I Introduction of the digital marketing- Digital vs. Real Marketing- Digital Marketing Channels- Creating initial digital marketing plan- Content management- SWOT analysis- Target group analysis UNIT II Web design- Optimization of Web sites- MS Expression Web- Introduction of Social Media Marketing- Social Media Marketing plan UNIT-III E-mail marketing- E-mail marketing plan- E-mail marketing campaign analysis-				



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	<p>Digital Marketing Budgeting- resource planning- cost estimating - cost budgeting cost control.</p> <p>UNIT-IV</p> <p>Introduction to CRM- CRM platform- CRM models- Exercise: CRM strategy & Case study</p> <p>UNIT-V</p> <p>SEO Optimization- Writing the SEO content- Introduction to Web analytics- Web analytics - levels</p>
Course Outcomes	<ul style="list-style-type: none">• The course will come up with enhancing student digital marketing skill and competences will help future managers in forming digital marketing plan in order to manage a digital marketing performance efficiently.
Text Books	<ol style="list-style-type: none">1. By Ryan Deiss and Russ Hennesberry- 2017
Reference Books	<ol style="list-style-type: none">1. By Dominik Kosorin- 2016



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Course Title	FUNDAMENTAL OF E-COMMERCE				
Course Code	MMB 317-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the internet and networking .				
Course Objectives	<ul style="list-style-type: none">The basic purpose of this paper is to familiarize the students with the preliminary aspects of ecommerce. So that they may have an overall view while applying the concept of this subject.				
Course Contents	<p>UNIT-I E-Commerce: Introduction- meaning and concept, Needs and advantages of e-commerce, Electronic commerce vs Traditional commerce, Challenges of e-commerce.</p> <p>UNIT-II Internet: Concept & evaluation- Features of Internet: email- WWW- ftp- telnet- newsgroup & video conferencing; Intranet & Extranet- ISDN- TCP/IP- Limitation of internet- Hardware & software requirement of Internet.</p> <p>UNIT-III Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards, E-Banking, Manufacturing information systems, Financial information systems, Human resource information system.</p> <p>UNIT-IV E-Marketing: Business to Business (B2B)- Business to customer (B2C) e-commerce, Online Sales force, On line Service and Support, EDI: Functions &</p>				



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	components. UNIT-V Legal Aspects of e-commerce, Security issues of e-commerce, Firewall, E-locking, Encryption, Cyber laws, aims and salient provisions, Cyber laws in India and their limitations.
Course Outcomes	<ul style="list-style-type: none">• After the completion of this course student will enhance their knowledge in E-commerce and networking information.
Text Books	<ol style="list-style-type: none">1. Agarwal , K.N. and D. Agarwal Business on the Net : What's and How's of E-Commerce - McMillan2. Frontiers of E-Commerce Ravi Kolkota - TMH3. O-Brien J. Management Information System- TMH
Reference Books	<ol style="list-style-type: none">1.Oberoi -Sundeep E-Security and You - TMH2.Young - Margret Levine The complete reference to Internet- TMH



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SPECIALIZATION: E-COMMERCE- 14

Course Title	FUNDAMENTAL OF E-COMMERCE AND NETWORKING				
Course Code	MMB 318 - A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the internet and networking.				
Course Objectives	<ul style="list-style-type: none">The course emphasizes the understanding of the fundamentals of relational systems E- COMMERCE and networking .				
Course Contents	<p>UNIT- I Introduction to Ecommerce E-commerce: E-commerce: A Brief History, Understanding E-commerce, organizing Themes</p> <p>UNIT-II E-commerce business models and concepts, The internet and World Wide Web: Ecommerce infrastructure, E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, The World Wide Web.</p> <p>UNIT- III Building an ecommerce web site, Security and payment, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, E-commerce payment system, Electronic billing payment.</p> <p>UNIT-IV E-commerce marketing concepts- Online retailing and services</p>				



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	<p>Marketing Concepts, B2C and B2B E-commerce marketing, Common Themes in online retailing- The service sector: offline and online, Online financial services, Online Travel Services, Online career service</p> <p>UNIT-V</p> <p>Social networks, auctions, and portals Social networks and online communities, Online auctions, E-commerce portals.</p>
Course Outcomes	<ul style="list-style-type: none">• After the completion of this course student will enhancing their knowledge in E- commerce and networking information.
Text Books	<ol style="list-style-type: none">1. Kenneth C. Laudon- E-Commerce: Business- Technology- Society- 4th Edition- Pearson2. S. J. Joseph- E-Commerce: an Indian perspective- PHI
Reference Books	<ol style="list-style-type: none">1. Kenneth C. Laudon- E-Commerce: Business- Technology- Society- 4th Edition- Pearson2. S. J. Joseph- E-Commerce: an Indian perspective- PHI



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Course Title	E-COMMERCE: AN APPLICATION				
Course Code	MMB 318 - B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the internet and networking .				
Course Objectives	<ul style="list-style-type: none">This course will examine the major trends in electronic commerce (e-commerce), including the Internet, security, architectures, policy and social issues.				
Course Contents	UNIT-I Understanding the Context of E-Commerce Why Is This Important? What Is E-Commerce? Benefits of E-Commerce, The E-Commerce Environment, Unique Challenges to E-Commerce, Digital Media and E-Commerce.				
	UNIT-II Marketing with Digital Technology, Digital Marketing Methods Business Intelligence and Customer Relationship Management.				
	UNIT-III Establishing E-Commerce Operations, Identify E-Commerce Requirements Using an Integrated E-Commerce Model, Standards for E-Commerce.				
	UNIT-IV Localizing Sites for International Markets, Assessing Organizational Readiness and Identifying Gaps, Setting Up an E-Commerce Operation, Consumer Behavior on Web Sites.				
	UNIT -V Ethical, Social and Political Issues in E-Commerce, E-Commerce Applications: Business-to-Consumer, Consumer-to-Consumer, Business-to-Business.				
Course Outcomes	<ul style="list-style-type: none">After the completion of this course student will be enhancing their knowledge in E- commerce and networking information				
Text Books	1. Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition- Pearson				
Reference Books	1. S. J. Joseph- E-Commerce: an Indian perspective- PHI				



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SPECIALIZATION: GLOBAL BUSINESS MANAGEMENT - 15

Course Title	GLOBAL BUSINESS ENVIRONMENT				
Course Code	MMB 319 - A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the business environment - globalization of management.				
Course Objectives	<ul style="list-style-type: none"> To Understand about various factors that are having impact on the functioning of business. 				
Course Contents	<p>UNIT-I International Business, Nature, importance and scope; Modes of entry in to International Business; Frame work for analyzing international business environment; Economic, Technological, Socio-cultural, Political and legal environment; International Economic Environment, International financial system; Institutional support to International Business, UNO- IMF- World Bank; UNCTAD; WTO</p> <p>UNIT-II Regional Economic Co-operation and Integration between Countries; Different levels of integration between Countries; European Union- NAFTA- ASEAN- EFTA- SAARC- SAPTA- The ANDEAN community- MERCOSUR.</p> <p>UNIT-III Multinational Corporations: Conceptual Frame work of MNCs; MNCs and Host and Home Country relations; International Technology Transfers – importance and types- Foreign Technology Acquisition.</p> <p>UNIT-IV Foreign Exchange Markets: Determining exchange rates; Fixed and flexible exchange rate system; Participants in the Foreign exchange markets; Cash and Spot exchange market; Exchange rate quotes; LERMS-; Factors affecting exchange rates – spot rates- forward exchange rates- forward exchange contracts; Foreign exchange and currency futures; Exchange rate arrangement in India; Overview of FEMA; Exchange dealings and currency possession; Information and communication.</p> <p>UNIT-V Foreign Investment: Capital flows – types and theories of foreign investment – Foreign investment flows and barriers. Recent Developments in International</p>				



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	Business: Ecological issues; Social aspects
Course Outcomes	<ul style="list-style-type: none">• After completion of the course student will come up good global business environment skills and techniques
Text Books	<ol style="list-style-type: none">1. F.Adhikary, Manab, Global Business Management, Macmillan New Delhi2. Black and Sundaram: International Business Environment- PHI New Delhi.
Reference Books	<ol style="list-style-type: none">1. Buckley- Ardin: The Essence of International Money- PHI New Delhi



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Course Title	GLOBAL PRODUCTION & OPERATIONS MANAGEMENT				
Course Code	MMB 319 - B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the production and operation management				
Course Objectives	<ul style="list-style-type: none"> To understand the concept and techniques of operations management. and planning and project management 				
Course Contents	<p>UNIT-I System concept of production, Types of production system, Productivity –World class manufacturing, process planning and design, selection of process, value analysis/value engineering, make or buy decision, capacity planning and forecasting Demand pattern, Forecasting model, selection of forecasting techniques.</p> <p>UNIT-II Facility location; factors influencing plant location, break even analysis, facility layout, Product layout, advantages and limitation, systematic layout planning (SLP) Line balancing concept of mass production. Material management and inventory control , Components of material management, Manufacturing model without shortage, Material handling system.</p> <p>UNIT-III Aggregate sales and operation planning, Introduction, Production planning environment, Material Requirement planning (MRP) - Product Structure/ Bill of material (BOM), MRP System and overview- Single machine scheduling (SMS); types of scheduling, concept of SMS, SPT rule to minimize mean flow time minimizing weighted mean flow time.</p> <p>UNIT-IV Project management: CPM – PERT – GANTT chart/Time chart – work study method study- time study – motion study. Quality control: Introduction- need to control quality- definition of a quality system- classification QC techniques- control charts for variables and attribute- Acceptance sampling – Operating characteristic curve – Single sampling plan.</p>				



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	UNIT-V Maintenance planning and control - Maintenance Objectives –Types – Basic reasons for replacement- reliability – reliability improvement- reliability calculations- Modern production management tools- JIT manufacturing - Introduction to Six sigma concepts- TQM- Lean manufacturing. -Kaizen.
Course Outcomes	<ul style="list-style-type: none">• Student will come up enhancing their knowledge about the global production and operation
Text Books	<ol style="list-style-type: none">1. Paneerselvam.R - Production and Operation management- Prentice Hall- New Delhi2. Operations management for competitive management- chase- Jacobs & Aquilano- Tata Mcgraw hill-11E
Reference Books	<ol style="list-style-type: none">1. Hira Gupta -operation Research Technique Management2. N.D Vohra - operation Research Technique Management



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SPECIALIZATION – INTERNATIONAL BUSINESS -16

Course Title	INTERNATIONAL TRADE AND OPERATIONS				
Course Code	MMB 320 - A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the international management and operation				
Course Objectives	<ul style="list-style-type: none">The paper aims at acquainting the students with the theoretical foundations of international trade and enabling them to learn the pattern-structure and policy framework of India's foreign trade.				
Course Contents	<p>UNIT-I 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.</p> <p>UNIT-II Direct Investment, FDI in the world economy, The Political Economy of FDI Cost and Benefit of FDI to Host and Home Countries, Government Policy Instruments and FDI, Foreign debt situation.</p> <p>UNIT-III 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.</p> <p>UNIT-IV 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.</p> <p>UNIT-V Regional Economic Integration: Levels of Regional Economic Integration, Free trade area, customs union- economic union- and common market; Trade creation and diversion effects, NAFTA, EU, SAARC, ASEAN</p>				
Course Outcomes	<ul style="list-style-type: none">Student will come up enhancing their knowledge about the international trade and operation				



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Text Books	<ol style="list-style-type: none">1. Economic Survey- Govt. of India.2. Export-import Policy and Other Documents- Govt. of India.3. Hazari- R. Bharat- Micro Economic Foundations of International Trade- Croom Helm- London and Sydney.
Reference Books	<ol style="list-style-type: none">1. Letiche- John M.- International Economics: Policies and Theoretical Foundations- Academic Press- New York.2. Mannur- H.G.- International Economics-Vikas Publishing House- New Delhi-3. Salvatore- D.- International Economics- John Wiley and Sons.4. Sodersten- BO- International Economics- McMillan- London



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Course Title	RISK MANAGEMENT AND INSURANCE				
Course Code	MMB 320 - B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	The basic knowledge about the Insurance and Risk management.				
Course Objectives	<input type="checkbox"/> The objective of this course is to develop an insight of postulates-principles and techniques of accounting and utilization of financial and accounting information for planning- decision-making and control.				
Course Contents	<p>UNIT-I Risk – Meaning and definition – Risk and uncertainty – Chances of loss – Peril and Hazard - Classification of risks – Historical development of the concept of risk – Techniques of managing risk –Risk pooling-insurable risks vs. hedging – Risk Transfer Methods</p> <p>UNIT-II Risk management – Meaning and objectives – Elements of risk management – Risk - management process – Risk assessment, risk mapping, risk control techniques - techniques of risk financing, insurance as risk transfer – Benefits of risk management – Personal risk management</p> <p>UNIT-III Insurance company operations – Rating and ratemaking – Underwriting – Production – Claims settlement – Reinsurance – Alternatives to traditional reinsurance - – Investments – Other insurance company functions.</p> <p>UNIT-IV Legal principles in risk and insurance - Principle of indemnity, insurable interest - subrogation, utmost good faith –Assessing loss exposures – property – liabilitypersonnel – Net income – Risk Management decision making process</p> <p>UNIT-V Advanced topics in risk management – Changing scope of risk management – insurance market dynamics – loss forecasting – financial analysis in risk management decision making - Other risk management tools – international risk management – Risk management information systems (RMISs).</p>				



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Course Outcomes	After the completion the students will be able to: <ul style="list-style-type: none">• Develop exceptionally strong critical thinking and analytical skill• Interact with industry leaders in risk management and insurance
Text Books	<ol style="list-style-type: none">1. George E. Rejda and Michael J. McNamara (2014), Principles of Risk Management and Insurance (12/e), Pearson Education: New Jersey.2. Mark S. Dorfman (2008) “Introduction to Risk Management and Insurance”, Pearson Education : New Jersey
Reference Books	<ol style="list-style-type: none">1. ICAI (2008), Risk Management and Reinsurance, The Institute of Chartered Accountants of India: New Delhi.2. S. Arunajatesan and T.R. Viswanathan (2009), Risk Management and Insurance: Concepts and Practices of Life and General Insurance, Macmillan Publishers: New Delhi.3. Insurance Institute of India (2008), Risk Management – (IC-86), III: Mumbai