

Shri Rawatpura Sarkar University, Raipur



Examination Scheme & Syllabus for MASTER OF BUSINESS ADMINISTRATION SEMESTER-IV

(Effective from the session: 2021-22)



Faculty of Management,

Shri Rawatpura Sarkar University, Raipur

Master of Business Administration Semester-IVth

Examination Scheme

(Effective from the session: 2021-22)

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		
									EX	IN	EX	IN	
1	MMB401	Th	STRATEGIC MANAGEMENT	Core	3	1		4	70	30			100
2	MMB402	Th	PERFORMANCE MANAGEMENT & LEADERSHIP	Core	3	1		4	70	30			100
3	MMB403	Pr	DISSERTATION	Core			8	8			50	150	200
5	Codes are given in the list of electives	Th	Elective I (Paper – 1, A)	Core	3	1		4	70	30			100
6	Codes are given in the list of electives	Th	Elective-I (Paper – 2 , B)	Core	3	1		4	70	30			100
7	Codes are given in the list of electives	Th	Elective II (Paper – 1, A)	Core	3	1		4	70	30			100
8	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	Rural & Social Marketing	MMB404-A
		Retail Marketing	MMB404-B
2	Human Resource Management	Counseling Skills For Managers	MMB405-A
		International Human Resource Management	MMB405-B
3	Finance Management	Derivatives & Risk Management	MMB406-A
		Security & Portfolio Management	MMB406-B
4	Hospital Management	Health Insurance	MMB407-A
		Clinical, Diagnostic & Therapeutic Services	MMB407-B
5	Information Technology	Artificial Intelligence In HRM	MMB408-A
		Digital Marketing	MMB408-B
6	Banking & Insurance	Retail Banking	MMB409



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			- A
		Risk Management In Bank	MMB409 - B
7	Production Management	World Class Manufacturing	MMB410 - A
		Product Design	MMB410 - B
8	Rural Management	Rural Entrepreneurship	MMB411 - A
		Financial Management Of Rural ORGANIZATION	MMB411- B
9	Disaster Management	Disaster Preparedness And Decision Making	MMB412- A
		Crisis Management & Risk Assessment	MMB412- B
10	Tourism And Travelling Management	Eco Tourism	MMB413- A
		Cargo Management	MMB413- B
11	Supply Chain Management	Supply chain Risk Modeling & Management	MMB414- A
		Distribution Management For Global Supply chain Management	MMB414- B
12	Public Relation	Principles Of Advertisement	MMB415- A
		Organization Behavior	MMB415- B
13	Digital Marketing	Cyber Law	MMB416- A
		B2B Marketing	MMB416- B



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14	E-Commerce	E-Commerce And Its Technological Aspects	MMB417-A
		Database Management Systems	MMB417-B
15	Global Business Management	Global Economics	MMB418-A
		Global Business Laws	MMB418-B
16	International Business	Trading Blocks & Foreign Trade Frame Work	MMB419-A
		Forex Management And Currency Derivatives	MMB419-B



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Course Title	STRATEGIC MANAGEMENT				
Course Code	MMB 401-				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about STRATEGIC MANAGEMENT				
Course Objective	<ul style="list-style-type: none"> To create awareness about the applicability of the concepts, techniques and processes of STRATEGIC MANAGEMENT. To familiarize with the special problems related to Performance Management, and to help understand the working of rural marketing institutions. 				
Course Contents	<p>UNIT – I Meaning, Scope and Importance of Strategic Management Nature of Strategic Management, Characteristics, Strategic Management Process, Strategic Management Model. Dimension and Levels of Strategy. Role of strategists in business Policy</p> <p>UNIT - II Lectures Corporate Planning, Concept of Planning, Planning Process, Types of Planning, Strategic Planning, Strategic Decision Making, Vision, mission, and purpose, objectives and goals of a business organization Types of strategies – Guidelines for crafting successful business strategies.</p> <p>UNIT – III Environmental Appraisal External Analysis: Industry analysis, Remote environment analysis, Competitive analysis, Global Environmental analysis. Internal Analysis: Resource-based view of the firm, Capabilities, core competence, value chain analysis, VRHN analysis, Distinctive competency, Sustainable competitive advantage and profitability. SWOT Analysis. , Synergy.</p> <p>UNIT - IV Strategic Analysis and Choice Environmental Threat and Opportunity Profile (ETOP); BCG, TOWS, GE, Directional Policy Matrix Organizational Capability Profile – Strategic Advantage Profile Corporate Level strategies Growth, stability, renewal, Corporate portfolio analysis, Grand strategies, McKinsey’s7s Framework. Business Level Strategies Michael Porter’s Generic strategies. Functional level strategies.</p> <p>UNIT - V Strategy Implementation and Evaluation Strategy Implementation: Structure, Systems and People, issues in implementation, Model of Strategic Implementation, Project implementation, Procedural implementation, Resource Allocation, Budgets, Organization Structure, Strategy and Organization Structure, Different Types of Organizational Structure, Social responsibilities and Ethics-</p>				



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	Building a capable organization Functional issues. Symptoms of malfunctioning of strategy Operations Control and Strategic Control, An overview of Strategic Evaluation and Control-Measurement of performance Analyzing variances Role of organizational systems in evaluation. Strategic Management for non-profit organizations
Course outcome	<ul style="list-style-type: none">• After completion of the course student will come up the good skill in Strategic Management.
Text Book	<ol style="list-style-type: none">1. Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson (2008), Management of Strategy-Concepts and Cases, 4/e, Cengage Learning, New Delhi. John.2. A. Pearcell, Richard B. Robinson Jr, Amita Mital, (2008), Strategic Management– Formulation, Implementation and Control,1/e, Tata McGraw-Hill, New Delhi 3
Reference Books	<ol style="list-style-type: none">1. Charles. W.L Hill, Gareth R Jones (2005), Strategic Management-An Integrated Approach,6/e, Biztantra, New Delhi.2. Thompson A Jr, A. J. Strickland,(2008), Strategic Management, Tata McGraw-Hill• Publishing, New Delhi..



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Course Title	PERFORMANCE MANAGEMENT & LEADERSHIP (PML)				
Course Code	MMB 402				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about PERFORMANCE MANAGEMENT & LEADERSHIP				
Course Objective	<ul style="list-style-type: none"> To create awareness about the applicability of the concepts, techniques and processes of Performance Management. To familiarize with the special problems related to Performance Management, and to help understand the working of rural marketing institutions. 				
Course Contents	<p>UNIT – I Introduction to Performance Management: Performance Management : Concept and Definition – Performance Appraisal Vs Performance Management- Objectives and Importance of Performance Management, Determinants of Job Performance- Process of Performance Management- Performance Management Cycle- Challenges & Ethics in Performance Management.</p> <p>UNIT - II Performance Management System: Model of Performance Management System, Objectives and Functions of Performance Management System, Characteristics of Effective Performance Management System, Competency Based Performance Management System Competency Mapping and its linkage to Performance Planning, Counseling and Monitoring of Performance for High Job Performance</p> <p>UNIT – III Implementation of Performance Management System: Balance Score Card Approach to Performance Management System- Strategies for Effective Implementation of Performance Management- Operational zing Change through Performance Management- Concept of High Performance Teams- Organizational Culture and Performance Management, Role of HR Professionals in improving Organizational Performance.</p> <p>UNIT - IV Performance Management Linked Reward system: Objectives and Components of Reward System-Performance Review- Performance Analysis Process and Methods of Performance Appraisal- Relationship of Job Performance with Job Satisfaction- Linkage of Performance Management to Reward and Compensation System- Implication of Performance management on Organizational Reward System.</p> <p>UNIT - V Leadership: Personality Types and Leadership- Five Factor Model of Personality Contemporary Leadership Styles Leadership Perspectives on Cultural Values- Social Responsibility and Organizational Performance- Leadership based</p>				



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	Performance Management Role of Leadership in developing and Leading High Performing Teams.
Course outcome	<ul style="list-style-type: none">• After completion of the course student will come up the good skill in Performance Management & Leadership Skill.
Text Book	<ol style="list-style-type: none">1. Michael Armstrong “Performance Management” 2010, Kogan Page.2. A.S. Kohli & T.Deb, “Performance Management”, 2009, Oxford.3. T.V.Rao, Performance Management & Appraisal System, Sage , 2008
Reference Books	<ol style="list-style-type: none">3. M Armstrong, “Performance Management & Development”, 2010,Jaico.4. PremChadha, Performance Management, 2009, Macmillan.5. Joe Willmore, “Performance Basics”, 2004, ASTD Press.



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Course Title	DISSERTATION AND VIVA-VOCE				
Course Code	MMB 403				
Course Credits	L	T	P	TC	
			8	8	
Prerequisites	To basic knowledge about the research methodology .				
Course Objective	<ul style="list-style-type: none"> • The module aims to develop an understanding of the processes and skills required to undertake a supervised research project. • Develop research skills commensurate with the accomplishment of a master’s degree • develop skills in independent inquiry • produce a coherent and logically argued piece of writing that demonstrates competence in research and the ability to operate independently • address issues of research design, methodology, ethics and theoretical arguments, and apply these to your own research 				
Course Contents	<p>After completing third semester, the students will be required to undergo Research project/Dissertation where they learn the research practical aspects of management subjects. After the completion of dissertation the student is required to submit the report to the institution / department and the report will be evaluated by one external and internal examiner followed by viva voce/presentation for ESE examination. The research report should show what student has learnt during the learning/Practical period. The TA marks will be awarded on the basis of presentation</p>				
Course outcome	<ul style="list-style-type: none"> • design and manage a piece of original project work; • develop a research proposal and protocol; • discuss the ethical dimensions of their research and obtain appropriate ethical approval if needed; • synthesize knowledge and skills previously gained and applied to an in-depth study; • establish links between theory and methods within their field of study; • select from different methodologies, methods and forms of analysis to produce a suitable research design, and justify their design; <p>present the findings of their project in a written report</p>				
Text Book	<ol style="list-style-type: none"> 1. C. R kothari Research Methodology. 2. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches by John W. Creswell and J. David Creswell 				



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	<ol style="list-style-type: none">1. The Craft of Research by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams2. Research Methodology: A Step-by-Step Guide for Beginners by DrRanjit Kumar
Reference Books	<ol style="list-style-type: none">1. Essentials of Research Design and Methodology by Geoffrey R. Marczyk2. Qualitative Research: A Guide to Design and Implementation by Sharan B. Merriam3. Introduction to Quantitative Research Methods: An Investigative Approach by Mark Balnaves& Peter Caputi4. Research Justice by Andrew J Jolivette5. Single Case Research Methodology by David L. Gast& Jennifer R. Ledford6. Qualitative Dissertation Methodology: A Guide for Research Design and Methods 1st Edition by Nathan R. Durdella7. Introducing Research Methodology: A Beginner's Guide to Doing a Research Project by Uwe Flick



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SPECIALIZATION –MARKETING MANAGEMENT-1

Course Title	RURAL& SOCIAL MARKETING				
Course Code	MMB 404-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about marketing management.				
Course Objective	<ul style="list-style-type: none"> To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context. To familiarize with the special problems related to sales in rural markets, and to help understand the working of rural marketing institutions. 				
Course Contents	<p>UNIT – I Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.</p> <p>UNIT - II Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.</p> <p>UNIT – III Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.</p> <p>UNIT - IV Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.</p> <p>UNIT - V Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.</p>				
Course outcome	<ul style="list-style-type: none"> After completion of the course student will come up the good skill in marketing and their practicing in rural sector . 				
Text Book	<ol style="list-style-type: none"> Balaram Dogra &KarminderGhuman, RURAL MARKETING: CONCEPT & CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008 A.K. Singh & S. Pandey,RURAL MARKETING: INDIAN 				



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	<p>PERSPECTIVE, New Age International Publuishers, 2007</p> <p>3. CSG Krishnamacharylu&Laitha Ramakrishna, - RURAL MARKETING, Pearson Education Asia. 2009</p>
Reference Books	<p>6. Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd. New Delhi</p> <p>7. Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi.</p> <p>8. RuddarDuttSundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers, New Delhi</p>



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Course Title	RETAIL MARKETING				
Course Code	MMB 404-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the marketing management.				
Course Objective	<ul style="list-style-type: none"> The course enables students to appreciate the importance of retailing and distribution in the emerging market scenario, and equips them with the tools & techniques. 				
Course Contents	<p>UNIT-I Marketing Channels & Supply Chains: Emergence, role and types of marketing channels, channel members and their characteristics, choosing various channel options, factors affecting the choice. Supply chain management (SCM) - advantages gained, physical flow of merchandise, and logistics of e-retailing.</p> <p>UNIT-II Retailing: Nature and Importance of retailing, wheel of retailer, Types of retailing- ownership based, store based, non-store based, web based. Retail management decisions, Recent Trends in retailing.</p> <p>UNIT-III Strategic Planning in Retailing: Situation analysis, objectives, identification of consumers and positioning, overall strategy, specific activities and control. Identifying & understanding consumer – Consumer demographics & life styles, consumer needs & desires, consumer shopping attitude, consumer decision process, retailer’s action.</p> <p>UNIT-IV Location , Operation & Merchandise Management :Trading Area Analysis, site selection, store formation size and space allocation, store security and credit management. Merchandise plans- forecasts, innovativeness, assortment decisions, brand decisions, timing and allocation, merchandise pricing.</p> <p>UNIT-V Retail Promotion: Building retail store image, atmosphere, layout planning, Retail promotional mix strategy, Retail store sales promotional schemes.</p>				
Course outcome	<ul style="list-style-type: none"> After the completion of the course student will come up the good skill of retail marketing . 				
Text Book	1. Berman , Barry and Joel Evans Retail Management				



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	<ol style="list-style-type: none">2. Cooper, J. Strategy planning in Logistics and Transportation3. Cox, Roger and Paul Brittain Retail Management
Reference Books	<ol style="list-style-type: none">1. Levy & Weitz Retailing Management.2. Kotter, Philip Marketing Management



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SPECIALIZATION – HUMAN RESOURCE MANAGEMENT -2

Course Title	COUNSELLING SKILLS FOR MANAGERS				
Course Code	MMB 405-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the human resource management rule and principle.				
Course Objective	<ul style="list-style-type: none"> The objective of the course is to develop basic skills among students to interpedently handle a wide range of Employees Counseling and Performance Counseling. 				
Course Contents	<p>UNIT-I Emergence and growth of Counseling Services. Counseling Process and Application of Counseling to Organization and Personal Situation with focus on Performance Counseling. Approaches to Counseling.</p> <p>UNIT-II Counselors- Client Relationship. Understanding Client’s Behavior. Developing and termination a Counseling Relationship and Follow Up. Assessing Client’s Problem. Special Problems in Counseling.</p> <p>UNIT-III Counselor’s Attitudes. Skills of Counseling. Counseling Strategies. Counseling Strategies. Counseling Therapies- Insight Oriented Therapy. Behavior Therapy and Group Theory.</p> <p>UNIT-IV Communication and Persuasion. Communication Strategies and Reference Group and their Role in Understanding Client’s Problem.</p> <p>UNIT-V Motivation and Inventive Requirement of Productivity. Role of Counseling in Understanding of Low Productivity of Indian Workers. Need of Counseling Cell in the Organization. Application of Counseling to Organizational Situations with a focus on Performance Counseling.</p>				
Course outcome	<ul style="list-style-type: none"> After completion of the course student will handle the manager counseling . 				
Text Book	<ol style="list-style-type: none"> Corner L S, Guide Hackney H- The Professional Counselor’s Process to Helping McLennan, Nigel - Counseling for Managers 				



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	<ol style="list-style-type: none">3. Moursund J - The Process of Counseling and Theory4. Flippo, Edwin B - Principles of Personnel Management5. Janase - Interpersonal Skills in Business
Reference Books	<ol style="list-style-type: none">1. Munra C A - Counseling- A Skills Approach2. Lussiar - Human Relations in Organization3. Corner L S et.al- The Professional Counselor Guide to Helping4. Patterson – The counselling Process



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Course Title	International Human Resource Management				
Course Code	MMB 405-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge of human resource management .				
Course Objective	<ul style="list-style-type: none"> To Provide conceptual framework of Industrial Relation. To make students aware with the Indian Labour legislation. To make students aware with the basic requirements and mandate of labour legislations 				
Course Contents	<p>UNIT-I</p> <p>Introduction to IHRM: Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM.</p> <p>UNIT-II</p> <p>Models of IHRM-Matching model, Harvard Model, Contextual Model, 5P Model European Model. SHRM: Evolution of MNE’s, Business strategies, IHRM Strategies, SIHRM. Barriers in effective global HRM. Socio-cultural context, Organizational dynamics and IHRM: Role of culture in International HRM, Country and Regional Cultures, Country Culture versus MNE Culture. Culture and employee management issues/ impact of Country culture on IHRM.</p> <p>UNIT-III</p> <p>International Workforce planning and staffing: International labour market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, Types of international assignments, Selection criteria and techniques, use of selection tests, interviews for international selection, international staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.</p> <p>UNIT-IV</p> <p>Developing Global Mindset: Global Leadership, Cross cultural context and international assignees, Current scenario in international training and development, training & development of international staff, types of expatriate training, sensitivity training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.</p> <p>UNIT-V</p>				



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	Performance Management: Performance Management and MNE, Constraints in goal attainment, performance management cycle, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.
Course outcome	<ul style="list-style-type: none">• After the completion of the course student will come up the good skill of legislation in market .
Text Book	<ol style="list-style-type: none">1. International Human Resource Management, Peter Dowling and Denice Welch, Cengage Learning2. International Human Resource Management, Tony Edwards, Pearson Education3. Global Human Growth Model, M.N Rudrabasavaraj, Himalaya
Reference Books	<ol style="list-style-type: none">1. International Human Resource Management, Monir Tayeb, Oxford MonappaArun, Industrial Relations



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SPECIALIZATION – FINANCE MANAGEMENT-3

Course Title	DERIVATIVES & RISK MANAGEMENT				
Course Code	MMB 406-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the risk management in financial market .				
Course Objective	<ul style="list-style-type: none"> • To enable students Understand the nuances involved in derivatives Understand the basic operational mechanisms in derivatives • OUTCOME Possess good skills in hedging risks using derivatives 				
Course Contents	<p>UNIT I Derivatives ,Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives.</p> <p>UNIT II FUTURES CONTRACT Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging using Futures Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.</p> <p>UNIT III Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts.</p> <p>UNIT IV SWAPS Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk.</p> <p>UNIT V DERIVATIVES IN INDIA Evolution of Derivatives Market in India – Regulations - Framework – Exchange Trading in Derivatives Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives.</p>				



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Course outcome	<ul style="list-style-type: none">• After the completion of the course student are understand the risk derivatives operation in market.
Text Book	<ol style="list-style-type: none">1. John.C.Hull, Options, Futures and other Derivative Securities“, PHI Learning, 9th Edition, 20122. Keith Redhead, „Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs“,–3. PHI Learning, 2011.
Reference Books	<ol style="list-style-type: none">1. John.C.Hull, Options, Futures and other Derivative Securities“, PHI Learning, 9th Edition, 20122. Keith Redhead, „Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs“,–



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Course Title	SECURITY & PORTFOLIO MANAGEMENT				
Course Code	MMB 406-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the finance management.				
Course Objective	<ul style="list-style-type: none"> • Understand the modes of issuing securities • Acquire financial evaluation technique of leasing and hire purchase OUTCOME Good knowledge on merchant banking activities				
Course Contents	<p>UNIT-I</p> <p>Portfolio Management and Portfolio analysis: : Meaning of Portfolio Management- Phases of Portfolio Management-Evolution of Portfolio Management-Role of Portfolio Manager. Meaning of portfolio analysis- Risk and Return of Portfolio-diversification-Portfolios with more than two securities</p> <p>UNIT-II</p> <p>Portfolio selection, Portfolio Revision and Evaluation: Selection of optimal Portfolio-Pricing of securities with CAPM.-: Need for Revision-Meaning of portfolio Revision Portfolio Revision strategies-Need for Evaluation-Evaluation perspective-meaning of Portfolio Evaluation- Measuring portfolio Return -Risk Adjusted Returns Differential Return- - Sharpe's, Treynor's and Jensen's Measure for Portfolios Performance- FAMA's Decomposition.</p> <p>UNIT- III</p> <p>Investment: Meaning and Nature of Investment- Objectives and Process of Investment- Investment Environment- Investment Avenues -Securities Trading Recent Developments in Stock Market.</p> <p>UNIT-IV</p> <p>Fundamental and Technical Analysis: Economy analysis- Industry analysis- Company analysis. Meaning of Technical Analysis- Dow Theory-Elliot Wave theory- Moving Averages- Breadth of Market Momentum- Market Indicators- Technical vs Fundamental Analysis- Efficient Market Hypothesis (EMH)</p> <p>UNIT-V</p> <p>SECURITIES REGULATION - The Securities and Exchange Commission - The International Organization of Securities Commissions - Registration of Securities - Investor Protection - Manipulation of Security Prices - Insider Trading - Tender Offer - White Collar Crimes Related to Securities.</p>				
Course outcome	<ul style="list-style-type: none"> • After the completion of the course student will come up the good skill of financial service . 				



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Text Book	<p>1. S. Kevin, Security analysis and Portfolio Management, PHI, 2010, 2nd Edition, New Delhi. Nalini PravaTripathy, Financial Services, PHI Learning, 2011.</p>
Reference Books	<ol style="list-style-type: none">1. Alexander. G.J, Sharpe. W.F and Bailey. J.V, "Fundamentals of Investments", PHI,, 2010.2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,3. . Reilly, Brown: "Analysis of Investments and Management of Portfolios", Cengage Learning, New Delhi, 2013 Sasidharan, Financial Services and System, Tata Mcgraw Hill, New Delhi, 2nd Edition, 2011.



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SPECIALIZATION – HOSPITAL MANAGEMENT-4

Course Title	HEALTH INSURANCE				
Course Code	MMB 407-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To knowledge about the principle of hospital management.				
Course Objective	<ul style="list-style-type: none"> The Student is expected to understand the nuances of Insurance and in particular the Health Insurance. 				
Course Contents	<p>UNIT-I Introduction – Economics of Life and Health Insurance – Importance, Socio-political realities – Insurance Terminology.</p> <p>UNIT-II Health Policy vis-à-vis Health Insurance Policies – Indian Scenario – Different Products – Demand and Scope – Limitation.</p> <p>UNIT-III Administration of Health Insurance Schemes like CGHS & ESI and Social Security Measures. TPAs, Governing Mechanisms including IRDA.</p> <p>UNIT-IV Health Insurance Taxation – Four General Insurance Companies - Standardization and grading of Hospital Services – Role of Vigilance and Real-time information about the services.</p> <p>UNIT-V Health Insurance Providers – Government and Private – Micro-insurance, The role and responsibilities of provider – insurer-patient and the regulatory agencies.</p>				
Course outcome	<ul style="list-style-type: none"> After the completion of the course student will understand the health insurance scheme. 				
Text Book	<ol style="list-style-type: none"> Gupta P.K, Insurance and Risk Management, Himalaya Publishing House, 2006. My Collection of HI – Material and Books, 2007. Insurance Exam – Material, 2006 				
Reference Books	<ol style="list-style-type: none"> American Books – Managed Care On History of Health Insurance – Origin – Development & Growth 2007. Insurance – Compendium – Given by Venugopal, 2005. 				



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Course Title	CLINICAL, DIAGNOSTIC & THERAPEUTIC SERVICES				
Course Code	MMB 407-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the hospital management rules and regulation .				
Course Objective	<ul style="list-style-type: none"> The Objective of the Course is to expose the learner to the basic concepts of clinical, Diagnostic and Therapeutic services for an efficient and effective Administration of Hospitals. 				
Course Contents	<p>UNIT-I Common Terms of Healthcare Management: Terms related to levels of healthcare; Primary; Secondary and Tertiary – Systems of Medicine – Ayurveda, Siddha, Unani, Homeopathy, Yoga, Naturopathy, Reiki, etc. – Preventive and Curative Medical Care – General and Specialty Hospitals – Pharmacopia (in patient and out patient)</p> <p>UNIT-II Specialty-wise terminology – Pathology terms of Common Use – Clinical, diagnostic and therapeutic terms – Pediatric services – Dental – Psychiatric.</p> <p>UNIT-III Casualty and Emergency – Neurology – Obstetric and Gynecology – Dermatology intensive care – Coronary care services.</p> <p>UNIT-IV Medical Records – Admission – Billing – Nursing Records – Diagnostic Records – Infection Control Records – Maintenance of Intensive Care Units Records.</p> <p>UNIT-V Housekeeping Records – Food Records – Engineering Records – Maintenance Records – Security Records Fatal Documents – Mortuary Maintenance Records – Transportation – Medico Legal Records.</p>				
Course outcome	<ul style="list-style-type: none"> After the completion of the course this providers to make the right diagnostic and therapeutic decisions using the right level of health care resources. Clinical laboratory services have a direct impact on many aspects of patient care including, but not limited to, length of stay, patient safety, resource utilization, and customer satisfaction. 				



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Text Book	1. Rajiv Mishra, Rachel Chaterjee, Sujatha Rao, India Health Report, Oxford University Press, New Delhi, 2005
Reference Books	<ol style="list-style-type: none">1. My Collection of HI – Material and Books, 2007.2. Insurance Exam – Material, 20063. Forsman Rodney S. Why is the laboratory an afterthought for managed care organizations? Clinical Chemistry. 42: (5): 813-816. 1996.4. Forsman Rodney S. The Value of the Laboratory Professional in the Continuum of Care. Clinical leadership and management review, 370-373. Nov/Dec 2002.5. ASCLS Scope of Practice Position Paper, 2001.



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SPECIALIZATION – INFORMATION TECHNOLOGY-5

Course Title	Artificial Intelligence in HRM				
Course Code	MMB 408-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the organizational management.				
Course Objective	<ul style="list-style-type: none"> The proposed course tend to provide the students understanding of concepts and role of Artificial Intelligence in HRM in organizations & introduce key themes of organizational practices, techniques, and technology to realize more value from knowledge assets. 				
Course Contents	<p>UNIT-I Introduction : Introduction to HR analytics, maturity framework and people practices, reporting and data visualization. Creating business understanding for HR, featured technology tools and HRIS systems, descriptive, predictive and prescriptive analytics in HR. Evolution of analytics in decision making, forecasting and predictions techniques.</p> <p>UNIT -II Strategy maps aligning with organization vision and developing HR metrics examples in recruitment & on-boarding, key metrics across retention, recruitment and performance management. Employee retention analysis, employee satisfaction survey and balanced scorecard</p> <p>UNIT -III Metrics & HR score cards, analytics in HRM, aligning HR analytics with organizational strategy and ROI, best practices in training & development analytics, workforce planning and staffing,</p> <p>UNIT- IV Challenges in application of HR digitalization, choosing right role of HR for building digitalization of HR, digital HR marketing, digital media, data centre security, digitalization by redesigning purpose of HR and HR digitalization with DMS, cloud, block chain, internet of thing and artificial intelligence,</p> <p>UNIT-V AI delivers solutions, HR chat bots, reinforce employee relations and support workforce engagement. Advantages of implementing AI and ML in HR. Barriers to AI adoption and digitization of human resources.</p>				
Course outcome	<ul style="list-style-type: none"> After the completion of the course student will understand the Management in organizations & introduce key themes of organizational 				



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	practices, techniques
Text Book	Predictive HR Analytics Mastering The HR Metric by Dr Martin R Edwards And Kirsten Edwards H R Analytics The What

Course Title	DIGITAL MARKETING				
Course Code	MMB 408-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the DIGITAL MARKETING management.				
Course Objective	<ul style="list-style-type: none"> The course aims to impart skills and knowledge needed to manage the Customer Relationship function so as to gain competitive advantage and it also helps the students to learn about the functionality of DIGITAL MARKETING. 				
Course Contents	<p>UNIT-I Principles and Drivers of New Marketing Environment – Web 2.0- Digital Media Industry - Reaching Audience Through Digital Channels- Traditional and Digital Marketing - Introduction to Online Marketing Environment MEANING AND CONCEPT OF DIGITAL MARKETINGS, FORMS OF DIGITAL MARKETING</p> <p>UNIT-II Purchase Behavior of Consumers in Digital Marketing Format - Online Customer Expectations - Online B2C Buying Process - Online B2B Buying Behavior –Social Media Marketing Segments- Forms of Search Engines – Working of Search Engines</p> <p>UNIT-III Personalization through Mass Customization - Choice Assistance - Personalized Messaging - Selling through Online Intermediaries - Direct to Customer Interaction - Online Channel Design for B2C and B2B Marketing ,role of Social Media- Social Community (Facebook, Linked in, Twitter etc.)- Social Publishing (Blog, Tumblr, Instagram, Pinterest, Wikipedia, Stumble Upon etc.)- Social Entertainment (YouTube, My Space, Flickrart etc.)- Social Commerce (Trip Advisor, 4 Squares, Banjo etc.) ,Legal and Ethical aspects related to Digital</p> <p>UNIT-IV Latest Digital marketing trends, Digital marketing platforms, Digital Marketing strategy for websites, Search Engine Algorithms Google Algorithm Updates Google Search Console Keyword Research Process Keyword Research Tools Competition Analysis On page Optimization strategies Content development</p>				



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	strategy Title & Meta Tags Semantic SEO UNIT-V Case Studies of Brands, Focus areas in ORM, ORM in Search Engines, ORM in Social Media, ORM strategy, Tools for ORM CASE STUDIES ON BRANDS AND STRATIES
Course outcome	<ul style="list-style-type: none">• After the completion of the course student will handling the customer relationship in E- marketing.
Text Book	<ol style="list-style-type: none">1. ED Peelen , (2005) ,Customer Relationship Management, 1st Edition, Pearson Ltd.2. Alok Kumar Rai, (2013). Customer Relationship Management: Concepts and Cases, 2nd Edition, Prentice Hall of India
Reference Books	<ol style="list-style-type: none">1. Simon Knox, Adrian Payne, Stan Maklan, (2003). Customer Relationship Management, 1 st Edition, Routledge Inc.2. Paul Goodey, (2013). Sales force CRM: The Definitive Admin Handbook, 2nd Edition



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SPECIALIZATION- BANKING & INSURANCE -6

Course Title	Retail Banking				
Course Code	MMB 409-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the banking services management.				
Course Objective	<ul style="list-style-type: none"> Grasp how banks raise their sources and how they deploy it and manage the associated risk Understand e-banking and the threats that go with it. 				
Course Contents	<p>UNIT-I</p> <p>Introduction:</p> <p>History & definition of Retail Banking, the role of retail banking within the bank operations, the Applicability of various retailing concepts, the distinction among Retail and Wholesale and Corporate Banking.</p> <p>UNIT-II</p> <p>This unit talks about various Retail Products Overview containing Customer requirements, Products development process, Liabilities & Assets Products such as Description of Liability Products, Description of Asset Products, Credit scoring topics and Approval process for Retail Loans etc.</p> <p>UNIT-III</p> <p>Important Asset Product: Home Loans – their Eligibility, Purpose, Amounts, Margin requirements, Pre-payment issues, Security, Disbursement, Moratorium & Repayments or Collection, Auto or Vehicle Loans – their Eligibility, Purpose, Margin requirements, Amounts of Security, Disbursement, Moratorium, Prepayment issues, Collection or Repayments. Personal Loans – It will contain all the Eligibility, Purpose, Amounts, Prepayment issues, Security, Disbursement, Moratorium, Repayments or Collection of Personal Loans.</p> <p>UNIT-IV</p> <p>Retail Strategies: Retail Strategies such as Tie-ups with Institutions for Personal loans, Credit cards, Educational Loans, with OEMs (Original Equipment Manufacturer)/Authorized Dealers for Auto or Vehicle loans, and with Builders or Developers for Home loans are explained in this unit. Delivery Channels: Various Channels such as Branches, Extension counters, Automatic Teller Machines, Point of Sale, Internet Banking, Mobile Banking etc come under this unit. Educational Loan – Eligibility, Purpose, Amounts, Security amount or margin, Disbursement, Moratorium, Prepayment issues, Repayments etc form the part of this unit..</p>				



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	<p>UNIT-V</p> <p>Trends in retailing: The Current Trends in retailing, new products such as Insurance, Demat services, Property services, online or Phone Banking, Reverse Mortgage, Investment advisory and Wealth management, Growth of e-banking, Cross selling opportunities. Recovery of Retail Loans: Recovery of Retail Loans as well as Defaults in retail loans, Re-scheduling of retail loans, recovery process for defaulted accounts; SARFAESI Act, DRT Act, use of Lok Adalat forums for the same; Recovery Agents and guidelines of Reserve Bank of India related to it are detailed in this unit.</p>
Course outcome	<ul style="list-style-type: none">• Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks.
Text Book	<ol style="list-style-type: none">1. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services, Pearson, Delhi, 2012.2. Meera Sharma, “Management of Financial Institutions – with emphasis on Bank and Risk Management”, PHI Learning Pvt. Ltd., New Delhi 2010.
Reference Books	<ol style="list-style-type: none">1. M Y Khan,(2011). Financial Services, 6th Edition, Tata McGraw Hill.2. Hull. John C. (2012). Banking and Financial Institutions”, 2nd Edition, Prentice Hall.3. Fabozzi, Frank J. “Foundations of Financial Markets and Institutions”, (Latest Edition). Prentice Hall.4. Varshney and Mittal. (2009). Indian Financial System, 10th Edition, Sultan Chand & Sons.



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Course Title	Risk Management in Bank				
Course Code	MMB 409-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the banking polices.				
Course Objective	<ul style="list-style-type: none"> students know the basic principles of Banking and Banking law, they are able to interpret insurance contracts and understand the impact of the insurance regulation on national insurance contract law 				
Course Contents	<p>UNIT-I Risk Management</p> <p>MEANING OF RISK MANAGEMENT Risk and banking business- risk regulation in banking industry, risk management in banking- Market risk-Credit risk -operations risk. Credit modest Banking, Off shore Banking and Multi National banking.</p> <p>UNIT-II Asset Liability Management</p> <p>Components of asset- liabilities in banks balance sheet-Liquidity management- Interest rate risk management-Management of exchange risk-RBI guidelines.</p> <p>UNIT-III Basel Norms</p> <p>Meaning- Types of Basel norms-Treasury management -treasury products-treasury risk management. NEW ACT</p> <p>.</p> <p>UNIT-IV Overview of Credit Management</p> <p>Analysis of Financial Statements and company's back ground-Working Capital Finance- Term Loans-Credit Appraisal as per RBI Regulations</p> <p>UNIT-V Credit Control and Monitoring</p> <p>Meaning-Risk Management and Credit Rating-agencies for credit rating- Rehabilitation and Recovery, measures to reduce NPAs, NPA Recovery, Stress Asset Management, securitization of assets, selling of securities, Asset Recovery Companies (ARC). Insolvency and Bankruptcy Code,2016.</p>				



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Course outcome	<ul style="list-style-type: none">• The aim of the course is to introduce students to the law that governs insurance. Insurance law regulates many different aspects of the insurance activity. It regulates the business of insurance, the content of insurance policies and the handling of claims. Among all these aspects, a crucial element is the insurance contract.
Text Book	<ol style="list-style-type: none">1. M Y Khan,(2011). Financial Services, 6th Edition, Tata McGraw Hill.2. Hull. John C. (2012). Banking and Financial Institutions”, 2nd Edition, Prentice Hall.3. Mehta, R.R.S. : Fundamental of Banking; Himalaya Publishing House Co., New Delhi.4. Nigam, B.M.L. : Banking Law and Practive, Konark Publishers, Delhi.5. Gupta. P.K. (2009). Insurance and Risk Management, 2nd Edition, Himalaya Publishing House
Reference Books	<ol style="list-style-type: none">1. George. E. Rejda. (2005). Principles of Risk Management and Insurance, 9th Edition, Pearson Education.2. Mittal. Alka. And Gupta. S. L.(2008). Principles of Insurance and Risk Management”, 2nd Edition, Sultan Chand and Sons.3. Panda. G.S.(2005). Principles and Practices of Insurance, Kalyani Publications.4. Mishra. M. N.(2004). Principles and Practices of Insurance, Sultan Chand and Sons.



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SPECIALIZATION – PRODUCTION MANAGEMENT-7

Course Title	WORLD CLASS MANUFACTURING				
Course Code	MMB 410-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the production and operation management.				
Course Objective	<ul style="list-style-type: none"> To acquaint the students with the world class manufacturing environment and optimized production principles 				
Course Contents	<p>UNIT-I World Class Manufacturing Environment: Imperatives for success - Technology, Systems approach and change in the mindset: Strategic decisions in, Manufacturing Management: Choice of Technology, Capacity.</p> <p>UNIT-II Layout / Automation in Material handling systems; Implementation Problems/Indian experience; Optimized Production; Just - in - Time System: JIT Manufacturing System, JIT Pull system Chain Management/Bench Marketing;</p> <p>UNIT-III QFD - Quality House, Failure Mode effect analysis, Fault - tree analysis, Concurrent Engineering Principles Touches quality loss function, and Robust Design concept, Designing products through 'Fuzzy' Logic, Quality Management Systems and ISO Standards;</p> <p>UNIT-IV Total Productive Maintenance, Objective of TPM - Total System effectiveness,, Role of IT in World Class Manufacturing, Flexible Manufacturing Systems (FMS), Six Sigma.</p> <p>UNIT-V Growth of Urbanization and Problems of Transportation: Transport- Challenges and Limitations; Government Activities in Transportation; Load Planning: Transportation Modes and their Selection; Sequential Travel Demand Forecasting Models: Future Developments in Transportation; Motor Vehicle Act 1988 and its Impact on Urban Transport System: Emission Norms</p>				
Course outcome	<ul style="list-style-type: none"> After the completion of the course student will understand the manufacturing process of production environment . 				



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Text Book	<ol style="list-style-type: none">1. Buffa, Elwood et. al, Programmed learning at for Production and Operations Management - Illinois, Learning System Co.2. Dervitsiotis, Kostas N, Operations Management, McGraw Hill.
Reference Books	<ol style="list-style-type: none">1. Hughes, Chris, Productions and Operations Management, Pan Books.2. Schonberger, Richard J., Japanese Manufacturing Techniques.3. Dickey, J W., Metropolitan Transportation Planning, Tata McGraw Hill.



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Course Title	PRODUCT DESIGN				
Course Code	MMB 410-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the production management.				
Course Objective	<ul style="list-style-type: none"> Understand the application of structured methods to develop a product. 				
Course Contents	<p>UNIT I INTRODUCTION: Defining Product, Types of products. Product development – characteristics, duration and cost, challenges. Generic Process- Adapting to product types. Evaluation – decay curve – cost expenditure curve.</p> <p>UNIT III PRODUCT PLANNING: Product Planning Process – Steps. Opportunity identification – breakdown structure- product development charter. Product Life Cycle. Technology Life Cycle - Understanding Customer Needs - Disruptive Technologies- Product Specification - Concept Generation – Activity- Steps- Techniques.</p> <p>UNIT II PRODUCT PLANNING: Concept Selection – Importance, Methodology, concept Screening, Concept Scoring. Concept Testing. Product Architecture- Definition, Modularity, implication, Establishment, Delayed Differentiation, Platform Planning.</p> <p>UNIT IV INDUSTRIAL DESIGN AND DESIGN TOOLS: Industrial Design, Design for Manufacturing-Value Engineering-Ergonomics-Prototyping-Robust Design-Design for X-failure rate curve-product use testing- Collaborative Product development-Product development economics-scoring model- financial analysis.</p> <p>UNIT V PATENTS: Defining Intellectual Property Rights defining intellectual property, and types and Patent Searches and Application, Patent Ownership and Transfer, Patent Infringement, New Developments and International Patent Law, industrial design copy right, geographical indication</p>				
Course outcome	<ul style="list-style-type: none"> After the completion of the course student will understand product planning, industrial design and design tools. 				
Text Book	1. Karl T. Ulrich, Steven D. Eppinger, Anita Goyal Product Design and Development, Tata McGraw – Hill, Fourth Edition, reprint 2009.				



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	2. Kenneth B.Kahn, New Product Planning, Sage, 2010.
Reference Books	<ol style="list-style-type: none">1. A.K. Chitale and R.C. Gupta, Product Design and Manufacturing, PHI, 2008.2. Deborah E. Bouchoux, Intellectual Property Rights, Delmar, Cengage Learning, 2005.3. Anil Mital. Anoop Desai, Anand Subramanian, AashiMital, Product Development, Elsevier, 2009.4. Michael Grieves, Product Life Cycle Management, Tata McGraw Hill , 2006.5. Kerber, Ronald L, Laseter, Timothy M., Strategic Product Creation, Tata-McGraw Hill, 2007.



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SPECIALIZATION –RURAL MANAGEMENT 8

Course Title	RURAL ENTREPRENEURSHIP				
Course Code	MMB 411-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the RURAL ENTREPRENEURSHIP				
Course Objective	<ul style="list-style-type: none"> RURAL ENTREPRENEURSHIP offers an opportunity to introduce new activities, new services and applications into rural areas or to enhance existing services. ICTs can play a significant role in combating rural and urban poverty and fostering sustainable development through creating information rich societies and supporting livelihoods. 				
Course Contents	<p>UNIT – I</p> <p>Introduction of Rural Entrepreneurship: Understanding Entrepreneurship, Evolution of Entrepreneurship in Rural India, Types of Rural Entrepreneurship Entrepreneurial Competencies, Challenges for Rural Entrepreneurs, cases of successful rural entrepreneurs.</p> <p>UNIT –II</p> <p>Institutional Eco- Systems for Promotion of Rural Entrepreneurship : Rural Eco-System, Natural and Human Resource Base Panchayati Raj System & Government Schemes Rural Skill Sets and Enhancing Opportunities Institutional Support for Finances and Technical Back-stopping Private-Public Partnership and Corporate Social Responsibility Systems</p> <p>UNIT – III</p> <p>Micro and Small Rural Enterprises: Understanding Micro and Small Enterprises Project Identification and Selection ,Project Formulation, Project Appraisal Government Policies for Micro and Small Enterprises Rural Business Environment-Social, Economic, Political and Cultural Issues</p> <p>UNIT – IV</p> <p>Rural Enterprise Incubation: Startups and its process Scanning Rural Environment- Economic, Technical, Technological & Market Business Opportunity Identification and Project Selection Forward and Backward Linkages, Market Linkages, Development Rural Marketing</p> <p>UNIT –V</p> <p>Live Project and Hands-on Support: - Growth and Reliability issues Entrepreneurial Opportunities-Potential and Limitations Active Interaction with key Stakeholders- Panchayats, NGOs, Schools etc Working Together and Finalize Interventions governmental Rural Support mechanism for</p>				



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	entrepreneurship.
Course outcome	<ul style="list-style-type: none">• After completion of this course student will understand the how to use ICT in rural poverty.
Text Book	<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	FINACIAL MANAAGEMENT IN RURAL ORGINAZATION				
Course Code	MMB 411-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the marketing management.				
Course Objective	<ul style="list-style-type: none"> To Understand various facets of Marketing management and to develop the ability to take decisions and plan, execute and control marketing strategies towards attainment of organizational goals. 				
Course Contents	<p>UNIT-I Introduction to Rural Markets Definition, Concept, Nature, Size and Scope of Indian Rural markets, Rural Demand, Buying Characteristics, Demographic, Physical, Economic Environment, traditional method of financial management.</p> <p>UNIT-II Understanding the Rural Consumer Rural Community in India, Profile of Rural markets: Segmenting the Rural Market, Target and Positioning, Rural Consumer Behavior, Rural Buyer Characteristics, Consumer Buying Decision Process, Factors Affecting Consumer Behavior – Cultural, Social, Technological, Economic and Political.</p> <p>UNIT-III Marketing Mix in Rural Markets Product: Significance, Concept and Product Mix Decisions, Pricing Strategy: Objectives, Policies and Strategies, Promotion: Advertising, Sales Promotions Communication in Rural marketing, language and Culture Distribution Strategies, Channels of Distribution, Role of Co-operative, Government, Financial Institutions, Public Sector Undertakings, Regulated Markets and Public Distribution Systems.</p> <p>UNIT -IV Innovation in Rural Markets Significance of innovation in rural markets, Intervention of IT in Rural Markets: Importance and Initiatives, Emergence of Organized retailing in Rural India, Key Drivers of Organized Retail, Cases in organized retail: Operative Models adopted by Indian Companies.</p> <p>UNIT -V Future of Rural Marketing Changing Role of Rural Sector in India; Rural Income and Demand, Problems in Marketing of agricultural inputs in Rural India – Chemical fertilizers, Certified seeds and Agricultural Equipments – Tractors, Engines, Pump Sets, Marketing of Agricultural products, improvement Measures taken by the Government – Initiatives by Co-operative and Private Sector, Present Scenario- Rural Female Empowerment, Micro</p>				



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	Financing, Mobility in Emerging Markets, Growing Rural Tourism
Course outcome	<ul style="list-style-type: none">• After completion of this course student will understand the marketing strategies and marketing environment .
Text Book	<ol style="list-style-type: none">1. Rama Bijapurkar (2007), We are like That Only, the logic of Consumer India, Penguin books2. Prahalad C.K (2008), Fortune at the Bottom of the Pyramid, Pearson Publication
Reference Books	<ol style="list-style-type: none">1. R V Badi, N V Badi, Rural Marketing, 2008, Himalaya Publishing House.2. U C Mathur, Rural marketing, Text and Cases, 2008, excel books 5. CSG Krishnamacharyulu, LalithaRamakrishnan, Cases in Rural marketing, An Integrated Approach, 2006, Pearson Publication



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SPECIALIZATION: DISASTER MANAGEMENT-9

Course Title	DISASTER PREPAREDNESS AND DECISION MAKING				
Course Code	MMB 412-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To know the basic knowledge Human Resource Development, geo informatics, policy and agency.				
Course Objective	<ul style="list-style-type: none"> The course would cover disaster preparedness, monitoring and issues in emergency management. It will also deal with contingency planning for business, industry, community and international disasters. 				
Course Contents	<p>UNIT-I Introduction on Disaster: Different Types of Disaster :A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge),War & Terrorism etc. Causes, effects and practical examples for all disasters.</p> <p>UNIT-II Study of Important disasters Earthquakes and its types, magnitude and intensity, seismic zones of India, major fault systems of India plate, flood types and its management, drought types and its management, landside and its managements case studies of disasters in Sikkim (e.g) Earthquakes, Landside). Social Economics and Environmental impact of disasters.</p> <p>UNIT-III Disaster Preparedness and Response: Preparedness. Disaster Preparedness: Concept and Nature Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster. Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies, Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.</p> <p>UNIT-IV Rehabilitation, Reconstruction and Recovery: Reconstruction and Rehabilitation as a Means of Development, Damage Assessment, Post Disaster effects and Remedial Measures., Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction, Sanitation and Hygiene, Dealing with Victims' Psychology, Long-term Counter Disaster planning, Role of Educational Institute.</p> <p>UNIT-V Training, awareness program and project on disaster management: Training and drills for disaster preparedness, Awareness generation program, Usages of GIS and Remote sensing techniques in disaster management, Mini project on disaster risk</p>				



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	assessment and preparedness for disasters with reference to disasters in Sikkim and its surrounding areas
Course Outcome	<ul style="list-style-type: none">• After completion of the course students deal with contingency planning for business, industry, community and international disasters
Text Book	<ol style="list-style-type: none">1. Collins Larry R. and Schneid Thomas D., Disaster Management and Preparedness Taylor and Francis 20002. Goel S.L. and Kumar Ram, Disaster Management, Deep and Deep Publications, 2001
Reference 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. Lillesand T.M. & Kieffu R.W. Remote Sensing and Image Interpretation, John Wiley and Sons, New York, 1994.3. Stan Marany, GIS Solutions in Natural Resource Management, Onward Press, USA, 1999.



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Course Title	CRISIS MANAGEMENT & RISK ASSESSMENT				
Course Code	MMB 412-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To the basic knowledge about the market structure.				
Course Objective	<ul style="list-style-type: none"> The objectives are to create and teach courses in crisis, disaster, and risk management; conduct research, and create knowledge through its research activities; and disseminate knowledge through educational programs, professional forums, and workshops. 				
Course Contents	<p>UNIT-I Disasters Issues and Crisis Management: Definitions and Overview of risks and dangers, Impact of globalization on crisis and mass disasters.</p> <p>UNIT-II Identifying Potential Crisis Situations: Discuss selected case studies to analyze the potential impact of disasters, Prepare a foundation of a sound crisis management plan.</p> <p>UNIT-III Crisis Management Preparedness: Preparing the plan, Training and Testing, Crisis communication, Stress management, Crisis operation guidelines.</p> <p>UNIT-IV The Disaster Recovery Planning: Emergency management teams, National and International disaster recovery policies, Managing the economy and essential services in emergencies, Managing the media and popular conscience.</p> <p>UNIT-V Introduction to risk evaluation; Definition of risk and fundamentals of risk analysis, environmental hazards, exposure and risk assessment, risk evaluation and management, Basic methodology in risk assessment, hazard identification, dose response assessment, exposure assessment, and risk characterization.</p>				
Course Outcome	<ul style="list-style-type: none"> The goal is to improve the disaster, emergency, and crisis management plans, actions and decisions of government, corporate, and not-for-profit organizations by transforming theory into practice. 				
Text Book	1. Mutchopadhyaya, A.K. , 2005, Crisis and disaster management tuberlance and aftermath”, Newage International Publications, New Delhi.				
Reference	1. H.K. Gupta (2003) Disaster management				



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Books	2. Disaster Management in India – A Status Report. National Disaster Management Division, Ministry of Home Affairs, Govt. of India, 2004
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SPECIALIZATION: TOURISM AND TRAVELLING MANAGEMENT-10

Course Title	ECO TOURSIM				
Course Code	MMB 413-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	Basic knowledge regarding the travelling policy resource .				
Course Objective	<ul style="list-style-type: none"> The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units., students to know the background elements of tourism resources. 				
Course Contents	<p>UNIT – I</p> <p>Introduction to Ecotourism and its principles - Ecotourism-Definition, concept & introduction, History, Relevance and Scope of Ecotourism, Key principles and characteristics of ecotourism: Nature area focus & interpretation, environmental sustainability practice. Key principles and characteristics of ecotourism: contribution to conservation, culture respect & benefits to local communities, Key principles and characteristics of ecotourism: customer satisfaction & responsible marketing. Understanding Nature tourism with case study, Understanding Agro-ecotourism, Understanding Geo tourism sites Understanding Cultural tourism attractions Sustainable tourism and its principles for sustainable development, Formative assessment: Group discussion1- Ecotourism links recreation and sustainability</p> <p>UNIT – II</p> <p>Components of Ecotourism, Eco-places and Eco travel, Do's&Don't's in eco-travel & Environmental awareness through ecotourism, Ecotourism industry & Case studies Stake holders in ecotourism industry, Role of Local people & their cultural diversity in ecotourism, Ecotourism activities, Ecotourism product, ecotourism resources, ecotourism services, Commercialization chain, Formative assessment: Group discussion,: Role of various stake holders in ecotourism industry, Formative assessment: Test paper on Ecotourism concepts and components</p> <p>UNIT-III</p> <p>Ecotourism resources in India and Chhattisgarh, Major ecosystems and vegetation types in India Eco-regions, Endemism & Biodiversity hotspots, National parks, bird sanctuaries, wildlife sanctuaries, marine parks & biosphere reserves, Historical monuments, archaeological sites museums & temples, Tourism festivals and events, Famous hill stations, mountains, waterfalls, rivers, & sacred groves, Adventure tourism destinations & adventure sports, Tribal areas, museums, arts ,handicrafts & traditional knowledge Formative assessment: Quiz 1 (Multiple choice)- Biodiversity and Conservation, Formative assessment: Quiz 2 (Multiple choice)- Ecotourism resources in CG.</p>				



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	<p>UNIT-IV</p> <p>Ecotourism Planning: Ecotourism planning process phases-objectives, site diagnostics Stake holders involved and Funding options in ecotourism planning and management, Identifying target groups & designing ecotourism activities, Identifying benefits and beneficiaries & Capacity building in ecotourism, Ecotourism linkages, economics and auditing, Ecotourism management issues and development of Ecotourism management plan, Understanding Carrying capacity of ecotourism, strength and weakness, Positive and negative impacts of ecotourism, Leakages, ecotourism- lite operations & green, washing, Green Report card, Eco labeling Ecotourism certification, Formative assessment: Interactive writing 2:Planning an ecotourism project, Formative assessment: Group discussion 3 :Impacts of ecotourism</p> <p>UNIT-V</p> <p>Ecotourism and Livelihood security: Community based ecotourism case studies, Role of community in biodiversity conservation development, Role of NGOs in ecotourism and capacity building with case studies, Formative assessment: Group discussion, Ecotourism as an aid to livelihood enhancement Formative assessment: Reciprocal questioning.</p>
Course Outcome	<ul style="list-style-type: none">• The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.
Text Book	<ol style="list-style-type: none">1. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.2. Syrratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
Reference Books	<ol style="list-style-type: none">1. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York



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Course Title	CARGO MANAGEMENT				
Course Code	MMB 413-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the tour and travelling policies.				
Course Objective	<ul style="list-style-type: none"> This module is intended to prepare the students to enter in Cargo Handling agencies with well verse knowledge. 				
Course Contents	<p>UNIT- I Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.</p> <p>UNIT-II Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges</p> <p>UNIT- III Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods.</p> <p>UNIT- IV Handling- Cargo capacity of Air and Ships. Cargo needing special attention</p> <p>UNIT- V Introduction to dangerous goods regulations. Some important Cargo companies.</p>				
Course Outcome	<ul style="list-style-type: none"> After completion of the course student will enter in cargo handling agency. 				
Text Book	<ol style="list-style-type: none"> Air Cargo Tariff Manuals. IATA Live Animals Regulations Manuals. IATA Special Mail Manual. Air Tariff Book 1, Worldwide Rules, IT Fares etc. 				
Reference Books	<ol style="list-style-type: none"> Air Tariff Book 1, Worldwide Maximum Permitted Mileage. Travel Information Manual(TIM). IATA Ticketing Hand Book. 				



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SPECIALIZATION: SUPPLY CHAIN MANAGEMENT-11

Course Title	SUPPLY CHAIN RISK MODELING & MANAGEMENT				
Course Code	MMB 414-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge of management of operation in Purchasing and Inventory Management, Logistics Management				
Course Objective	<ul style="list-style-type: none"> To familiarize the students with ERP, ERP Module, SCM and CRM and its application in business related decisions. 				
Course Contents	<p>UNIT-I Overview of enterprise systems–Evolution - Risks and benefits -Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems.</p> <p>UNIT-II Overview of ERP software solutions- Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP modules -sales and Marketing, Accounting, Finance, Materials and Production management etc</p> <p>UNIT-III Planning Evaluation and selection of ERP systems-Implementation lifecycle – ERP implementation, Methodology and Frame work- Training – Data Migration. People Organization in implementation-Consultants, Vendors and Employees-Case studies.</p> <p>UNIT-IV Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of and ERP Implementation -case studies.</p> <p>UNIT-V Extended ERP systems and ERP bolt–on -CRM, SCM, Business analyticsetc- Future trends in ERP systems-web enabled, Wireless technologies so on-Case studies.</p>				
Course Outcome	<ul style="list-style-type: none"> After completion of the course student will come up the good skill of enterprises recourse, and their use of ERP, CRM, SCM etc. 				
Text Book	1. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008. 2. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2006.				



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Course Title	DISTRIBUTION MANAGEMENT FOR GLOBAL SUPPLY CHAIN MANAGEMENT				
Course Code	MMB 412-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To know the basic knowledge about the inventory management.				
Course Objective	<ul style="list-style-type: none"> To familiarize the students with Warehousing, its importance, valuation, inventory stores management to provide adequate knowledge to minimize the cost and improve the overall efficiency of the operation 				
Course Contents	<p>UNIT-I Warehousing Management - Objectives of Stores–Location and Layout–Prevention – Management of Receipts – Issue Control – Stores Documentation</p> <p>UNIT -II Stock Valuation And Verification - Need for Valuation–Methods of Valuation – FIFO – LIFO – Average Price – Weighted Average – Standard Cost – Replacement Price – Stock Verification – Process of Verification</p> <p>UNIT-III Disposal of Obsolete and Scrap items - Management of SOS–Categorization of Obsolete/Surplus – Reasons for Obsolescence – Control of Obsolescence – Control of Scrap – Responsibility for Disposal – Disposal Methods</p> <p>UNIT -IV Insurance: Risk Management -Buyer’s Interest –Marine Insurance–Inland Transit Insurance – Stores Insurance – Contractors All Risk Insurance – Miscellaneous Insurance – A to Z Claims Procedure – Loss Minimization- Spare Parts Management ,Salient Features of Spares – Inventory Control of Spares – Categorization of Spares – Provisioning of Spares – Pricing of Spares – Relevance of Maintenance – Maintenance Costs</p> <p>UNIT -V Ethics In Materials Management - Importance of Ethics–Business Ethics–Ethics in Buying – Code of Ethics – Problems in Ethics – Backdoor Selling – A to Z Tips for Ethical Buying – Professionalization.</p>				
Course Outcome	<ul style="list-style-type: none"> After the completion of the course student will understand the inventory management system .also they will handling the risk management . 				
Text Book	1. Gopalakrishnan P.– Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.				



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SPECIALIZATION: PUBLIC RELATION -11

Course Title	PRINCIPLES OF ADVERTISMENT				
Course Code	MMB 415-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To know the basic knowledge about the organization management .				
Course Objective	<ul style="list-style-type: none"> • Explain the role of the public relations professional in the corporate environment • Describe the strategies, tactics, and techniques of public Advertisement • Develop an understanding of the various writing tasks for specific audiences and purpose 				
Course Contents	<p>UNIT-I</p> <p>Introduction: Concept and definition of advertisement – Social, Economic and Legal Implications of Advertisements – setting advertisement objectives – Ad. Agencies – selection and remuneration – advertisement campaign. Functions and types of advertising. Integrated Marketing communication. Brand management, Brand Image, Brand Equity and Brand Building. Ethics of advertising.</p> <p>UNIT-II</p> <p>The major players in advertising, Advertising agency, Brand manager, market research firms, Media, Type of agencies. Structure of an agency and its functions. The process of developing an Ad. Media plan – type and choice criteria – reach and frequency of advertisements – cost of advertisements related to sales – media strategy and scheduling.</p> <p>UNIT – III</p> <p>Message development – different types of advertisements – layout – design appeal –copy structure – advertisement production – print – Radio. T.V. and web advertisements – Media Research – testing validity and reliability of ads – measuring impact of advertisements</p> <p>UNIT – IV</p> <p>Testing for advertising effectiveness; Preparation and choice of methods of advertising budget; Ethical and social issues in advertising; Management of advertising agencies; Role of advertising in natural development. Advertising Research. Effectiveness of advertising- methods of measurement. Rationale of testing Opinion and Attitude Tests, Recognition, Recall.</p>				



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	<p>UNIT – V</p> <p>Objective Setting and market Positioning; Dagmar Approach ñ Determination of Target Audience and understanding them. Assumptions about consumer behavior an advertiser makes. Building of Advertising Programmed-Message, Headlines, Copy, Logo, Illustration, Appeal, layout Campaign Planning. Creative Strategies. Production and execution of TVCs and print ads</p>
Course Outcome	<ul style="list-style-type: none">• After completion of the course student will understand the public relation and social responsibility.• Utilize communication to embrace difference• Influence public discourse
Text Book	<ol style="list-style-type: none">1. The Process and Effects of Mass Communication - Schramm, Wilbur2. Public Relations (Illinor,1981) - Moore, Frazier H.
Reference Books	<ol style="list-style-type: none">1. Effective Public Relations (Practice) - Cutlip Scott M. & Center Allen H.2. Practical public Relations, Universal – 1994 - Black Sam



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Course Title	Organization Behavior				
Course Code	MMB 415-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To know the basic knowledge about the concept of Organization Behavior .				
Course Objective	<ul style="list-style-type: none"> Describe the communication between Organization Behavior and the organization 				
Course Contents	<p>UNIT-I Nature of Management – Social Responsibility Ties of Business –Manager and Environment Levels in Management – Managerial Skills – Planning – Steps in Planning Process – Scope and Limitations – Short Range and Long Range Planning – Flexibility in Planning –Characteristics of a sound Plan – Management by Objectives (MBO) – Policies and Strategies – Scope and Formulation – Decision Making – Techniques and Processes.</p> <p>UNIT – II Organizing – Organization Structure and Design – Authority and Responsibility Relationships – Delegation of Authority and Decentralization – Interdepartmental Coordination – Emerging Trends in Corporate Structure, Strategy and Culture – Impact of Technology on Organizational design – Mechanistic vs Adoptive Structures – Formal and Informal Organization.</p> <p>UNIT-III Perception and Learning – Personality and Individual Differences– Motivation and Job Performance – Values, Attitudes and Beliefs – Stress Management – Communication Types-Process – Barriers – Making Communication Effective.</p> <p>UNIT – IV Group Dynamics – Leadership – Styles – Approaches – Power and Politics – Organizational Structure – Organizational Climate and Culture – Organizational Change and Development.</p>				



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	<p>UNIT-V</p> <p>Comparative Management Styles and approaches – Japanese Management Practices Organizational Creativity and Innovation –Management of Innovation – Entrepreneurial Management – Benchmarking – Best Management Practices across the world – Select cases of Domestic & International Corporations – Management of Diversity.</p>
Course Outcome	<ul style="list-style-type: none">• After completion of the course student will come up the good skill of public relation .and research
Text Book	Robbins, P. Stephen, Timothy, <i>Organizational Behavior</i> , 16/e; New Delhi: Pearson Education
Reference Books	<ol style="list-style-type: none">1. McShane & Von Glinow (2015). <i>Organisational Behavior</i>, 6/e; New Delhi: McGraw Hill Education2. Luthans, Fred (2017). <i>Organisational Behavior- An Evidence-based Approach</i>,



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SPECIALIZATION: DIGITAL MARKETING-13

Course Title	CYBER LAW				
Course Code	MMB 416 A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To knowledge about the Indian law.				
Course Objective	<ul style="list-style-type: none"> The Objectives Of This Course Is To Enable Learner To Understand, Explore, And Acquire A Critical Understanding Cyber Law. Develop Competencies For Dealing With Frauds And Deceptions (Confidence Tricks, Scams) And Other Cyber Crimes 				
Course Contents	<p>UNIT-I Cyber Space- Fundamental definitions -Interface of Technology and Law – Jurisprudence and-Jurisdiction in Cyber Space - Indian Context of Jurisdiction - Enforcement agencies – Need for IT act - UNCITRAL – E-Commerce basics. Information Technology Act, 2000 - Aims and Objects — Overview of the Act – Jurisdiction</p> <p>UNIT- II Electronic Governance – Legal Recognition of Electronic Records and Electronic Evidence -Digital Signature Certificates - Securing Electronic records and secure digital signatures - Duties of Subscribers - Role of Certifying Authorities - Regulators under the Act -The Cyber Regulations Appellate Tribunal - Internet Service Providers and their Liability– Powers of Police under the Act – Impact of the Act on other Laws . Cyber Crimes -Meaning of Cyber Crimes –Different Kinds of Cyber crimes – Cyber crimes under IPC,</p> <p>UNIT-III Cr.P.C and Indian Evidence Law - Cyber crimes under the Information Technology Act,2000 - Cyber crimes under International Law - Hacking Child Pornography, Cyber Stalking, Denial of service Attack, Virus Dissemination, Software Piracy, Internet Relay Chat (IRC) Crime, Credit Card Fraud, Net Extortion, Phishing etc - Cyber Terrorism Violation of Privacy on Internet - Data Protection and Privacy – Indian Court cases.</p> <p>UNIT-IV Intellectual Property Rights – Copyrights- Software – Copyrights vs Patents debate - Authorship and Assignment Issues - Copyright in Internet - Multimedia and Copyright issues - Software Piracy - Trademarks - Trademarks in Internet – Copyright and Trademark cases.</p>				



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	<p>UNIT-V</p> <p>Patents - Understanding Patents - European Position on Computer related Patents, Legal position on Computer related Patents - Indian Position on Patents – Case Law, Domain names -registration - Domain Name Disputes-Cyber Squatting- IPR cases Sub Code : MTCYS 101 Sub Name : Cyber law & Intellectual Property Rights</p>
Course outcome	<ul style="list-style-type: none">• After the completion of the course student will come up the good skill of cyber law .• Develop The Understanding Of Relationship Between Commerce And Cyberspace



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Course Title	B2B MARKETING				
Course Code	MMB 416-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To know the basic knowledge about the marketing.				
Course Objective	<ul style="list-style-type: none"> Business-to-business (B2B) marketing strategies are essential for encouraging innovation, increasing sales revenue, assisting in marketing penetration, and aiding in market entry for any organization. 				
Course Contents	<p>UNIT-I Introduction to B2B Marketing, Business marketing, Business market customers, Characteristics of business markets, Organizational buying and buying behavior, The buying process, Strategic role of marketing</p> <p>UNIT-II Management of Innovation, Managing technology, Determinants of new product performance.</p> <p>UNIT-III B2B Advertising & Digital marketing, Trade shows, exhibitions, business meets, Managing the sales force o Managing the sales force o Deployment analysis.</p> <p>UNIT- IV Business marketing channels and participants, Channel design and management decisions, E-commerce for business marketing channels, Market logistics decisions, B2B logistics management</p> <p>UNIT-V Understanding the customer experience, Delivering effective customer solutions, Pre and post sales service.</p>				
Course Outcome	<ul style="list-style-type: none"> After completion of the course student will understand B2B marketing strategies provide a framework for analyzing an organization's strategies, identifying synergies with various stakeholders, and building and leveraging company's core competencies using relationship marketing approach. 				
Text Book	1. Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh: B2B Marketing: A South Asian Perspective- Cengage; 2014, 11th ed				
Reference Books	1. Philipkottler marketing management .				



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SPECIALIZATION: E-COMMERCE-14

Course Title	E-COMMERCE AND ITS TECHNOLOGICAL ASPECTS				
Course Code	MMB417-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the online marketing.				
Course Objective	<ul style="list-style-type: none"> Understand the differences between B2C and B2B marketing. approach marketing problems from an inter-organizational perspective, in particular, learn about decision making at buying centers. 				
Course Contents	<p>UNIT- I</p> <p>Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.</p> <p>UNIT-II</p> <p>E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce</p> <p>UNIT-III</p> <p>Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheque and credit cards on the Internet.</p> <p>UNIT-IV</p> <p>Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.</p> <p>UNIT-V</p> <p>Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections</p>				



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	Intellectual Property Rights: Types of Intellectual Property protection, Governance.
Course Outcome	<ul style="list-style-type: none">• After completion of the course this student will come up the good skill of E-commerce.
Text Book	<ol style="list-style-type: none">1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley
Reference Books	<ol style="list-style-type: none">1. Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–A Managerial Perspective", Addison-Wesley.2. Elias M Award, "Electronic Commerce from Vision to Fulfilment", 3rd Edition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3RDEdition, Pearson Education.



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Course Title	DATABASE MANAGEMENT SYSTEMS				
Course Code	MMB 417-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge regarding the online marketing.				
Course Objective	<ul style="list-style-type: none"> The course emphasizes the understanding of the fundamentals of relational systems including data models, database architectures, and database manipulations. The course also provides an understanding of new developments and trends such as Internet database environment and data warehousing. The course uses a problem-based approach to learning. 				
Course Contents	<p>UNIT- I What is database system, purpose of database system, view of data, relational databases, database architecture, transaction management.</p> <p>UNIT-II The importance of data models, Basic building blocks, Business rules, The evolution of data models, Degrees of data abstraction.</p> <p>UNIT- III Database design and ER Model: overview, ER-Model, Constraints, ER-Diagrams, ERD Issues, weak entity sets, Codd's rules, Relational Schemas, Introduction to UML Relational database model: Logical view of data, keys, integrity rules. Relational Database design: features of good relational database design, atomic domain and Normalization (1NF, 2NF, 3NF, BCNF).</p> <p>UNIT-IV Relational algebra: introduction, Selection and projection, set operations, renaming, Joins, Division, syntax, semantics. Operators, grouping and ungrouping, relational comparison. Calculus: Tuple relational calculus, Domain relational Calculus, calculus vs algebra, computational capabilities.</p> <p>UNIT -V What is constraints, types of constraints, Integrity constraints, Views: Introduction to views, data independence, security, updates on views, comparison between tables and views SQL: data definition, aggregate function, Null Values, nested sub queries, Joined relations. Triggers</p>				
Course Outcome	<ul style="list-style-type: none"> After completion of the course student will come up the good skill of Database Management Systems, provides an introduction to the management of database systems. 				



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Text Book	1. A Silberschatz, H Korth, S Sudarshan, “Database System and Concepts”, fifth Edition McGraw-Hill , Rob, Coronel, “Database Systems”, Seventh Edition, Cengage Learning
Reference Books	1. Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson 2. S. J. Joseph, E-Commerce: an Indian perspective, PHI



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SPECIALIZATION: GLOBAL BUSINESS MANAGEMENT-15

Course Title	GLOBAL ECONOMICS				
Course Code	MMB 418-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the economic.				
Course Objective	<ul style="list-style-type: none"> The objective of this course is to impart the fundamental principles of international economics and monetary system and different foreign exchange markets. 				
Course Contents	<p>UNIT-I What is International Economics about – Basis of international trade theory – Has the growth of newly Industrializing countries hurt advanced countries? – Imperfect competition and international trade – the economics of dumping - Instruments of trade policy – Political economy of trade policy – theory of customs union.</p> <p>UNIT- II National Income Accounting and Balance of Payments – Exchange Rate and Foreign Exchange Market : An Asset Approach –</p> <p>UNIT-III Money, interest rates and exchange rates – price level and exchange rate in the long run – Output and exchange rate in the short run.</p> <p>UNIT-IV Fixed Exchange rate and Foreign Exchange Intervention – International Monetary System 180 – 1973.</p> <p>UNIT-V Macroeconomic policy and coordination under floating exchange rate – Optimum currency areas and European experience – Asian Financial crisis.</p>				
Course Outcome	<ul style="list-style-type: none"> After the completion of the course student will come up the good skill of global . 				
Text Book	<ol style="list-style-type: none"> Robert Gilpin, Global Political Economy: Understanding the International Economic Order, Hyderabad: Orient Longman, 2001. Paul R. Krugman and Maurice Obstfeld, International Economics: Theory and Policy, Addison Wesley, 2004. 				
Reference Books	<ol style="list-style-type: none"> Dominic Salvatore, International Economics, Macmillan, recent edition. Bo Sodersten, International Economics. Bretton Woods Commission, Bretton Woods: Looking to the Future, 				



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	<p>Washington DC, BWC, 1994. M. Carnoy, M. Castells, M. Cohen and F.H. Cardoso (eds) <i>The New Global Economy in the Information Age: Reflections on our Changing World</i>, University Park PA, Pennsylvania State University Press, 1993.</p> <ol style="list-style-type: none">4. P. Drucker, <i>The New Realities</i>, Oxford, Heinemann, 1989.5. H.H. Dunning, <i>The Globalization of Business</i>, London, Routledge, 1993 a. H. James, <i>International Monetary Cooperation since Bretton Woods</i>, Washington DC, IMF and Oxford University Press, 1982.
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Course Title	GLOBAL BUSINESS LAWS				
Course Code	MMB 418-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge of business law.				
Course Objective	<ul style="list-style-type: none"> To expose the students to the legal and regulatory framework and their implications concerning global business operations and to have a better understanding of the functioning and objectives of various world organizations. 				
Course Contents	<p>UNIT- I Legal Framework of International Business: Nature and complexities; Code and common laws and their implications to business; International business contract – legal provisions; Payments terms; International sales agreements; Rights and duties of agents and distributors</p> <p>UNIT-II Regulatory Framework of WTO: Basic principles and charter of GATT/WTO; GATT/WTO provisions relating to preferential treatment of developing countries; Regional groupings, subsidies, technical standards, anti-dumping duties and other non-tariff barriers, custom valuation and dispute settlement; Implications of WTO to important sectors – GATS, TRIPs and TRIMs.</p> <p>UNIT-III Legal Framework Relating to: International Licensing; Franchising; Join Ventures, Patents and trade marks; Technology transfer, Telecommunications. Legal Framework relating to Electronic Commerce – Intellectual Property Rights.</p> <p>UNIT- IV Regulatory Framework and Taxation : Electronic Commerce – Cross Border Transactions – On-line Financial Transfers – Legal Safeguards – International Business Taxation – Tax Laws – Multilateral and Bi-lateral treaties – Sharing of Tax revenues</p> <p>UNIT-V Indian Laws and Regulations Governing International Transactions: FEMA; Taxation of foreign income; Foreign investments; Setting up offices and branches abroad; Restrictions on trade in endangered species and other commodities.</p>				
Course Outcome	<ul style="list-style-type: none"> After completion of the course student will come up the good skill of global business law and their regulation. 				
Text Book	1. Ray A. August, “International Business Law Text, Cases and Readings”				



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	<p>(4th Edition) Amazon.com</p> <p>2. Ray A. August, Don Mayer, Michael Bixby, “International Business Law and its Environment” (5th Edition) Amazon.com</p>
Reference Books	<p>1. The Personal MBA: A World-Class Business Education in a Single Volume, by <u>Josh Kaufman</u></p> <p>2. Industrial Relations, Trade Unions and Labour Legislation by P.R.N. Sinha and Sinha InduBala</p>



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SPECIALIZATION – INTERNATIONAL BUSINESS-16

Course Title	TRADING BLOCKS & FOREIGN TRADE FRAME WORK				
Course Code	MMB 419-A				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the international marketing .				
Course Objective	<ul style="list-style-type: none"> To provide specialize knowledge in international trade The main objective of this course is to familiarize the students with the international trade environment and the special decision variables underlying the discharge of different blocks function in a multinational corporation. 				
Course Contents	<p>UNIT –I India’s foreign Trade policy: origin, meaning and importance, determinants of INDIAN FOREIGN TRADE POLICY (SALIENT FEATURES OF EXIM POLICY), Regional economic integration.</p> <p>UNIT -II Flow of foreign trade and trade relations, India balance payment, Theory of balance of payment, balance of trade, Performance of India’s external sector and recent trade reforms , sector analysis of India’s foreign trade and India’s trade basket, trade liberalization in transition economies.</p> <p>UNIT -III Institutionalization of international trade, Pre GATT scenario, Establishment of WTO, summit of WTO,Regional blocks NAFTA, SAFTA ASEAN etc. Concepts, Objectives ,TRIPs ,Law and procedure ,Trade marks ,Copy rights</p> <p>UNIT -IV Settlement of disputes under WTO, India’s Trade relationship with major Trade Blocs in the world India’s Trade agreements with various blocks.</p> <p>UNIT –V Foreign investment policy – policy framework for FDI in India. FDI trend of FII and FDI in India. India’s Trade Agreement with SAARC , European Unions (EU), US, ASEAN and China, BRICS, OPEC. India’s with common wealth countries.</p>				
Course Outcome	<ul style="list-style-type: none"> After the completion of the course student will come up the good skill of foreign trade frame work. 				
Text Book	<ol style="list-style-type: none"> Francis Cherrunilam, International Trade and Export Management, Himalya Publications, 2009. Bhagvati J (ed), International Trade , Penguin Books , 2007 				



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Reference Books	<ol style="list-style-type: none">1. India's Trade statistics, published by CMIE and DGCIS.2. RBI Annual Reports,3. Annual Reports of Ministry of Commerce
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Course Title	FOREX MANAGEMENT AND CURRENCY DERIVATIVES				
Course Code	MMB 419-B				
Course Credits	L	T	P	TC	
	3	1		4	
Prerequisites	To basic knowledge about the finance management .				
Course Objective	<ul style="list-style-type: none"> To enable the students to have an in-depth understanding of the principles and procedures relating to Forex markets and different types of currency derivatives and its operations. 				
Course Contents	<p>UNIT-I The Foreign Exchange Market - Organization – Spot Vs Forward Markets – Bid and Ask rates – Interbank Quotations – International Market Quotations – Cross Rates – Merchant Rates – FEDAI Regulations – Role of RBI</p> <p>UNIT-II Exchange Rates - Exchange rate systems – Gold Standard – Bretton Woods – Fixed Vs Floating Exchange Rate systems – Determinants of Exchange Rates – Exchange Controls.</p> <p>UNIT-III Foreign Exchange Transactions – Purchase and Sale transactions – Spot Vs Forward transactions – Forward Margins – Interbank Deals – Cover deals – Trading – Swap deals – Arbitrage Operations – Factors determining Forward margins – Different types of Foreign exchange exposers.</p> <p>UNIT-IV Ready and Forward Exchange Rates – Principle types of Ready Merchant rates – Ready rates based on cross rates – Forward exchange contracts – Execution of Forward contracts – cancellation and Extensions - Dealing position – Exchange position – Cash position.</p> <p>UNIT-V Currency Derivatives – Currency Forwards – Currency Futures – Currency Options – Exchange traded transactions – Financial Swaps – Forward Rate agreements – Interest Rate Options.</p>				
Course Outcome	<ul style="list-style-type: none"> After the completion of the course student will come up the good skill of to Forex markets and different types of currency derivatives and its operations. 				
Text Book	1. Alan C Shapiro, MULTINATIONAL FINANCIAL MANAGEMENT, Prentice Hall, New Delhi				



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	2. Francis Cherunilam, INTERNATIONAL ECONOMICS, Tata Mc Graw Hill Pub Ltd, New Delhi
Reference Books	<ol style="list-style-type: none">1. Ian H Giddy, GLOBAL FINANCIAL MARKETS, AITBS Publishers and Distributors, New Delhi2. C Jeevanandam, FOREIGN EXCHANGE: PRACTICE, CONCEPTS, Sultan Chand & Sons, New Delhi3. Vijayabhaskar P and Mahapatra B., DERIVATIVES SIMPLIFIED, RESPOSE BOOKS, Sage Publications, New Delhi