



॥ सा विद्या या विमुक्तये ॥

# स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

‘ज्ञानतीर्थ’, विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED**

‘Dnyanteerth’, Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

Fax : (02462) 215572

**Academic-1 (BOS) Section**

website: [srtmun.ac.in](http://srtmun.ac.in)

Phone: (02462)215542

E-mail: [bos.srtmun@gmail.com](mailto:bos.srtmun@gmail.com)

वाणिज्य व व्यवस्थापनशास्त्र संकुल विद्यापीठ परिसर, उपकेंद्र लातूर, व संलग्नित महाविद्यालयात चालणारा एम. बी. ए. प्रथम वर्षाचा (समान अभ्यासक्रम) व द्वितीय वर्षाचा अभ्यासक्रम शैक्षणिक वर्ष २०२२-२३ पासून लागू करण्याबाबत.

## परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक २८.०४.२०२२ रोजीच्या वाणिज्य व व्यवस्थापन विद्याशाखेच्या बैठकीतील शिफारसी प्रमाणे व दिनांक २५ जुन २०२२ रोजी संपन्न झालेल्या ५४ व्या मा. विद्या परिषद बैठकीतील विषय क्र. १२/५४-२०२२ च्या ठरावानुसार वाणिज्य व व्यवस्थापन विद्याशाखेतील खालील प्रमाणे अभ्यासक्रम शैक्षणिक वर्ष २०२२-२३ पासून लागू करण्यास मान्यता देण्यात येत आहे.

- 1) M.B.A. – I year (I & II Sem.)-University Campus, Sub-Campus Latur & Affiliated College.
- 2) M.B.A. - II year (III & IV Sem.) Sub-Campus Latur.
- 3) M.B.A. – II year (III & IV Sem.) University Campus, and Affiliated Colleges

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या [www.srtmun.ac.in](http://www.srtmun.ac.in) या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी ही, विनंती.

‘ज्ञानतीर्थ’ परिसर,  
विष्णुपुरी, नांदेड - ४३१ ६०६.  
जा.क्र.: शैक्षणिक-०१/परिपत्रक/एमबीए/  
अभ्यासक्रम/२०२२-२३/४२७  
दिनांक : १३.०७.२०२२.



स्वाक्षरित / -  
सहा.कुलसचिव  
शैक्षणिक(१-अभ्यासमंडळ विभाग)

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. अधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.
- २) मा. सहयोगी अधिष्ठाता, वाणिज्य व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.
- ३) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ४) अधीक्षक, वाणिज्य व व्यवस्थापनशास्त्र परीक्षा विभाग प्रस्तुत विद्यापीठ.
- ५) मा. प्राचार्य, सर्व संबंधित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ६) मा. संचालक, वाणिज्य व व्यवस्थापनशास्त्र संकुले, विद्यापीठ परिसर, उपपरिसर लातूर प्रस्तुत विद्यापीठ.
- ७) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ यांना देवून कळविण्यात येते की, सदरील परिपत्रक विद्यापीठाच्या संकेत स्थळावर प्रकाशित करावे.



**SWAMI RAMANAND TEERTH MARATHWADA  
UNIVERSITY, NANDED**

**Sub-Campus Latur.**

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

**MBA II, year (III & IV Sem.)**

**(Programme Code: 137-1)**

**(CBCS System)**

**Under the Faculty of  
Commerce & Management**

**R-22**

**(With effect from Academic Year  
2022-2023)**

## Course Structure of MBA Semester: III

### 1. Specialization A- Disaster Management

IV. Specialization IV - Disaster Management						
Course Code No.	Module	Credits	Total Lectures	Internal Evaluation Marks	University Exam Marks	Total Marks
III/60-1/301	Personality Development	4	60	50	50	100
III/60-1/302	International Business	4	60	50	50	100
III/60-1/303	Summer Internship Report	4	60	50	50	100
III/60-1/304A	Natural and Manmade Disasters Studies	4	60	50	50	100
III/60-1/305A	Disaster Preparedness	4	60	50	50	100
<b>Elective I</b> <i>(Select Any one)</i>						
III/60-1/306A-1	Environmental Studies	4	60	50	50	100
III/60-1/306A-2	Managing Human Behavior					
III/60-1/306A-3	Community Based Disaster Management					
III/60-1/306A-4	Cyber Terrorism & Information Warfare					
<b>Elective II</b> <i>(Select Any one)</i>						
III/60-1/307A	Industrial Disaster Management	4	60	50	50	100
III/60-1/307B	Banking					
III/60-1/307C	Performance Management System					
III/60-1/307D	Rural Marketing					
III/60-1/307 E	Watershed Development and Management					
III/60-1/307 F	Agriculture Business Management					

**Out of 60 contact hours, 48 hour will be allotted for classroom teaching and 12 hours for continuous internal evaluation.**

## Course Structure of MBA Semester: III

### 2. Specialization B - International Finance & Banking

Course Code No.	Module	Credits	Total Lectures	Internal Evaluation Marks	University Exam Marks	Total Marks
III/60-1/301	Personality Development	4	60	50	50	100
III/60-1/302	International Business	4	60	50	50	100
III/60-1/303	Summer Internship Report	4	60	50	50	100
III/60-1/304B	Security Analysis & Portfolio Management	4	60	50	50	100
III/60-1/305B	Financial Markets & Institutions	4	60	50	50	100
Elective I <i>(Select Any one)</i>						
III/60-1/306B-1	Mergers & Acquisitions	4	60	50	50	100
III/60-1/306B-2	Corporate Financial Restructuring					
III/60-1/306B-3	Strategic Financial Management					
III/60-1/306B-4	Social Finance for Inclusive Growth					
Elective II <i>(Select Any one)</i>						
III/60-1/307A	Industrial Disaster Management	4	60	50	50	100
III/60-1/307B	Banking					
III/60-1/307C	Performance Management System					
III/60-1/307D	Rural Marketing					
III/60-1/307 E	Watershed Development and Management					
III/60-1/307 F	Agriculture Business Management					

**Out of 60 contact hours, 48 hour will be allotted for classroom teaching and 12 hours for continuous internal evaluation.**

**Course Structure of MBA Semester: III**  
**3. Specialization C- Human Resource Development**

Course Code No.	Module	Credits	Total Lectures	Internal Evaluation Marks	University Exam Marks	Total Marks
III/60-1/301	Personality Development	4	60	50	50	100
III/60-1/302	International Business	4	60	50	50	100
III/60-1/303	Summer Internship Report	4	60	50	50	100
III/60-1/304C	Employee Training	4	60	50	50	100
III/60-1/305C	Human Resource Accounting	4	60	50	50	100
Elective I <i>(Select Any one)</i>						
III/60-1/306C-1	Integration of HR	4	60	50	50	100
III/60-1/306C-2	Labour Welfare					
III/60-1/306 C-3	Talent Management					
III/60-1/306 C-4	Creative Problem Solving And Decision Making					
Elective II <i>(Select Any one)</i>						
III/60-1/307A	Industrial Disaster Management	4	60	50	50	100
III/60-1/307B	Banking					
III/60-1/307C	Performance Management System					
III/60-1/307D	Rural Marketing					
III/60-1/307 E	Watershed Development and Management					
III/60-1/307 F	Agriculture Business Management					

**Out of 60 contact hours, 48 hour will be allotted for classroom teaching and 12 hours for continuous internal evaluation.**

## Course Structure of MBA Semester: III

### 4. Specialization D- Marketing Management

Course Code No.	Module	Credits	Total Lectures	Internal Evaluation Marks	University Exam Marks	Total Marks
III/60-1/301	Personality Development	4	60	50	50	100
III/60-1/302	International Business	4	60	50	50	100
III/60-1/303	Summer Internship Report	4	60	50	50	100
III/60-1/304D	Marketing Research	4	60	50	50	100
III/60-1/305D	Consumer Behaviour	4	60	50	50	100
Elective I (Select Any one)						
III/60-1/306 D-1	Brand Management	4	60	50	50	100
III/60-1/306 D-2	Tourism Marketing					
III/60-1/306 D-3	Supply Chain Management					
III/60-1/306 D-4	B2B Marketing					
Elective II (Select Any one)						
III/60-1/307A	Industrial Disaster Management	4	60	50	50	100
III/60-1/307B	Banking					
III/60-1/307C	Performance Management System					
III/60-1/307D	Rural Marketing					
III/60-1/307 E	Watershed Development and Management					
III/60-1/307 F	Agriculture Business Management					

**Out of 60 contact hours, 48 hour will be allotted for classroom teaching and 12 hours for continuous internal evaluation.**

**Course Structure of MBA Semester: III**  
**5.Specialization E- Water Management**

3.Specialization E- Water Management						
Course Code No.	Module	Credits	Total Lectures	Internal Evaluation Marks	University Exam Marks	Total Marks
III/60-1/301	Personality Development	4	60	50	50	100
III/60-1/302	International Business	4	60	50	50	100
III/60-1/303	Summer Internship Report	4	60	50	50	100
III/60-1/304E	Water Resources Planning and Management	4	60	50	50	100
III/60-1/305E	Water and Land Laws	4	60	50	50	100
Elective I (Select Any one)						
III/60-1/306 E-1	Remote Sensing and GIS Applications in Water Management	4	60	50	50	100
III/60-1/306E-2	Water Resources Economics					
III/60-1/306E-3	Advance Techniques in Water Application					
III/60-1/306E-4	Governance and Management of Natural Resources					
Elective II (Select Any one)						
III/60-1/307A	Industrial Disaster Management	4	60	50	50	100
III/60-1/307B	Banking					
III/60-1/307C	Performance Management System					
III/60-1/307D	Rural Marketing					
III/60-1/307 E	Watershed Development and Management					
III/60-1/307 F	Agriculture Business Management					

## Course Structure of MBA Semester: III

### 6.Specialization F- Rural Development

Elective I (Select Any one)						
III/60-1/301	Personality Development	4	60	50	50	100
III/60-1/302	International Business	4	60	50	50	100
III/60-1/303	Summer Internship Report	4	60	50	50	100
III/60-1/304F	Marketing Management in Rural Perspective	4	60	50	50	100
III/60-1/305F	Financial Management in Rural Perspective	4	60	50	50	100
Elective I (Select Any one)						
III/60-1/306F-1	Human Resource Management in Rural Perspective	4	60	50	50	100
III/60-1/306F-2	Rural Innovations					
III/60-1/306F-3	Rural Social Framework in India					
III/60-1/306F-4	Rural Industrialization					
Elective II (Select Any one)						
III/60-1/307A	Industrial Disaster Management	4	60	50	50	100
III/60-1/307B	Banking					
III/60-1/307C	Performance Management System					
III/60-1/307D	Rural Marketing					
III/60-1/307 E	Watershed Development and Management					
III/60-1/307 F	Agriculture Business Management					



## Course Structure of MBA Semester: IV

### 1. Specialization A- Disaster Management

I. Specialization A- Disaster Management						
Course Code No.	Module	Credits	Total Lectures	Internal Evaluation Marks	University Exam Marks	Total Marks
IV/60-1/401	Strategic Management	4	60	50	50	100
IV/60-1/402	Business Ethics	4	60	50	50	100
IV/60-1/403	Research Project Work	4	60	50	50	100
IV/60-1/404A	Disaster Response	4	60	50	50	100
IV/60-1/405A	Rehabilitation , Reconstruction & Recovery	4	60	50	50	100
Elective I <i>(Select Any one)</i>						
IV/60-1/406A-1	GIS in Disaster Management	4	60	50	50	100
IV/60-1/406A-2	Risk Assessment & Vulnerability Analysis					
IV/60-1/406A-3	Health Management in Disaster					
IV/60-1/406A-4	Finance & Insurance in Disaster Management					
Elective II <i>(Select Any one)</i>						
IV/60-1/407A	Industrial Safety Management	4	60	50	50	100
IV/60-1/407B	Insurance					
IV/60-1/407C	Compensation Management					
IV/60-1/407D	Services Marketing					
IV/60-1/407 E	Artificial Recharge Of Ground Water					
IV/60-1/407F	Project Management					

**Out of 60 contact hours, 48 hour will be allotted for classroom teaching and 12 hours for continuous internal evaluation.**

## Course Structure of MBA Semester: IV

### 2. Specialization B- International Finance & Banking

2. Specialization B- International Finance & Banking						
Course Code No.	Module	Credits	Total Lectures	Internal Evaluation Marks	University Exam Marks	Total Marks
IV/60-1/401	Strategic Management	4	60	50	50	100
IV/60-1/402	Business Ethics	4	60	50	50	100
IV/60-1/403	Research Project Work	4	60	50	50	100
IV/60-1/404B	Fixed Income Securities	4	60	50	50	100
IV/60-1/405B	International Finance	4	60	50	50	100
Elective I (Select Any one)						
IV/60-1/406B-1	Corporate Finance	4	60	50	50	100
IV/60-1/406B-2	Derivatives					
IV/60-1/406B-3	Strategic Cost Management					
IV/60-1/406B-4	Business Taxation					
Elective II (Select Any one)						
IV/60-1/407A	Industrial Safety Management	4	60	50	50	100
IV/60-1/407B	Insurance					
IV/60-1/407C	Compensation Management					
IV/60-1/407D	Services Marketing					
IV/60-1/407 E	Artificial Recharge Of Ground Water					
IV/60-1/407F	Project Management					

**Out of 60 contact hours, 48 hour will be allotted for classroom teaching and 12 hours for continuous internal evaluation.**

## Course Structure of MBA Semester: IV

### 3. C- Human Resource Development

S. C Human Resource Development						
Course Code No.	Module	Credits	Total Lectures	Internal Evaluation Marks	University Exam Marks	Total Marks
IV/60-1/401	Strategic Management	4	60	50	50	100
IV/60-1/402	Business Ethics	4	60	50	50	100
IV/60-1/403	Research Project Work	4	60	50	50	100
IV/60-1/404C	Organization Development	4	60	50	50	100
IV/60-1/405C	Labour Laws	4	60	50	50	100
Elective I (Select Any one)						
IV/60-1/406 C-1	HR Admin-Application & Procedure	4	60	50	50	100
IV/60-1/406 C-2	Organization Change					
IV/60-1/406 C-3	International HRM					
IV/60-1/406 C-4	Human Resource Information System					
Elective II (Select Any one)						
IV/60-1/407A	Industrial Safety Management	4	60	50	50	100
IV/60-1/407B	Insurance					
IV/60-1/407C	Compensation Management					
IV/60-1/407D	Services Marketing					
IV/60-1/407 E	Artificial Recharge Of Ground Water					
IV/60-1/407F	Project Management					

**Out of 60 contact hours, 48 hour will be allotted for classroom teaching and 12 hours for continuous internal evaluation.**

**Course Structure of MBA Semester: IV**  
**4. D- Marketing Management**

IV - D Marketing Management						
Course Code No.	Module	Credits	Total Lectures	Internal Evaluation Marks	University Exam Marks	Total Marks
IV/60-1/401	Strategic Management	4	60	50	50	100
IV/60-1/402	Business Ethics	4	60	50	50	100
IV/60-1/403	Research Project Work	4	60	50	50	100
IV/60-1/404D	Advertising	4	60	50	50	100
IV/60-1/405D	Sales & Distribution Management	4	60	50	50	100
<b>Elective I</b> <i>(Select Any one)</i>						
IV/60-1/406 D-1	Retail Management	4	60	50	50	100
IV/60-1/406 D-2	Customer Relationship Management					
IV/60-1/406 D-3	Agricultural Marketing					
406 D-4	International Marketing					
<b>Elective II</b> <i>(Select Any one)</i>						
IV/60-1/407A	Industrial Safety Management	4	60	50	50	100
IV/60-1/407B	Insurance					
IV/60-1/407C	Compensation Management					
IV/60-1/407D	Services Marketing					
IV/60-1/407 E	Artificial Recharge Of Ground Water					
IV/60-1/407F	Project Management					

**Out of 60 contact hours, 48 hour will be allotted for classroom teaching and 12 hours for continuous internal evaluation.**

**Course Structure of MBA Semester: IV**  
**5. E- Water Management**

S. E – Water Management						
Course Code No.	Module	Credits	Total Lectures	Internal Evaluation Marks	University Exam Marks	Total Marks
IV/60-1/401	Strategic Management	4	60	50	50	100
IV/60-1/402	Business Ethics	4	60	50	50	100
IV/60-1/403	Research Project Work	4	60	50	50	100
IV/60-1/ 404E	Waste Water Management	4	60	50	50	100
IV/60-1/405E	Water Harvesting	4	60	50	50	100
<b>Elective I</b> <i>(Select Any one)</i>						
IV/60-1/406E-1	Water pollution	4	60	50	50	100
IV/60-1/406E-2	Solid Waste Management					
IV/60-1/406E-3	Water Quality Management					
IV/60-1/406E-4	Rural and Urban Water Supply					
<b>Elective II</b> <i>(Select Any one)</i>						
IV/60-1/407A	Industrial Safety Management	4	60	50	50	100
IV/60-1/407B	Insurance					
IV/60-1/407C	Compensation Management					
IV/60-1/407D	Services Marketing					
IV/60-1/407 E	Artificial Recharge Of Ground Water					
IV/60-1/407F	Project Management					

**Out of 60 contact hours, 48 hour will be allotted for classroom teaching and 12 hours for continuous internal evaluation.**

**Course Structure of MBA Semester: IV**  
**6. F- Rural Development**

C. I – Rural Development						
Course Code No.	Module	Credits	Total Lectures	Internal Evaluation Marks	University Exam Marks	Total Marks
IV/60-1/401	Strategic Management	4	60	50	50	100
IV/60-1/402	Business Ethics	4	60	50	50	100
IV/60-1/403	Research Project Work	4	60	50	50	100
IV/60-1/404F	Retail and Rural Marketing	4	60	50	50	100
IV/60-1/405F	Banking, Insurance and Microfinance	4	60	50	50	100
Elective I (Select Any one)						
IV/60-1/406F-1	Human Resources Development	4	60	50	50	100
IV/60-1/406F-2	Solid Waste Management					
IV/60-1/406F-3	Rural Entrepreneurship and Rural Development					
IV/60-1/406F-4	Rural Infrastructure Management and Rural Technology Management					
Elective II (Select Any one)						
IV/60-1/407A	Industrial Safety Management	4	60	50	50	100
IV/60-1/407B	Insurance					
IV/60-1/407C	Compensation Management					
IV/60-1/407D	Services Marketing					
IV/60-1/407 E	Artificial Recharge Of Ground Water					
IV/60-1/407F	Project Management					

The structure of Internal Marks and Exam shall be decided by the concerned teacher as per the scope and requirement of course.

**(IV) Summer Internship and Research Project Work-**

Student shall undergo implant training for a period of not less than 45 days during the summer vacation at the end of first year. Based on the actual training , the student shall write a report on the organization where he/she had undertaken the summer internship project. The student shall submit two copies of the summer internship project report to the office . The evaluation component shall be both internal ( 50 marks) and external( 50 marks) . The continuous internal evaluation will be accomplished by the concerned guide. For external evaluation a viva –voce will be conducted by a panel of external referees at the end of third semester.

**(V) The Grade will be based on CBCS pattern as per the guidelines of the University****(VI) STANDARD OF PASSING**

1. The student must secure 50% marks in both internal and external evaluations.If the student fails to clear internals, he/she shall have to re-appear for both university and internal examinations.
2. The internal and external assessments will constitute separate heads of passing and that will be shown separately in the transcripts.
3. The internal and external marking weightage will be 50 marks respectively
4. The external assessment shall be based on the external written examination to be held at the end of each semester for each Module / course by the university.
5. The project report and viva shall constitute one head of passing.
6. Marks of internal assessment should be communicated to the university before the last paper of the semester examination.

**(VII) Specialization:-**

**Following specializations are offered for MBA programme:-**

**Group A - Disaster Management**

**Group B - International Finance& Banking**

**Group C - Human Resource Development**

**Group D – Marketing Management**

**Group E- Water Management**

**Group F- Rural Development**

\*\*\*\*\*

# Semester III



**M.B.A. Semester III**  
**Course Title: Personality Development**  
**Course Code No. – III/60-1/301**

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

1. To understand the basic concept of personality
2. To study the major Personality Attributes
3. To involve students in the personality development process
4. To prepare students for interview

**Unit 1 - Personality:**

Meaning of personality, ability and learning, Personality Determinants, Personality Traits, Sixteen Primary Personality Traits, The Myers-Briggs Type Indicator (MBTI), The Big Five Model, Type A Personality, Type B Personality, resilience

**Unit 2 - Attitude & Motivation:** Values, Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Negative attitude. Concept of motivation - Significance – Internal and external motives - Importance of self-motivation - Factors leading to de-motivation

**Unit 3 - Corporate readiness Programme** Body language, Self esteem, Self monitoring, Risk taking, Problem-solving, Conflict and Stress Management, Decision-making skills, Leadership and qualities of a successful leader, Character building, Team-work, Time management, Work ethics, Good manners and etiquette

**Unit 4 Interview:** Concept, Definition, Importance, types, Application Form, Preparation of resume, Written Examination, Preliminary interview, Business games, group discussion, Tests, Final Interview, Medical Examination, Reference check.

**Unit 5: Preparation for Interview:** The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview - Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.

**Course Outcome:** The course will help students in acquiring professional skills and increasing employability

**Suggested Readings:**

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill
2. Robbins S., (2014) Organizational Behavior, 16<sup>th</sup> edition, Prentice Hall International Inc
3. Davis K. (2010), Organizational Behavior - Human Behavior at Work, 13<sup>th</sup> edition, McGraw-Hill Higher Education, New York
4. Luthans F. (2005), Organizational Behavior, 11<sup>th</sup> edition, McGraw-Hill
5. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988

**M.B.A. Semester III**  
**Course Title: International Business**  
**Course Code No. – III/60-1/302**

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

Student should get the knowledge of globalization, WTO and development of world trade, FDI, international strategy to set the business.

**Unit – 1 Globalization**

Forces, Meaning, Levels, Different Approaches and Stages in Globalization  
Introduction to Theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler,  
Changing Nature of International Business Managing In the Global Market Place.

**Unit – 2 National Differences in Political Economy**

Introduction, Political Systems, Economic Systems, Legal Systems, the Determinants of Economic Development, States In Transition Differences in Culture: Introduction, Social Structure, Religion, Language, Education, Culture and The Workplace, Cultural Change.

**Unit– 3 Multinational Service Organizations**

Indian Companies Becoming Multinationals- Potential, Need And Problems, Mercantilism, Absolute Advantage, Comparative Advantage, National Competitive Advantage, Porter's Diamond – WTO & Development Of World Trade, Regional Grouping Of Countries And Its Impact.

**Unit – 4 Foreign Direct Investment**

Introduction, FDI In The World Economy, Advantages Of Host And Home Countries, The Global Monetary System: An Introduction To Foreign Exchange Market, Functions Of Foreign Exchange Market.

**Unit – 5 International Business Strategy**

Introduction, Strategy and the Firm, Profiting From Global Expansion, Pressures For Cost Reductions And Local Responsiveness, Mode of Entry And Strategic Alliances, International Marketing Mix, International Mixing Strategies To Different Stages Of Product Life Cycle, International Marketing Information System

**Course Outcome:**

Students can get the process of international business in this competitive market, they can gain then strategies to develop to sustain in the market and make preparation to adopt better international Business strategies.

**Suggested Readings:-**

1. Dewan J. M. and Sudarshan K. N., (2014), "International Business Management", Discovery Publishing House Pvt. Ltd., New Delhi.
2. Sundaram Anant K. and Black J. Stewart, (1995), "The International Business Environment Text & Cases", PHI Learning Pvt. Ltd., New Delhi.
3. Cherunilam Francis, (2011), "International Business Environment", (5<sup>th</sup> Edition), Himalaya Publishing House Pvt. Ltd., Mumbai.
4. Czinkota Michael R., Ronkainen Likka A. and Moffelt Michael H., (2013), "International Business", (8<sup>th</sup> Edition), John Wiley and Sons, New Delhi.
5. Czinkota Michael R., Ronkainen Likka A. and Moffelt Michael H., (2013), "International Business", (7<sup>th</sup> Edition), Cengage Learning India Pvt. Ltd., New Delhi.
6. Rao Subba R., (2008), "International Business Text & Cases", (2<sup>nd</sup> revised and enlarged Edition), Himalaya Publishing House Pvt. Ltd., Mumbai.

7. Hill, C.W.L. And Jain, A.K., (2008), “International Business: Competing In the Global Marketplace”, (6<sup>th</sup> Edition), Tata Mcgraw Hill Education, New Delhi.
8. Cherunilam Francis, (2010), “International Business: Text and Cases”, (5<sup>th</sup> Edition), Prentice Hall India Learning Pvt. Ltd., New Delhi.
9. Paul, J., (2010) “International Business” (5<sup>th</sup> Edition), PHI Learning Pvt. Ltd., New Delhi.
10. Ball, D.,Geringer, M., Minor, M. And Mcnett, J., (2009), “International Business: The Challenge Of Global Competition”, (11<sup>th</sup> Edition), Tata McGraw Hill Education, New Delhi.
11. Deresky, H.,(2011), “International Management: Managing Across Borders and Cultures”, (6<sup>th</sup> Edition), Pearson Education Pvt. Ltd., New Delhi.
12. Griffin, R., (2012), “International Business”, (7<sup>th</sup> Edition), Pearson Education Pvt. Ltd., New Delhi.

**M.B.A. Semester III**  
**Course Title: Summer Internship Report**  
**Course Code No. – III/60-1/303**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

To provide on the job knowledge to student through Summer Internship. To make MBA students aware of Industrial Environment by self experience students are sent for “Summer Internship “of minimum forty five days duration in a Business Organization / Company.

It is to be carried out under the guidance and supervision of nominated Business Executive of the concern company.

After the completion of Summer Internship students shall join third semester course. During third semester student will submit a written Summer Internship report. The report should consist of the following contents:

Cover page stating the name of the school, name of the industry where the internship was undertaken, name of the student and the supervisor under whom he/she will complete the report.

The student should give the brief idea/data of the industry followed by the various departments information in which he/she have studied and work. Based on the work and learning/observations he/she will present the observation and learning report of the same.

**EVALUATION SCHEME:**

Panel of two faculties will examine the report. The evaluation details are given below:

Since this is four credit course, will be evaluated for hundred marks

A) Project Report (50 Marks)

B) Project Viva Voce (50 Marks)

**NOTE:** Candidate will be admitted to third semester , provided He/ she has Undergone practical training . He/ she should submit a certificate of completion that is dully signed and stamped by Business Executive Guide & Unit head of respective organization.

**COURSE OUTCOMES:**

1. Students will have a insight of Industrial Environment by self experience
2. Student will get practical exposure to management concept
3. Learning by doing

**M.B.A. Semester III**  
**Specialization: Disaster Management**  
**Course Title: Natural and Manmade Disasters Studies**  
**Course Code No. – III/60-1/304A**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

- To orient students with different natural and manmade disasters
- To discuss India's Disaster vulnerability profile

**Unit 1 Water and Wind Related Disasters**

Topic 1: Flood: Nature of Floods, Geographical Distribution, Causes and Impacts of flood, Forecasting, warning and monitoring, Preparedness and response, Mitigation, Case studies

Topic 2 : Drought: Types of Droughts, Causes of Droughts, Space and Time characteristics of droughts, Drought prone areas of India, Vulnerability to drought and its impact. Predictability, Forecasting, warning and Mitigation, Drought Management in India, Case studies

Topic 3 : Cyclone: Geographical Distribution, Cyclone: Formation and Structure, Adverse effects of cyclone: Winds, Rain fall and storm surge, Cyclone warning and forecasting system, Response

**Unit 2 Geologically Related**

Topic 1: Earthquakes: Earthquakes in India, Earthquake occurrence and Measurement, Hazards and Impacts associated with an Earthquake, Earthquake: Risk Mitigation, Case studies

Topic 2 : Landslides: Classification of Landslides, Causes and Impacts, Risk reduction measures, Land slide disaster management in India, Case studies

Topic 3 : Avalanches: Avalanche formation and classification, Avalanche Prone areas, Avalanche Disasters in India, Avalanche Hazard Mitigation and Management Plans, The snow avalanche study establishment, Case studies

Topic 4 : Volcanic Eruptions : Volcanic Hazard: Nature and causes, Impact: Hazard associated with volcanoes, Regional distribution, Volcanoes in India, Volcanic Hazard: Monitoring and Mitigation, Case studies

**Unit 3 Climate Change**

Topic 1: Global Warming : Earth's climate system and Monitoring, Green house effect, climate change and Global warming, Impacts of Global warming

Topic 2: Sea Level Rise : Measuring sea level rise, Sea level change: causes, Sea level rise: Impacts, Sea level Rise and coastal zone management, Response strategies

Topic 3: Ozone Depletion : Characteristics of Earth's Atmosphere, Production and destruction of atmospheric zone, Measurement of atmosphere zone, Geographical and seasonal distribution of total column zone, Regulatory policies, Impact of changes in atmosphere

Topic 4: Heat and Cold Waves : Affected regions in India, Causes and Impacts, Prevention and Preparedness Rescue and relief, Case studies

#### **Unit 4 Chemical, Biological, Radiological and Nuclear Disasters ( CBRN)**

Causes and Impacts, Institutional aspects, Factors contributing to vulnerability, Preparedness and Response, Case studies

#### **Unit 5 Fire and Accidents (Human Induced Disasters)**

Topic 1: Fire : Understanding fire ,Types - Building Fire, Coal Fire, Forest Fire, Oil Fire; Causes and Impacts; Preparedness and response measures, case studies

Topic 2: Accidents:Types- Road Accidents, Air accidents, Sea accidents; Causes and Impacts; Accidents: Disaster management; Case studies

Topic 3: Stampede, Bomb blast, Riots, Epidemics :- Causes, Effects, mitigation Strategies

#### **Course Outcome:**

Students will learn various natural and man made disasters and also it will help them in doing hazard and vulnerability analysis.

#### **Suggested Readings:**

- Goel S.L., (2007), Disaster Administration and Management, Text & Case studies, Deep and Deep Publications, New Delhi.
- Bourriau & Janine, Understanding Catastrophe , (1992), Cambridge University Press, Cambridge.
- Ghosh G.K., (2006), Disaster Management, 6th edition, A.P.H. Publishing Corporation, New Delhi.
- Singh S.K. & Kundu S.C., Disaster management , William Publications, New Delhi.
- Sharma V.K. & Vinod K, (1995), Disaster Management, IIPA, New Delhi.
- Goel S.L., (2006), Encyclopedia of Disaster Management, Deep and Deep Publications, New Delhi.

**M.B.A. Semester III**  
**Specialization: International Finance and Banking**  
**Course Title: Security Analysis and Portfolio Management**  
**Course Code No. – III/60-1/304B**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:** To acquaint students with notions of investments and securities market structure as well as to lead them into discussion of modern investments and portfolio theories. Also to equip them with ability to carry out security valuations and creation and monitoring of investment portfolios.

**Unit – 1 Introduction**

Concept of Investment, Objectives of Investment, Classification of Investment, Process of Investment, Concept of Risk and Return, Diversification of Risk

**Unit – 2 Stock market in India**

Bombay Stock Exchange, National Stock Exchange, Over The Counter Exchange of India, Regulation of Securities Market (SEBI), Types of Security Market Indices In India-BSE Sensex  
BSE 100 Index, NSE-Nifty

**Unit – 3 Fundamental Analysis and Technical Analysis**

Economic Analysis, Industry Analysis, Company Analysis, Concept of Technical Analysis, Efficient Market Hypothesis (EMH), Forms of Efficient Market Hypothesis

**Unit – 4 Portfolio Management**

Meaning Of Portfolio Management, Portfolio Construction Approaches – Markowitz Model & Efficiency Frontier, Capital Asset Pricing Model (CAPM), Arbitrage Pricing Theory (APT)

**Unit – 5 Portfolio Performance Measures and Portfolio Revision**

Sharpe's Performance Index, Treynor's Performance Index, Jensen's Performance Index, Portfolio Diversification, Portfolio Revision Techniques -Formula Plan, Constant Rupee Value Plan, Constant Ratio Plan, Variable Ratio Plan

**Course Outcome:** Student will be able to analyze various securities and construct portfolio. Also student will get acquainted with security market.

**Suggested Readings:**

- Security Analysis and Portfolio Management – Avadhani .V.A.- Himalaya Publishing House, 9th Edition
- Security Analysis and Portfolio Management – Donald Fischer & Ronald Jordon-Pearson Education, 6th Edition
- Investment Analysis & Portfolio Management – Frank Reilly & Keith Brown-Cenage Learning, 8th Edition
- Investment Management – Dr.Preeti Singh- Himalaya Publishing House, 16<sup>th</sup> Edition
- Investment Analysis & Portfolio Management – Prasanna Chandra ( Tata Mcgraw Hill) 3rd Edition

**M.B.A. Semester III**  
**Specialization: Human Resource Development**  
**Course Title: Employee Training**  
**Course Code No. – III/60-1/304 C)**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:** The course aims at exposing the learner to the Concept and practice of training and development in the modern organizational setting

**Unit-1 Introduction to Training**

Meaning, Objectives, Role, Levels, Modes of training; Training Process, Employee Development, Difference between Training and Development

**Unit-2 Training Needs Assessment**

Objectives of training needs analysis - Identification of training needs and the process, tools and techniques – organizational analysis, person analysis and person analysis , Competency models

**Unit-3 Design and Implementation of Training Programme:**

Training Techniques and Methods, Trainer Identification, Training the Trainer, Trainer Roles and Functions, Designing a Training Module, Training Budget, Conducting Training Programme, Training Group and its Dynamics

**Unit-4 Evaluation of Training Programme**

Objectives of evaluation, Evaluation Process, Role of trainer and line manager in evaluations, Cost benefit analysis, Kirkpatrick Model of Evaluation, CIRO Model, Cost-Benefit Analysis, ROI Of Training.

**Unit-5 Emerging Trends in Training**

Outsourcing of Training, Gamification, team training and six sigma training; Electronic Enabled Training Systems, Multimedia Training, E-Learning, Distance Learning, Training and development initiatives of some selected companies from private and public sectors and MNCs

**Course Outcome:** Student will able to analyze the position of a training and development function within an organization

**Suggested Readings:-**

1. Employee Training and Development - Raymond Noe, Mc Graw Hill Publication
2. Every Trainers Handbook- Devendra Agochia
3. 360 Degree Feedback, Competency Mapping & Assessment Centre- Radha Sharma Page 1 of 305-C
4. Training and Development- S.K. Bhatia
5. HRM-Biswajeet Pattanayak
6. Human resource management – Garry Dessler, PHI, New Delhi
7. Strategic HRM – Jeffery Mello, Thompson publication, New Delhi
- 8 .Strategic HRM – Charles Greer, Pearson education Asia, New Delhi
9. Pareek Uday, “ Beyond Management”
10. Tropman John – Compansation Solution, Jossey –Bass Publication, 2001
11. Martocchio Joseph – Strategic compensation – HRM approach, Prentice hall, 2001



**M.B.A. Semester III**  
**Specialization: Marketing Management**  
**Course Title: Marketing Research**  
**Course Code No. – III/60-1/304D**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

- To study the process of marketing research
- To learn the application areas of Marketing research

**Unit 1 Introduction to Marketing Research**

Definition, Significance of Marketing Research, Role and scope of Marketing Research, Advantage of Marketing Research, Tools of Marketing Research, Limitation of Marketing Research, Marketing information system, Problems of Marketing Research in India, Issues and emerging trends in Marketing Research,.

**Unit 2 Steps in Marketing Research**

Meaning of steps, significance and need of scientific steps to be used in Marketing Research, Identification of problem, Defining and redefining the problem, developing the research plan, Decision of quantitative /qualitative research to be conducted

**Unit 3 Sampling**

Meaning of sampling, deciding the sample size, sample selection methods- probability method- simple random sampling, cluster or area sampling – Non probability sampling- convenience sampling, judgment sampling, quota sampling

**Unit 4 Data Collection and presentation**

Meaning of data, significance of data, types of data, source of data collection, preparation of questionnaire/schedule for data collection, Do's and don'ts in questionnaire, focus group and depth interview, analysis of data, decision making from collected data

How to present data, layout of data, title page, letter of authority, letter of transmittal, forward/preface, table of contents, list of tables/charts/diagram, physical presentation of the report, arranging the references, bibliography, appendices.

**Unit 5 Advertising research**

Advertising research, stages involved in advertisement research, Media research, Recall of advertisement, measuring effectiveness of advertisement, testing of advertisement copy before realize, How to read advertisement and use them for decision making, Test marketing.

**Course Outcome:**

After learning this course, students will be able to conduct marketing research which will help them in formulating marketing strategies

**Suggested Readings:**

1. Kinnear and Taylor, (1995), Marketing Research An applied approach, 5th edition, McGraw-Hill, New York
2. Malhotra N.K, & Dash S., (2011), Marketing research an applied orientation, 6th edition, Pearson Education India, New Delhi

3. Paul G. & Tull D.S., (1978), Research for Marketing Decisions, 4th edition, Longman Higher Education
4. Boyd H.W. , Stasch S.F. ,Homewood& Richard D. , (1989), Marketing research Text and cases, 7thEdition, Richard D. Irwin Inc., Homewood, Illinois
5. Nargundkar R., (2003), Marketing Research-Text and Cases, 2nd Edition, Tata Mc Graw Hill Publications, New Delhi

**M.B.A. Semester III**  
**Specialization: Water Management**  
**Course Title: Water Resources Planning and Management**  
**Course Code No. – III/60-1/304E**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:** To impart knowledge of planning and managing surface water resources at project and regional levels.

**Unit 1: Objectives of water resource development**

needs and opportunities; societal goals. Spatial and temporal characteristics of water resources; constraints for its development like non-reversibility; planning region and horizon.

**Unit 2: Financial analysis of water resources projects;**

Allocation of cost of multipurpose projects; repayment of cost.

**Unit 3: Demand for drinking water**

Irrigation, hydropower; navigational; planning for flood control.

**Unit 4: Ground water evaluation**

Conjunctive use of surface and ground water.

**Unit 5: Basin planning**

Inter-basin transfer of water, Environmental impacts assessment guidelines and case studies.

**Course outcome:-**

- i) Students can understand concept of water resource and its Importance.
- ii) Student can be able to undertake Planning and management of water resource conservation
- iii) Students can able to take social responsibility measures with respect to water resource.

**Suggested Books:**

1. James, L .D. and Lee, R. R., “Economics of Water Resources Planning”, McGraw Hill, 1971
2. Modi, P.N., ‘Irrigation, Water Resources and Water Power Engineering’, Standard Book Pub., Delhi., 1995
3. “Guidelines for Preparation of Detail Project Reports of Irrigation and Multipurpose Projects”, Ministry of Irrigation, Govt. of India. 2002
4. Garg, S.K., “Irrigation Engineering and Hydraulic Structure”, Khanna Publishers. 2004
5. Subramanya, K., “Engineering Hydrology”, Tata McGraw Hill Publishing Company. 2006

**M.B.A. Semester III**  
**Specialization: Rural Development**  
**Course Title: Marketing Management in Rural Perspective**  
**Course Code No. – III/60-1/304F**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

1. To enable the students gaining knowledge about concepts, principles and strategies of Rural Marketing.
2. To enable the students how to do planning, decision making and control in rural markets.

**Unit 1:**

Basics of Marketing: Introduction to marketing–Nature and scope of marketing, the core concepts of marketing, Company orientation towards market place , marketing environment: Micro and Macro marketing environment, Marketing Planning and Marketing Planning process, Differentiation between Sales and Marketing, Introduction to Services Marketing Reading seminar on difference between need, want and demand. Select any organization and study the micro and macro environmental factors influencing its performance. Submit a report.

**Unit 2:**

A. Market segmentation – Meaning and concept, benefits of segmentation, Bases for market segmentation – consumer goods market segmentation; industrial goods market segmentation, Market targeting, Selection of segments, Product positioning.

B. Consumer Behaviour – Meaning and definition of consumer behaviour, importance, Different buying roles, consumer buying decision process, factors influencing consumer behaviour. Select any product offered to Rural market and study its Segmentation, Targeting, Differentiation and Positioning. Submit a report.

**Unit 3:**

Product & Pricing Strategy A. Product decision and strategies – Meaning of product, Types of products, product mix decisions, product line decisions, Product life cycle concept, new product development, Branding and packaging decisions – Concept of Branding and packaging, advantages and disadvantages of branding and packaging, features and functions of packaging. B. Pricing decision – Pricing objectives, pricing methods, factors influencing pricing decision, setting the price, price determination Policies Online exercise: Visit any website of organization marketing its FMCG products and study the different elements related to products. Submit a report

**Unit 4:**A. Integrated Marketing communication – Concept and role of IMC, promotion mix Advertising, personal selling, sales promotion and publicity, Factors affecting IMC mix, Marketing communication mix decisions: characteristics, factors and measurement. Advertising and publicity – 5

M's of advertising. Personal selling – nature and process. Sales promotion – nature, importance and techniques.

**Unit 5** B.Distribution Strategy, Importance of channels of distribution, Alternative channel of distribution, channel design decision and channel management decision, selecting an appropriate channel, Supply Chain Management, Logistic management. a] Select any Rural organization and study its Supply Chain Management b] Select any newly launched product and design a promotional campaign with the help of IMC and present it in the class.

### **Course outcomes:**

Students will able to

1. Categorize issues in rural markets and
2. Analyse marketing environment, consumer behaviour, distribution channels, marketing strategies, etc. in the context of rural markets in India

### **Reference Books:**

1. Marketing Management – a south asian perspective: Kotler Phillip, Keller Kevin Lane, Koshy Abraham and Jha Mithileshwar, Pearson.
2. Marketing Management: A South Asian Perspective, Kotler P., Keller K., Koshy A., Jha M., Pearson Prentice Hall.
3. Marketing Management – Ramswamy V. S., Namakumari S., Macmillan Publishers India Ltd. Marketing Management – RajanSaxena, Tata McGraw Hill
4. Marketing Management: Text and Cases – Tapan Panda, Excel Books
5. Marketing – Etzel, Walker B., Stanton W., Pandit A., Tata McGraw Hill
6. Marketing Management - Karunakarn K — Himalaya Publication, New Delhi

Suggested Additional Readings:

- American Marketing Association: <https://www.ama.org/Pages/default.aspx>

Suggested Research Journals:

- Indian Journal of Marketing Journal of Marketing
- American Marketing Research Journal of Marketing Research
- American Marketing Research

**M.B.A. Semester III**  
**Specialization: Disaster Management**  
**Course Title: Disaster Preparedness**  
**Course Code No. – III/60-1/305A**

---

**Total Credits: 04**

**Total Hours :60**

**Learning Objectives**

- To teach the concept of Disaster Preparedness
- To orient students about preparedness measures for various natural and manmade disasters

**Unit 1 –Introduction**

Disaster Management Cycle, Disaster Preparedness: concept and significance, Disaster Preparedness Measures, Institutional Mechanism for Disaster Preparedness, Disaster preparedness with special needs/ vulnerable groups, Disaster Preparedness: Policy and Programmes

**Unit 2 – Disaster Preparedness Plan**

Concept and Significance, Disaster Preparedness Plan essentials, Community Based Disaster Preparedness plan.

**Unit 3**

Hazard monitoring, tracking and modeling, Early warning systems, warning protocols ,India Disaster Resource Network, , Emergency Sanitation/Shelter environments , worst scenario analysis, Emergency operation Centre, Role of Information, Education, Communication and Training

**Unit 4 Preparation**

Material, relief required- sources of relief, modes and means of transport, medical facility and communication network. Preparation of manpower, awareness of damages, perception, reaction time. Authority: Hierarchy set-up, direction of communication

**Unit 5 Emerging Technologies in Disaster Management**

Remote sensing, Disaster Mapping, Aerial Photography, land use zoning, Wireless and Radio, HAM radio, case study.

**Course Outcome:**

A trained students will be able to implement holistic approach of Disaster preparedness resulting in minimum losses.

**Suggested Readings:**

1. Goel S.L., (2007), Disaster Administration and Management, Text & Case studies, Deep and Deep Publications, New Delhi.
2. Singh R.B. , (2006) Natural Hazards And Disaster Management : Vulnerability And Mitigation, Rawat Publications, New Delhi.
3. Ghosh G.K, (2006), Disaster Management, 6th edition, A.P.H. Publishing Corporation, New Delhi.
4. Singh S.K.& Kundu S.C., Disaster management , William Publications, New Delhi
5. Sharma V.K. & Vinod K, (1995), Disaster Management, IIPA, New Delhi.
6. Goel S.L., (2006), Encyclopedia of Disaster Management, Deep and Deep Publications, New Delhi.

**M.B.A. Semester III**  
**Specialization: International Finance and Banking**  
**Course Title: Financial Markets and Institutions**  
**Course Code No. – III/60-1/305B**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:** To provide student's exposure to all financial institution and markets and their working.

**Unit – 1 Overview of Indian Financial System**

Developments Since 1991, Various Financial Intermediaries, Role Of Financial Intermediaries, Money Market, Money Market Instruments, Capital Market, Capital Market Instruments, Regulatory Authorities In Financial Markets-SEBI,RBI

**Unit – 2 Non-Banking Financial Companies**

Introduction, Importance of NBFCs, Classifications of NBFCs- Hire-Purchase finance companies, Loan Companies, Nidhis, Chit Fund Companies, Housing Finance Companies, Regulatory framework for NBFCs in India, Supervision of NBFCs

**Unit – 3 Merchant Banking**

Introduction, Nature, Functions of Merchant Banker, SEBI and Merchant Banking in India, Leasing Concept – types – Leases Vs Borrowing

**Unit – 4 Mutual Funds**

Concept – Types of Funds, Advantages SEBI and Regulation of Mutual Funds – Evaluation of Performance of Mutual Funds

**Unit – 5 Venture Capital**

Nature and Scope, Regulatory Framework, Venture Capital Investment Process, Evaluation Criteria, Limitations, Problems of Venture Capital Funds in India, Global Experience of Venture Capital

**Course Outcome:** Student will get aware with various financial institutions and financial services.

**Suggested Readings:**

1. Financial Institutions and markets–L.M.Bhole and J.Mahakud- Tata McGraw Hill-5th Edition.
2. Indian Financial System – H.R.Machiraju - Himalaya Publishing House-2nd Edition.
3. Marketing of financial services – V.A.Avadhani - Himalaya Publishing House-3rd Edition.
4. Financial markets and services – Gordon and Natrajan - Himalaya Publishing House-6th Edition.
5. Financial markets & Institutions –Anthony Saunders & Marcia Cornett – Tata McGraw Hill-3rd Edition.

**M.B.A. Semester III**  
**Specialization: Human Resource Development**  
**Course Title: Human Resource Accounting**  
**Course Code No. – III/60-1/305C**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

1. To create awareness regarding the concept, need and significance of HRA
2. To familiarize with the different methods of quantification of HR Accounting and its application to HRM

**Unit-1 Introduction to HRA:**

Meaning, Definition, Objectives & Importance of HRA; Historical Development of HRA; HRA for Managers & HR Professionals; Modern Market Investment Theory

**Unit-2 HR Accounting:**

Methods of measurement in HRA – cost approach & economic value approach; Classification of Costs in HR Accounting; Development of the Concept – An Historical Score Card

**Unit-3 HR Accounting Design, Preparation:**

Design, Preparation & Implementation of HR Accounting, Design of HR Accounting Process & Procedures for each of the HR Sub-system including Recruitment, induction, PA and Training

**Unit-4 Responsibility Accounting and Management Control:**

Responsibility Accounting and Management Control; Management Control Structure and Process; Behavioral Aspects of Management Control – Social Control

**Unit-5 HR Accounting:**

HRA Oriented Reporting system; Use of HRA information for HR decision making

**Course Outcomes:**

1. Students understand concept of HR Accounting
2. Students can design of HR Accounting Process
3. Understand how to prepare HR Accounting

**Suggested readings:**

1. “Eric G. Flamholtz” (1999), Human Resource Accounting: Advances in Concepts, Methods and Applications, Publisher: Springer; 3rd edition (May 31, 1999) ISBN: 0792382676
2. Jac Fitz-enz and Barbara Davison (202), How to Measure Human Resource Management (3rd Edition), Publisher: McGraw-Hill Education; 3rd edition (January 16, 2002)
3. Saeed M, Kulshrestha D K. Publisher(1990), Human Resource Accounting, Anmol Publications Pvt. Limited, 1990. ISBN, 8170413257, 9788170413257.
4. Rao, Prabhakar D,(1986), “Human Resource Accounting”, Inter India Publications, Delhi.
5. Becker B E, Huselid MA, Ulrich D (2001), “The HR Scorecard” Harvard Business School Press, 2001
6. Clive Morton, Andrew Newall, Jon. Sparkes ,Delivering Competitive Advantages, Jaico Publishing House 1st edition.
7. Katiyar Rakesh Chandra, Accounting for Human Resources, UK Publishing House.
8. [www.od.com](http://www.od.com)
9. [www.shrm.org](http://www.shrm.org)



**M.B.A. Semester III**  
**Specialization: Marketing Management**  
**Course Title: Consumer Behavior**  
**Course Code No. – III/60-1/305D**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

1. To familiarize the students with the behavioral aspects of consumers.
2. To understand the internal forces, external influences and processes that goes on To affect consumer behavior, the challenges generated for the marketers and The strategies which could be implemented

**Unit – 1 Consumer Behavior**

Introduction to Consumer Behavior, Concepts, Need to Study Consumer Behavior, Factors Influencing Consumer Behavior, Changing Trends in Consumer Behavior. Consumer Behavior & Marketing, Marketing Segmentation, Components, Process of Marketing Communication, Message, Persuasion, Need & Importance of Appeal.

**Unit – 2 Consumer Decision Making**

Consumer Decision Making Process, Models, Levels, Opinion Leaders & Consumer Decision Making, Adoption & Diffusion Process, Crafting a Strong Positioning Statement, How change affects consumers and their behavior.

**Unit – 3 Psychological Determinants**

Motivation – Needs, Types, Theories – Role of Motivation in Consumer Behavior. Personality & Attitude – Theories of Personalities & its Application. Self-concept. Formation of Attitude – Theories & its Relevance in Consumer Behavior. Cognitive Dissonance, Tricomponent, Changing Attitude in Consumer Behavior.

**Unit – 4 Social & Cultural Aspects of Marketing & its Impact**

Family, Social Stratification, Class, Age, Gender. Group, Reference Group, Culture, Sub-Culture, Changing Indian Core Values.

**Unit – 5 Perception & Learning in Consumer Behaviour**

Concepts, Elements in Perception, Subliminal Perception, Learning, Elements of Consumer Learning, Cognitive Theory, Social Learning, Behavioral Learning, Classical, Instrumental Theory, Ethical Issues with consumers & its impact, Minimum five case studies should be discussed.

**Course Outcome:**

By learning Consumer behavior students able to understand the behavioral patterns of the customers and they may adopt required strategies to attract towards desired products, offered by the organizations.

**Suggested Readings:**

- Schiffman G. Leon and Kanuk L. Leslie, (2009), “Consumer Behavior”, (9<sup>th</sup> Edition), PHI Learning Pvt. Ltd., New Delhi.
- Nair Suja and Kumar Niraj, (2010), “Consumer Behavior and Marketing Communication”, Himalaya Publishing House, New Delhi.
- Nair R. Suja, (2013), “Consumer Behavior and Marketing Research”, Himalaya Publishing House, New Delhi.

- Nair R. Suja, (2011), “Consumer Behaviour in Indian Perspective”, (2<sup>nd</sup> Edition), Himalaya Publishing House, New Delhi.
- SaxenaRajan,”Marketing Management”, (2009), (4<sup>th</sup> Edition), Tata McGraw Hill Companies, New Delhi.
- Kotler Philip, Keller Kevin lane, Koshy Abraham, JhaMithileshwar, (2009),”Marketing Management”, (13<sup>th</sup> edition), Prentice Hall of India Pvt. Ltd., New Delhi.

**M.B.A. Semester III**  
**Specialization: Water Management**  
**Course Title: Water and Land Laws**  
**Course Code No: III/60-1/305E**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objective:** To impart knowledge on laws pertaining to water and land use for sustainable agricultural production.

**Unit 1:Water laws in India**

Basic concepts of resource economics applied to water resource management, fugitive nature of water resources, common property rights; Constitutional right, surface and ground water use regulations

**Unit 2:National policies**

Agriculture, water, forest and science policies; canal and drainage act

**Unit 3:Land laws in India**

Legal aspects of land ownership, inheritance, disputes and their resolution. Environmental protection act: Rules and regulation, effluent disposal and pollution control laws

**Unit 4:Water rights**

Comparative analysis of surface and subsurface water rights, legal procedures for establishment of water rights, groundwater legal issues, group versus individual rights

**Unit 5:Water disputes and their resolution**

Interstate, inter-basin and trans boundary disputes; Conflict resolution, development of accountability mechanism. Organizational setup: Water boards and authorities; Case studies of users' interactions with government agencies

**Course outcome :**

- i) Student will able to get thorough knowledge of various laws of Water and Lands in Indian constitution.
- ii) Students will learn legal frame work of Indian constitution with respect to Water and Land Acts

**Suggested Books:**

1. Indian Council of Agricultural Research, "Hand Book of Agriculture" , Govt. of India. 2008
2. Joseph, L. S., "Water Laws Planning and Policy", Bobbs Meril.1968
3. Luis, V. C., "Management and Law for Water Resources", Water Resources Publication. 1977
4. Ministry of Agriculture, "National Agricultural Policy", Govt. of India. 2000
5. Ministry of Environment and Forest, "National Forest Policy", Govt. of India. 1992
6. Ministry of Health and Family Welfare, "National Health Policy", Govt. of India.2002
7. Ministry of Water Resources, "National Water Policy", Govt. of India. 2002

**M.B.A. Semester III**  
**Specialization: Rural Development**  
**Course Title: Financial Management in Rural Perspective**  
**Course Code No: III/60-1/305F**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

1. To enable the students gaining knowledge about concepts, principles and strategies of Financial Management in rural perspective.
2. To enable the students how to do planning, decision making and control in financial management in rural markets.

**Unit 1:** Financial Management – Introduction, Meaning, Objectives, Functions of Financial Management. Role of Finance Manager in Rural Enterprises Take interview of Finance Manager of any business enterprise to Understand his functions and role in the organization.

**Unit 2:** Sources of Finance– Long Term, Medium Term and Short Term Sources; Rural Financial Intermediaries – NABARD, DCBs, LDBs, RRBs, Cooperative Banks and Credit Societies and other agencies; Innovative Weapons of Finance for Rural Enterprises – Hire Purchase, Leasing, Micro Finance, Seed Capital, Venture Capital Financing Visit any of the NABARD, DCB's, LDB's, RRB's and Co-Operative Bank and 15 Hours Societies to identify Sources of finance and loan disbursement system.

**Unit 3:** Financial Statement Analysis – Comparative Financial Statements, Trend Analysis, Common Size Statements, Ratio Analysis Profitability, Liquidity, Activity and Leverage Ratios i) Download annual report of any company from its website and Analyze its financial performance by the techniques of ratio analysis. ii) Prepare comparative financial statement and common-size financial Statement.

**Unit 4:** Working Capital and Capital Budgeting for Rural Enterprises – a. Working Capital : Concept, Types, Factors, Estimation and Financing of Working Capital. Capital Budgeting : Concept, Nature, Significance and Techniques of Capital Budgeting – Pay Back Period, Net Present Value, Profitability Index, Accounting Rate of Return, Internal Rate of Return Take interview of finance manager or entrepreneur regarding the need of working capital and its finance

**Course Outcome:**

Student will be able to analyze various concepts of financial management. Also student will get acquainted with rural financial management.

**Reference Books:**

1. Financial Management : Khan and Jain
2. Financial Management : Prasanna Chandra
3. Financial Management : I.M. Pandey
4. Financial Management and Policy : R.M. Srivastava
5. Indian Financial System :Vasatn Desai
6. Indian Financial System : L.M. Bhole

**Web sites:**

1. [www.rbi.org.in](http://www.rbi.org.in)
2. [www.nabard.org](http://www.nabard.org)

**Semester - III****Elective – I**

Select any one course out of four offered courses in each specialization

**A) Specialization: Disaster Management**

Select any one course of the following:

Sr. No.	Course Code	Title
1	III/60-1/306A-1	Environment Studies
2	III/60-1/306A-2	Managing Human Behavior
3	III/60-1/306A-3	Community Based Disaster Management
4	III/60-1/306A-4	Cyber Terrorism and Information Warfare

**B) Specialization: International Finance and Banking**

Select any one course of the following

Sr. No.	Course Code	Title
1	III/60-1/306B-1	Mergers & Acquisitions
2	III/60-1/306B-2	Corporate Financial Restructuring
3	III/60-1/306B-3	Strategic Financial Management
4	III/60-1/306B-4	Social Finance for Inclusive Growth

**C) Specialization: Human Resource Development**

Select any one course of the following

Sr. No.	Course Code	Title
1	III/60-1/306C-1	Integration of HR
2	III/60-1/306C-2	Labour Welfare
3	III/60-1/306C-3	Talent Management
4	III/60-1/306C-4	Creative Problem Solving And Decision Making

D)

**Specialization: Marketing Management**

Select any one course of the following

Sr. No.	Course Code	Title
1	III/60-1/306 D-1	Brand Management
2	III/60-1/306 D-2	Tourism Marketing
3	III/60-1/306 D-3	Supply Chain Management
4	III/60-1/306 D-4	B2B Marketing

**E) Specialization - Water Management:**

Select any one course of the following

Sr. No.	Course Code	Title
1	III/60-1/306 E-1	Remote Sensing and GIS Applications in Water Management
2	III/60-1/306 E-2	Water Resources Economics
3	III/60-1/306 E-3	Advance Techniques in Water Application
4	III/60-1/306 E-4	Governance and Management of Natural Resources

**F) Specialization - Rural Development:**

Select any one course of the following

Sr. No.	Course Code	Title
1	III/60-1/306F-1	Human Resource Management in Rural Perspective
2	III/60-1/306F-2	Rural Innovations
3	III/60-1/306F-3	Rural Social Framework in India
4	III/60-1/306F-4	Rural Industrialization

**M.B.A. Semester III**  
**Specialization: Disaster Management**  
**Course Title: ENVIRONMENT STUDIES**  
**Course Code: III/60-1/306A-1**

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

- To study the ecosystem and various natural sources
- To orient students about the biodiversity in India
- To discuss various issues related to environment and their impact

**Module 1: Introduction:**

Definition; Scope and importance, Need for public awareness

**Module 2: Natural Resources:**

Renewable and non-renewable resources; Natural resources and associated problems;

Unit 1: Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects

Unit 2 :Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems

Unit 3 :Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies

Unit 4 :Food resources: World food problems, changes caused by agriculture and overgrazing ,effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies

Unit 5 : Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies

Unit 6: Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification

- Role of an individual in conservation of natural resources
- Equitable use of resources for sustainable lifestyles

**Module 3: Ecosystems**

Unit 1: Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

Unit 2 : Introduction, types, characteristic features, structure and function of the following ecosystem: -

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 3: Biodiversity and its Conservation

- Introduction-Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

#### **Module 4: Social Issues and the Environment**

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust
- Wasteland reclamation
- Consumerism and waste products
- Environment Protection Act

#### **Course Outcome:**

After learning this module student will get familiarize with the ecosystem and issues related to environment system.

#### **Suggested Readings:**

- Agarwal, K.C. (2001). Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad - 380013, India,
- Brunner R.C.(1989) Hazardous Waste Incineration, McGraw Hill Inc. 480p.
- Clerk B.S., Marine Pollution, Clanderson Pross Oxford (TB).
- Cunningham, W.P.Cooper, T.H. Gorhani, E & Hepworth, M.T.(2001). Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p.
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.



**M.B.A. Semester III**  
**Specialization: Disaster Management**  
**Course Title: Managing Human Behavior**  
**Course Code No. – III/60-1/306A-2**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

To develop an understanding of the structure and role of human behaviour in disaster management

**Unit – 1 Individual Dimensions of Organizational Behaviour**

Nature of Human Behaviour- Concept, Process, Managerial Implications, Individual differences, Perception- Meaning, Perceptual Process, Perceptual Organization, Interpersonal Perception  
Attitudes and Values- Formation, Theories of attitude formation, attitude change, Values  
Motivation- Motivation and behaviour, Motivation and performance, Theories of motivation,

**Unit- 2 Group Dimensions of Organizational Behaviour I**

Group Dynamics- Formal and Informal Groups, Group Behaviour, Group Decision Making  
Team dynamics- Types of Teams, Effective Team, Team Creation, Task force, Quality Circle  
Leadership- Concept, Leadership Styles, Leadership development, leadership & technology

**Unit- 3 Group Dimensions of Organizational Behaviour II**

Conflict-Levels of Conflict, Process, Conflict Management, Negotiation, Grievance management  
Stress- Concept, Sources of stress, Stress Management, Stress and Performance  
Change- Levels of change, Types of change, Change process, Change management

**Unit- 4 Training and Development**

Meaning, Objectives, Training Process, training needs analysis, Training Techniques and Methods, Evaluation, Training Budget, Training outsourcing, E-training, Emerging Trends in Training, Counseling

**Unit-5 Cases of managing human behaviour in disaster management**

Indian cases in natural disasters and man-made disasters  
Global cases in natural disasters and man-made disasters

**Course Outcome:**

Students will be able to understand the importance of managing human behavior during disaster.

**Suggested Readings:-**

1. Robbins Stephen,(2001),Organizational Behavior,9th Ed., Prentice Hall International Inc.
2. Prasad. L. M. (2014), Organizational Behavior, 5th Ed.,Sultan Chand & sons publications
3. Aswathapa. K. (2016), Organizational Behavior, 12th Ed.,Himalaya Publishing House

**M.B.A. Semester III**  
**Specialization: Disaster Management**  
**Course Title: Community Based Disaster Management**  
**Course Code No. – III/60-1/306A-3**

---

**Total Credits :04**

**Total Hours: 60**

**Learning Objectives:**

- To promote the community based disaster management practices
- To strengthen community by educating students with new concepts and case studies in this field

**Unit 1**

Concept of community, it's functioning, formal and informal groups, community networks, Community based Disaster Management

Hazard profile, Vulnerability Assessment, vulnerability reduction

Community Based Disaster Management's critical elements and features, challenges and limitations of community preparedness

Status of Indian Community in terms of capacity and effects of Disaster, Vulnerable groups

**Unit 2**

Needs for training, advantages, Methods of training, Training process, team building, Management of Human resources

**Unit 3**

Resources for Community based preparedness and mitigation Programmes- Risk assessment, Financial resources, Livelihood strategy, Social protection, Housing, community networks, Information sharing, Government fiscal support, Disaster fund, Insurance, Social fund, Public Programmes, microfinance, early warning system, Resource mobilization

Preparedness of community in terms of : Mitigation, Prevention ,Response

**Unit 4**

Community level disaster management plans in rural and urban areas. School, Residential and Public place safety.

Role of NGO in Disaster Management

**Unit 5**

Planning and Implementing Community Based Disaster Management Plan, case study

**Course Outcome:**

Trained students will promote Community based disaster management practices; making disaster management more effective and efficient.

**Suggested Readings:**

1. Sahani P., (2004), Disaster Mitigation – Experiences and reflections, Prentice Hall of India Pvt ltd, New Delhi.
2. Sustainable Community Based Disaster Management Practices in Asia :A user guide by Kobe, Japan-UNCRD.
3. Sahani P., (2004), Disaster Risk Reduction in South Asia, Prentice Hall of India Pvt ltd, New Delhi.
4. Modh S., Citizens guide to Disaster management, Macmillan Publishers India Ltd., New Delhi.
5. Modh S., Bawa & Noorjahan (1997), Non-Government Organizations in Development: Theory and Practice, Kanishka Publishers, New Delhi.
6. NGOs and Socio-Economic Development Opportunities, (2000) ,Deep and Deep Publications, New Delhi.
7. Community Based Disaster Management: A Guide for Trainers- Knowledge Links Private Limited, Practical Action (Formerly ITDG-South Asia) and the Centre for Disaster Management, HCM Rajasthan State Institute of Publication

**M.B.A. Semester III**  
**Specialization: Disaster Management**  
**Course Title: Cyber Terrorism and Information Warfare**  
**Course Code No. – III/60-1/306A-4**

**Total Credits: 04**

**Total Contact Hours: 60**

**Learning Objectives:**

- To make students aware about cyber terrorism
- To measures for reducing the threat of cyber terrorism

**Unit-1**

Concept of Information Society, Knowledge management, Cyber Space, Digital Economy, Critical infrastructure, Critical Information Infrastructure, Internet as Global Information Infrastructure.

**Unit -2**

Introduction to Cyber Terrorism and Cyber warfare, Terrorist Atrocities, The use of IT by Terrorist, Characteristic of Cyber Terrorism, Factors Contributing to the Existence of Cyber terrorism, Real Examples of Cyber Terrorism, Political Orientation of Terrorism, Economic consequences.

**Unit - 3**

Cyber crime, Types of cyber crime: Hacking, Virus, Worm, Trojan Horse, mail ware, Fraud and theft, cyber homicide, Current Cyber Attack methods, Criminal threats to IT infrastructure, Web security, Basic cyber forensics, Internal Penetration, External penetration, your Role on Cyber attacks. Cyber crime and Law, Cyber Jurisdiction, Indian IT ACT.

**Unit -4**

Fundamental Concepts of Information Security, Information warfare, Levels of Information war, Cost of Information Warfare, Cyber disaster, disaster planning, Why disaster planning, Company Wide disaster planning, Business Impact analysis.

**Unit -5**

Threat, Vulnerability and Risk, best practices in security policies, Formulate a security policy and identify security policy categories, Fundamental Concepts of Risk Analysis, Risk analysis Factors, Risk Analysis: An ongoing process, analyzing economic impacts, How to minimize Risk, Important of ongoing risk analysis and define incident handling Procedure.

**Course Outcome:**

Students will be able to understand cyber terrorism and information warfare to avoid disasters

**Suggested Readings:-**

1. Thomas M.C., Lee J., Macdonald S., (2014), Cyber terrorism Understanding, Assessment, and Response, Springer, New York.
2. Verton D., (2003), Black Ice: The Invisible Threat of Cyber-terrorism, 1<sup>st</sup> edition, McGraw-Hill Osborne
3. Walter Laqueur, Yohana Alexander, "The terrorism Reader: A historical methodology".
4. Alexander Y & Swethan M.S., (1999), Cyber Terrorism and information warfare: Threats and responses, 1<sup>st</sup> edition, Oceana TM
5. Alexander Y., (1976), International Terrorism: National Regional and Global Perspective, Praeger, New York.

**M.B.A. Semester III**  
**Specialization: International Finance and Banking**

**Course Title: Mergers and Acquisitions**  
**Course Code No. – III/60-1/306B-1**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objective:** To provide student's exposure to various aspects of Mergers and Acquisitions.

**Unit – 1 Introduction**

Meaning of Corporate Restructuring, Objectives of Corporate Restructuring, Forms & Types of Corporate Restructuring - Financial Restructuring, Organizational Restructuring, Portfolio Restructuring, Merger, Consolidation, Acquisition, Demerger, Carve-out, Joint Venture, Applications of Corporate Restructuring

**Unit – 2 Mergers and Acquisitions**

Meaning, Reasons, Types & Process of Mergers, Acquisitions - types, Synergies in Mergers and Acquisitions, Takeover tactics & defense tactics in India, Reasons for failure of Mergers & Acquisitions

**Unit – 3 Mergers and Acquisitions Theories**

Friedrich Trautwein's Merger Motive Model, Monopoly Theory, Efficiency theory, Valuation Theory, Raider Theory, Empire Building Theory, Process Theory, Disturbance Theory, Information & Signaling, Hubris Hypothesis & Agency Problem

**Unit – 4 Valuation of Companies**

Concept of value of a company, Methods of enterprise and equity valuation, Dividend Discount Model, Asset based valuation approach, Relative valuation approach, Capitalization of earnings approach, Cash flow based valuation approach

**Unit – 5 Funding of Mergers & Acquisitions**

Methods of effecting payment of consideration, Sources of funds, Domestic acquisitions, Cross border acquisitions by Indian companies, Leveraged buyout and Management buyout. Case – studies of acquisitions, mergers and demergers

**Course Outcome:** Student will be able to find the change in financial position of a firm due to mergers and acquisition of firms.

**Suggested Readings:**

1. Mergers, Acquisitions & Corporate Restructuring – Prasad Godbole -Vikas Publishing House pvt ltd.-1<sup>st</sup> Edition
2. Mergers, Restructuring & Corporate Control - Fred Weston, Kwang chug, Susan Hoag (PHI Learning pvt ltd.) Indian Edition

**M.B.A. Semester III**  
**Specialization: International Finance and Banking**  
**Course Title: Corporate Financial Restructuring**  
**Course Code No. – III/60-1/306B-2**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objective:** To develop the perspective of financial policy as a subset of corporate strategy & to have insight on financial decisions and familiarize students with various techniques of corporate restructuring, and valuation methods & their application used by corporate in real life.

**Unit – 1 Fundamental Conceptualization of strategic Finance Management**

Basic Concept of Finance, Risk & Return, Advance Application of Capital Budgeting, Investment Appraisal Decision

**Unit – 2 Corporate Financing & Dividend Policy decision**

Impact of Different Patterns of Capital Structure, Evaluation of Alternatives of Long Term Finance and Working Capital Financing, Different Issues In Dividend Policy Decision, Effect of Leverage Analysis on Dividend Policy Decision

**Unit – 3 Corporate Restructuring**

Fundamental Concept of Corporate Restructuring, Different Means, Motives & Applications of Corporate Restructuring, Mergers & Acquisitions Concept, Process

**Unit – 4 Accounting, Taxation & legal aspects of M&A**

Accounting Standard - 14, Company Law & Competition Act for M&A, SEBI's Rules & Regulations for M&A

**Unit – 5 Valuation**

Fundamental of Valuation, Different Approaches of Valuation – Comparable Company & Transaction Analysis Method, DCF, Real Option Method, Formula Approach for Valuation

**Course Outcome:** Student will get familiarize with various techniques of corporate restructuring and its applications.

**Suggested Readings:**

1. Principle of corporate Finance - Brealey & Myers, Tata McGraw Hill, Latest Edition
2. Mergers, Acquisitions and Corporate Restructuring - Prasad Godbole, Vikas Publication, Latest Edition
3. Takeovers, Restructuring, and Corporate Governance - James J. Fred Weston, Mark L. Mitchell, J. Harold Mulherin Pearson Education, Latest Edition

**M.B.A. Semester III**  
**Specialization: International Finance and Banking**  
**Course Title: Strategic Financial Management**  
**Course Code No. – III/60-1/306B-3**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objective:** To acquaint students with various concepts of strategic financial management and make the students familiar with the integration of various techniques in decision making.

**Unit – 1 Introduction to Strategic Financial Management**

Conceptual Frame work – 9-S Model for strategic Financial Management – Rights Issue – Initial Public Offer – Private Placement

**Unit – 2 Capital Structure Planning**

Estimating Financial Requirements – Understanding Debt –Debt Securitization – EBIT-EPS Analysis Indifference Point – Levered Beta – Un-levered Beta (problems and cases)

**Unit – 3 Corporate Acquisitions**

Types of Acquisitions – Mergers – Reasons – Exchange Ratio –Takeovers – (Problems and cases)

**Unit – 4 Corporate Valuation**

Different Approaches for valuing business enterprises – Concept of valuation of shares – Various Methods of valuation of shares – valuation of Goodwill – Estimating Equity Free Cash Flows — Economic Value Added Approach. (Problems and cases)

**Unit – 5 Corporate Restructuring and Reengineering**

Changing Ownership – Spin-off – Split-off – Leveraged Buyout – Financial Restructuring – Buy Back of Shares — Bench Marking Practices

**Course Outcome:**

Student will get well acquainted with concepts of strategic financial management and will be able to prepare effective strategic financial plan

**Suggested Readings:**

1. Corporate Finance- Aswath Damodaran – Wiley India, 2nd Edn.
2. Corporate Financial Management-Glen Arnold, Mohan Kumar – Pearson Education, 3rd Edn.
3. Restructuring and Corporate Control - J. Fred Weston, Kwang SC Hung, Susan E. Hoag Mergers – , Prentice Hall, India, 2007.
4. Financial Management - Jonathan Berk Peter DeMarzo – Pearson Education, 1st Edn.  
4.1.1. 2007.
5. Financial Management - Prasanna Chandra – Tata Mc Grawhill Book Co. Ltd., 4th Edn.
6. Financial Management and Policy - R. Srivastava – Himalaya Publishing House, 4th Edn.  
6.1.1. 2009.
7. Valuation Analyzing Global Opportunities - Shridan Titman, John DMartin, V. Ravi Anushuman – Pearson Education,1st Edn.
8. Financial Management - Sudhindra Bhat – Excel Books, 2nd Edn 2008

**M.B.A. Semester III**  
**Specialization: International Finance and Banking**  
**Course Title: Social Finance for Inclusive Growth**  
**Course Code No. – III/60-1/306B-4**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objective:** To highlight the need for financial products that help the asset poor households and the marginalized communities, including micro entrepreneurs, engage in income generating activities and also understand the role of financial institutions in financial inclusion.

**Unit – 1 Financial Markets**

Accessibility of Financial Markets to Poor in India – Demand and Supply Issues

**Unit – 2 Innovative Financial Products**

Financial Innovations beyond Microcredit, Urban Finance, Low Income Housing Finance, Micro Enterprise Financing Innovations

**Unit – 3 Finance Constraints Faced by Microenterprises**

Financing Constraints Faced By Micro Enterprises, Restricting Access to Finance, Financial Market Innovations Supporting MSME Finance, Financing Startup and Venture Capital Fund, Credit Guarantee Mechanisms

**Unit – 4 Capital Markets and Commodity Finance**

Financial Innovations To Support Savings And Investments Of Asset Poor Households, Framework For Managing Inflation Risks, Etc.-Global And Indian Experiences. Micro-SIP and Pension, Investment and Insurance-Linked Products: Credit-Insurance Based Financing Arrangement, Indian Commodity Derivatives, How Have They Benefitted Farmers, Allied Cases

**Unit – 5 Credit Rating**

Credit Rating Models of Social Finance, Credit Scoring Model, Credit Information For Microenterprises, SME Exchange In India

**Course Outcome:** Student will understand new avenues available in agricultural sector for hedging risk.

**Suggested Readings:**

1. Inclusive Growth – Indian Institute of Banking and Finance, Microfinance –Somnath - Excel Books
2. New Trends in Banking-V V Ravikumar – ICFAI Press
3. Principles and Practice of Banking – IIBF- Macmillan Publishing
4. Advanced financial Management – M.A.kohok – Everest Publishing
5. Portfolios of the Poor – Daryl Collins, Jonathan Morduch, Stuart Rutherford and Orlanda Ruthvan – Princeton University Press



**M.B.A. Semester III**  
**Specialization: Human Resource Development**  
**Course Title: Integration of HR**  
**Course Code No. – III/60-1/306C-1**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives :** To develop an understanding of the interaction pattern among labour, management and the State

**Unit – 1 Industrial Relation**

Definition, Determinant, Approaches, Evolution of Industrial Relations and Current Developments, Constitutional and Legal Framework of Industrial Relations, Industrial Dispute –Meaning, Causes, Impacts

**Unit – 2 Trade Union**

Introduction, meaning, definitions, nature of trade unions, trade union movement in India, Trade Union Development and Functions, Structures of Trade Union, problems of trade union, Registration & Recognition of Trade Unions, cancellation of registration, appeal, rights and Privileges of a registered TU, Duties and Liabilities, amalgamation, Managing Trade Unions, Managerial Unionism, Impact of globalization on Trade union movement

**Unit -3 Collective Bargaining**

Meaning, Characteristics, Need, Importance, Process of CB, Essential Conditions for Success, Causes for Failure of CB, Negotiation Skills, Issues and Trends in Collective Bargaining

**Unit – 4 Grievance Handling and Discipline:** - Grievance Function in Industrial Relations, Negotiation, Mediator. Conciliation, Arbitration and Adjudication,

**Unit – 5 Workers Participation in Management-** Concept, Objectives, Pre-Requisites, Levels of Participation, Forms of Participation, Benefits of Participation, WPM in different countries,

**Course Outcome:**

Student became aware about building positive industrial relations by applying principles of Organizational Behaviour through facilitating HR systems and proactive HR interventions

**Suggested Readings:-**

1. Dynamic Personnel Administration - Prof. M. N. Rudrabasavraj
2. Personnel Management and Industrial Relations – P. C. Shejwalkar and S.B. Malegaonkar
3. Labor Management Relations in India – K. M. Subramanian
4. Trade Unionism - Myth and Reality, New Delhi, Oxford University Press, 1982, Mamkoottam
5. Management of Industrial Relations – Pramod Verma
6. The Future of Industrial Relations. New Delhi, Sage, 1994. Niland JR.
7. Collective Bargaining and Industrial. - Kochan, T.A. & Katz Henry, 2<sup>nd</sup> edition, Homewood, Illinois, Richard D Irish, 1988.
8. Industrial Relations – Arun Monappa
- 9 Human Developments – Diane E. Papalia, Sally Wendkos Olds
- 10 Industrial & Labour Law - S.P. Jain, Dhanpatrai & Co
11. Elements of Mercantile Law- N. D. Kapoor

**M.B.A. Semester III**  
**Specialization: Human Resource Development**  
**Course Title: Labour Welfare**  
**Course Code No. – III/60-1/306C-2**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** The course aims at providing the students an understanding of the theoretical , applied and legal aspects of labour welfare and social security

**Unit – 1 Labour Welfare:**

Meaning, Scope, Objectives, Principles, Theories, Agencies for Labour Welfare: State, Employers, Trade unions. Necessity and importance of Labour Welfare in India

**Unit – 2 Welfare Measures**

Labour welfare officer, Consumer Co-operative Stores, Counseling Services, Educational Facilities, Transport Facilities, Recreational Facilities, Family Planning, Workers' Education Scheme.

**Unit – 3 Welfare of Special Categories of Labour**

Female Labour, Child Labour, Labour, Constructional Labour, Bonded Labour , Inter-State Migrants Labour, Handicapped and Disabled Labour

**Unit – 4 Social Security**

Meaning, Scope , Objectives . Social Insurance and Social Assistance, Social Insurance, Commercial Insurance, ILO, ILC and Social Security, Labour Legislation and Labour Administration

**Unit – 5 Cases in Labour Welfare**

Minimum 5 cases encompassing the above topics

**Course Outcome:** empower the students with theoretical as well as practical knowledge of labour legislations.

**Suggested Readings:-**

1. A.M. Sarma Aspects of labour welfare and Social Security
2. T.N. Bhagoliwal Economics of Labour and Industrial Relations

**M.B.A. Semester III**  
**Specialization: Human Resource Development**  
**Course Title: Talent Management**  
**Course Code No. – III/60-1/306 C-3**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

1. To facilitate understanding of basic concepts of Talent Management
2. To make use of Talent Management for employee development

**Unit – 1 Talent Management:**

Talent Management Philosophy, Identify relationship between global marketplace and managing talent

**Unit – 2 Performance Management Linkage:**

Philosophy, how performance management is linked to talent management

**Unit – 3 Talent Planning:**

Succession planning in organizations, succession-planning strategies that is used to differentiate between target audiences, steps for implementing an employee succession plan

**Unit – 4 Coaching the “Super keepers”:**

how coaching works in a business organization, strategies for coaching different generations of employees, central themes to excellence in coaching employees

**Unit – 5 Training the “Super keepers”:**

Concept, need based training, strategies for training different generations of employees, Identify strategies for training the “super keeper” employee

**Course Outcomes:**

1. Student understands concepts of Talent Management
2. Student understands process of Talent Management
3. Able to apply Talent Management interventions used in OD

**Suggested readings:**

1. The Talent Management Hand Book, Lance A. Berger & Dorothy R. Berger, Tata Mc-Graw Hill, New York, NY. Current Edition
2. Carpenter, Mason, Talya Bauer, and Berrin Erdogan. Management and Organizational Behavior. 1. 1. Flatworld Knowledge , 409. Print.
3. The War for Talent, McKinsey Quarterly
4. Michaels, Ed; Handfield-Jones, Helen; Axelrod, Beth (2001). [The War for Talent](#). Harvard Business Press. [ISBN 9781578514595](#).
5. Schein, Edgar. Increasing Organizational Effectiveness through Better Human Resources Planning and Development. Sloan Management Review, 1977, 19:1 p. 1.

**M.B.A. Semester III**  
**Specialization: Human Resource Development**  
**Course Title: Creative Problem Solving and Decision Making (CPS&DM)**  
**Course Code No. – III/60-1/306 C-4**

---

**Total Credits: 04**

**Total Contact Hours: 60**

**Learning Objectives:**

1. To create ability of creative problem-solving
2. To familiar about decision making process
3. To understand concept of System Thinking and case study

**Unit - 1 Creative problem-solving**

Introduction, Creative solution types -1.The creative solution, 2. Innovations, 3.Inventions ;  
Techniques and tools -1 Creative problem-solving technique categories: Mental state shift  
Problem reframing, Multiple idea facilitation, Inducing change of perspective, 2 Creative Problem Solving (CPS) , 3 Creative problem-solving tools and software

**Unit- 2Decision Making:**

Introduction to Decision-making, Problem analysis & decision-making, Decision-making techniques, Stages of group decision-making, Decision-making steps, Post-decision analysis

**Unit - 3Systems Thinking in Management:**

Introduction, Definition, What's a System?, Why Is System Thinking Important?, Theory & Model ,System Types: Open System: , Closed System, Subsystem ,Systems thinking has been defined as an approach to problem solving

**Unit - 4Case Study:** Introduction, Stages in case study solution-

**Unit - 5Case in HRM:** Solving five Cases from different HRM books.

**Course Outcomes:**

1. Student understands concepts of problem-solving
2. Student understands process of decision making
3. Able to apply knowledge of system thinking and case study in OD

**Suggested Readings:**

1. Richard Fobes, The Creative Problem Solver's Toolbox: A Complete Course in the Art of Creating Solutions to Problems of Any Kind (1993) ISBN 0-96-322210-4
2. Alex Osborn, Applied Imagination: Principles and Procedures of Creative Problem Solving, Creative Education Foundation Press, 1953/2001, ISBN 0-930222-73-3
3. Edward de Bono, Lateral Thinking : Creativity Step by Step, Harper & Row, 1973, trade paperback, 300 pages, ISBN 0-06-090325-2
4. Altshuller, Henry. 1994. The Art of Inventing (And Suddenly the Inventor Appeared). Translated by Lev Shulyak. Worcester, Massachusetts: Technical Innovation Center. ISBN 0-9640740-1-X
5. Kepner, Charles H.; Tregoe, Benjamin B. (1965). "The Rational Manager: A Systematic Approach to Problem Solving and Decision-Making". McGraw-Hill.
6. Monahan, G. (2000). Management Decision Making. Cambridge: Cambridge University Press. pp. 33–40. ISBN 0-521-78118-3.
7. Peter M. Senge (1990) The Fifth Discipline - The Art & Practice of The Learning Organization. (Currency Doubleday) ISBN 0-385-26095-4
8. Peter Checkland (1981) Systems Thinking, Systems Practice. (Wiley) ISBN 0-471-27911-0

9. Barry Richmond (2001) Introduction to Systems Thinking: STELLA. (High Performance Systems) ISBN 978-0-9704921-1-1
10. Mills, Albert J.; Gabrielle Durepos; Elden Wiebe. (Eds.). (2010). Encyclopedia of Case Study Research. Sage Publications. California. p. xxxi. ISBN 978-1-4129-5670-3.
11. Robert K. Yin. Case Study Research: Design and Methods. 5th Edition. Sage Publications. California, 2014. Pages 5-6. ISBN 978-1-4522-4256-9

**M.B.A. Semester III**  
**Specialization: Marketing Management**  
**Course Title: Brand Management**  
**Course Code No. – III/60-1/306 D-1**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives**

- To teach students the concept of Brand and the Brand Management
- To educate students about how to manage brands

**Unit-1 Product Concepts**

Product Mix concepts, Product Classification. Product Planning: Marketing Plan, Portfolio Analysis, Market Potential and forecasting, Product Market Strategies, Product Evaluation

**Unit-2 Product Positioning**

Product Positioning: Concept, Product Differentiation, Positioning Strategies, Preference Analysis. Benefit Segmentation New Products: New Product Categories, Organization for Product Management, prototyping, New Product Development Process, test marketing

**Unit-3 Introduction to Brands**

Products v/s Brands, Anatomy of Brand, Overview of brand building process, Understanding brands from the customer's perspective ,branding challenges and opportunities, strategic brand management process

**Unit-4 Brand Management**

Brand Positioning- Brand Image, Brand Identity: Brand Essence, Brand Personality, Brand perception ,brand resonances etc. Designing and implementing branding strategies -name- Logos, Mascots, Taglines, packaging etc. evaluating brand extension opportunities, reinforcing and revitalizing brand

**Unit-5 Brand Equity**

Definition and significance, Brand equity models, building brand equity sources of brand equity, measuring brand equity

**Course Course Outcome:**

This course will help students for formulating Branding strategies and positioning their brand in the competitive world in future.

**Suggested Readings:**

1. Product Management- Donald R. Lehmann and Russell S. Winer- Tata Mcgraw Hill, New Delhi.
2. Ramanuj Majumdar (1999) Product Management in India. New Delhi: Prentice Hall
3. Hisrich, R, and Peters, M, Marketing Decisions for New and Mature Products, 2nd Ed, prentice Hall, 1991
4. Strategic Brand Management - Kevin Lane Keller – Pearson Education Managing Brand Equity – David A. Aker, Free Press, 1994

**M.B.A. Semester III**  
**Specialization: Marketing Management**  
**Course Title: Tourism Marketing**  
**Course Code No. – III/60-1/306 D-2**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives :** This course is designed to acquaint the students with the principles and practices of Tourism marketing, and equip them with the basic tools of marketing research applicable to Tourism.

**Unit- 1 A Conceptual Framework For Tourism Marketing Management**

The Concept Of Marketing: Traditional Approach To Marketing; Modern Approach To Marketing: Sovereignty Of Consumer, Introduction To Tourism Marketing, Evolution, Definition, Nature, Process And System Services & Their Marketing Nature, Characteristics Of Tourism Products, Its Issues And Challenges., Definition Of 'Product Marketing' & 'Tourism Marketing'; Differentiation Between Two Concepts. The Components Of Marketing Mix and Extended Three P's-people, Managing Tourism Experience Through People And Important Practices To Manage People, Process – Elements, Managing Process, Developments In Service Processes In Tourism, Physical Evidence – Concept, Role & Components

**Unit- 2 Tourism Markets**

Types, The Concepts Of Tourism Product Development, Technology And Trends In Tourism Marketing, Pricing Of Tourism Product; World Tourism Markets Inbound And Out Bound Markets For India And Domestic Markets, Various Middlemen In Tourism & Travel Business: Promotional Techniques.

**Unit- 3 Marketing Information System & Marketing Research**

Marketing Research - Objectives And Scope. Techniques Of Marketing Research; Findings; Use Of The Research Findings. Significance Of 'Sources Of Marketing' - Journals, Periodicals Magazines, Newspapers, Directions, Guidebooks, Maps In Tourism, Role Of Government Bodies, Private Organisations, Local Bodies, Documentation And Indexing Of Information.

**Unit- 4 Linkages in Tourism Marketing**

Marketing Segmentation; Product Positioning; Linkages In Tourism And Travel Marketing Between Accommodation, Transport, Travel Marketing Between Accommodation, Transport, Travel And Tour Sectors And Governments; Tourism Products And Their Formulations; Product Market Strategy. Role Of Agencies In Tourism Marketing, Role Of Air India Missions, Travel Agents, Indian Airlines, Vayudoot, Indian Railways, Tourism Development Corporations In Tourism Marketing.

**Unit- 5 Communication Mix:**

The Definition Of Communication Mix; Components Of The Communication Mix; Communication-Mix In Tourism And Travel Market. Public Relations (PR) : The Concept Of Public Relations, Significance Of Public Relations, Methods And Techniques Of Public Relations, Role Of Various Promotional Units And Their Specific Strategies in Developing International Tourism in India.

**Course Outcomes:**

The scope of a business' Tourism marketing depends on the size of the business and the industry in which the Tourism marketing operates. Students will be able to know the strategies to create a awareness of tourism marketing as a product by using resources to increase its customer base, improve customer opinions of the tourism products and services, and increase the tourism perceived value.

**Suggested Readings:**

1. Kotler Philip, (1986), “Marketing Management” Prentice Hall India Pvt. Ltd., New Delhi.
2. Middleton Victor T. C., Alan Fyall and Michael Morgan, (2009), “ Marketing in Travel & Tourism”, (4<sup>th</sup> Edition), Oxford University Press, New Delhi.
3. Chaudhary Manjula, (2012), “Tourism Marketing”, (second Impression), Oxford University Press, New Delhi.
4. Limsden Les, (1992), “Marketing For Tourism Case Study Assignments”, MacmillanIndia Pvt. Ltd., New Delhi.
5. Philip Kotler, John Bowen and James Makens, “Marketing For Hospitality And Tourism”, Prentice Hall Education Pvt. Ltd., New Delhi.
6. Hollowacy I.C. And Plant R.V., (1992), “Marketing for Tourism”, Pitman Press India Pvt. Ltd.



**M.B.A. Semester III**  
**Specialization: Marketing Management**  
**Course Title: Supply Chain Management**  
**Course Code No. – III/60-1/306 D-3**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objective:**

1. Introduce principles and approaches to enhance knowledge and experience in management decision-making in Supply Chain Management.
2. Study modern information technology to reduce cost and improve service in supply chain management.

**Unit – 1**

Introduction to Supply Chain: Understanding Supply Chain, Objectives, importance, Decision phases, Process view of a supply chain, Examples of supply chains, Supply chain performance, An overview: Competitive and supply chain strategies, Achieving strategic fit- Expanding strategic scope.

**Unit – 2**

Drivers of Supply Chain Performance : Framework for structuring drivers, Facilities-Inventory, Transportation, Information, Sourcing, Pricing, an over view of Designing distribution network and overview of Network Design in the Supply Chain - an overview of Network design in Uncertain Environment.

**Unit – 3**

Aggregate Planning and Managing Supply- Demand and Inventory: Aggregate Planning in a Supply Chain: role- aggregate planning problem- strategies- role of IT Implementation, Responding to predictable variability in supply chain – Managing Supply, Managing, Demand Overview of managing cycle inventory- safety inventory in supply chain – an overview of determination of optimal level of product availability.

**Unit – 4**

Sourcing and Planning Transportation Networks in Supply Chain: Sourcing decision in supply chain : Role of sourcing – in-house or outsource – Third and Fourth – Party Logistics providers – Supplier scoring and assessment – Transportation in Supply Chain : role- modes, performance characteristics, Logistics, Design options, role of IT, risk, Trade-offs in transportation design.

**Unit – 5**

Information Technology in a Supply Chain: Information technology in a supply chain role- Framework- Customer relationship management- Internal supply chain management- Supplier relationship management – Over view of recent trends in Supply Chain.

**Course Outcome:**

Students are able to take decisions on supply chain management which is very important sector for any organization because 21<sup>st</sup> centuries market depends on supply chain management of organization, so students are able to take decision inventory, sourcing, planning, managing demand overview and overall supply chain management.

### **Suggested Readings:**

1. Sridhara K. Bhat, (2010), "Supply Chain Management", (1<sup>st</sup> Edition), Himalaya Publishing House Pvt. Ltd., New Delhi.
2. Chopra, S., Meindi, P. and Kalra, D.V., (2010), "Supply Chain Management, (4<sup>th</sup> Edition), Pearson Education Pvt. Ltd., New Delhi.
3. Closs, D., Bowersox, D. and Cooper, B., (2007), "Supply Chain Logistics Management", (2<sup>nd</sup> Edition), Tata McGraw Hill Education, New Delhi.
4. Coyle, J., Langley, J., Gibson, B. and Novack, R., (2009), "A Logistic Approach to Supply Chain Management", Cengage Learning India Pvt. Ltd., New Delhi.
5. Bowersox J. Donal and Closs J. David, (2009), "Logistical Management-The Integrated Supply Chain Process", Tata McGraw Hill Education Pvt. Ltd., New Delhi.
6. Handfield, R. and Monczka, R., (2012), "Sourcing and Supply Chain Management", (5<sup>th</sup> Edition), Cengage Learning India Pvt. Ltd., New Delhi.
7. Hugos, M., (2011), "Essentials of Supply Chain Management", (3<sup>rd</sup> Edition), John Wiley And Sons, New Delhi.
9. Sinha, A. and Kotzab, H., (2011), "Supply Chain Management: A Managerial Approach", Tata McGraw Hill Education Pvt. Ltd., New Delhi.
10. Raghuram G. and Rangraj N., (2001), "Logistics and Supply Chain Management cases and Concepts", Macmillan India Limited, New Delhi.

**M.B.A. Semester III**  
**Specialization: Marketing Management**  
**Course Title: B 2 B Marketing**  
**Course Code No. – III/60-1/306 D-4**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives:**

- To describe the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behavior.
- To Design strategies and structures to effectively serve the B2B market.
- To apply a systematic approach to problem solving and decision making in business marketing organizations through the use of case studies.
- To develop a business marketing plan for a real local company that mainly targets business customers.

**Unit-1: Exploring Business Markets and Business Marketing**

- Topic 1: Identifying the Uniqueness of Business Markets
- Topic 2: Outlining the Basics of Business-to-Business Marketing
- Topic 3: Describing the Purchasing Function
- Topic 4: Explaining Organizational Buyer Behaviour

**Unit-2: Creating Value for Business Customers**

- Topic 1: Identifying Market Opportunities
- Topic 2: Creating Marketing Strategies
- Topic 3: Integrating Marketing in the Selling Organization

**Unit-3: Designing Product and Channel Strategies**

- Topic 1: Developing and Managing Products
- Topic 2: Describing Marketing Channel Opportunities
- Topic 3: Creating B2B Channel Strategies

**Unit-4: Establishing Strong Communications**

- Topic 1: Integrated Marketing Communications
- Topic 2: Advertising, PR and Trade Shows
- Topic 3: Designing a Direct Marketing Plan

**Unit-5: Building Strong Sales and Pricing**

- Topic 1: Review of Business-to-Business Sales Strategies
- Topic 2: Business-to-Business Sales Organizations
- Topic 3: Pricing Strategies

**Unit-6: Managing Programs and Customers**

- Topic 1: Evaluating Business-to-Business Marketing Efforts
- Topic 2: The Importance of Customer Retention
- Topic 3: Strategies and Measures of Customer Retention

**Course outcomes:**

Students will able to –

1. Familiarize the terms, concepts, and nature of Business to-Business Marketing.
2. Expose the industrial marketing functions of firms.
3. Evaluate participants the specifics of marketing mix for Business-to-Business Marketing.

**Suggested readings:**

1. Dwyer, R and J Tanner. *Business Marketing*. 4th ed. New York: McGraw-Hill Irwin, 2009.  
Type: Textbook. ISBN: 978-0-07-352990-5
2. Kotler Philip, (1986), “Marketing Management” Prentice Hall India Pvt. Ltd., New Delhi.

**M.B.A. Semester III**  
**Specialization: Water Management**  
**Course Title: Remote Sensing and GIS Applications in Water Management**  
**Course Code No: III/60-1/306 E-1**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

To study the concept of GIS and its applications in the field of Water Management

**Unit-I Geographical Information Systems**

Definition, development, data sources, data structures, raster and vector, data capturing, pre-processing, Introduction to Geomorphology and Geology

**Unit 2 Data Base Management Systems in GSI**

Data manipulations and product generation- Environmental GIS. Data acquisition system using GPS On line GPS applications.

**Unit 3 Geographical Information System**

Spatial data; sources of error and data quality; database design, convention, mapping concepts and Coordinate systems.

**Unit 4 Methods of spatial interpolations in Geographical Information Systems**

Visualizations in Geographical Information Systems, Linking terrain, climate and socio economical parameters to target the vulnerability due to natural disasters using GIS and Remote Sensing.

**Unit 5 Overview of GIS software - Arc Info**

Arc View Principles, operation protocols and hands on training query based information retrieval Web GIS Online GIS and its data applications. Development of GIS based decision support for disaster risk reduction, Introduction to open source GIS software

**Course Outcome:** Trained students with the help of GIS will assist disaster management teams in reducing disaster risk.

**Suggested readings:**

1. Panda B.C. (2013), Remote Sensing Principles & Applications, Viva Book Pvt.Ltd.
2. Reddy Anji M. (2001), Remote Sensing and Geographical Information systems, B.S.Publications, Hyderabad.
3. Narayan L.R.A.(1999), Remote Sensing and its applications, University Press.
4. Burrough P. A. and Rachael A.( 2004), Principles of Geographical Information Systems, Oxford Publishers.
5. Albert C.P.Lo, Yong K.W., Concepts & Techniques of GIS, Prentice Hall (India) Publications.
6. Demers M, Fundamental of GIS, 4<sup>th</sup> edition, Wiley & Sons.

**M.B.A. Semester III**  
**Specialization: Water Management**  
**Course Title: Water Resources Economics**  
**Course Code No: III/60-1/306E-2**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objective:** To study the need and importance of natural resource economics with more focus on water resources economics.

**Unit-I Natural resources**

Types and classification of natural resource, concept of Economic value, relevance of environmental economics, ecosystems services, direct and indirect economic benefit from – forest ecosystems, mountain ecosystems, mineral and water resources, ecotourism.

**Unit-II Valuation and accounting**

Supply and demand, conservation and management, cost / benefit analysis, methods of costing, cost criteria, evaluating alternative projects, operational vs. total costs, determining benefiting vs. comprehensive stakeholders Application of resource accounting Methods of pricing resources- example forest and mineral resources.

**Unit-III Economic resource theory and applications**

Concept of CPR, open access, Ecological economics-methodology, economic valuation of non market benefits, environmental accounting, population resources and the environment, command and control vs. emission trading, emission trading vs. exposure trading, hotelling principle, future strategies for mineral resources.

**Unit-IV Natural Resource Management market**

Initial concept of market and marketing, NRM sectors product marketing and their roles, promoting NRM products- NTFPs, livestock, watershed, fisheries, agriculture and medicinal plants and ecotourism, Role of national and international organizations in the promotion of sustainable natural resource use and management.

**Unit-V**

**Case studies related to resource economics-**

1. Payment for ecosystem services
2. Watershed economics
3. Mineral
4. Sustainable fisheries
5. Forest certification

**Course Outcome:**

1. Explain how natural resources information is collected and how it can best be used to facilitate decision-making.
2. Understanding Economic Value and potential of Natural resources markets by applying various economic theory and applications.

**Suggested readings :**

1. **Barber, E. 1989.** Economics: Natural Resources Scarcity and Development. Earth scan.
2. **Harris, J.M. 2006.** Environmental and Natural Resource Economics: A Contemporary Approach, 2<sup>nd</sup> edition. Houghton Mifflin.
3. **Biergefard, L.E. 1993.** Natural Resource Tenure: A Review of Issues and Experiences With Emphasis on Sub-Saharan Africa. International Rural Development Centre.
4. **Field, Barry C. 2008.** Natural Resource Economics An Introduction. Waveland Press.

**M.B.A. Semester III**  
**Specialization: Water Management**  
**Course Title: Advance Techniques in Water Application**  
**Course Code No: III/60-1/306E-3**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objective:** - The water conveyance and applications play significant role in Water and Land Resource Management. The knowledge of designing and setting advance irrigations techniques will help in the optimum water utilization.

**Unit -I Irrigation Development In India**

Importance of Irrigation in Agriculture - Historical evolution of irrigation in India – Irrigation development during pre-colonisation – Colonisation and post-colonization – Different types of Irrigation prevalent in India: Focus of Irrigation in India – Command area development approach and farmers participation

**Unit-II Greenhouse Technology**

Introduction, Types, merits, demerits Management of Greenhouse, Installation & Operation.

**Unit-III Drip Irrigation**

Advantages, Introduction, Merits and Demerits, Types, Components, their types, planning & Design.

**Unit-IV Sprinkler Irrigation**

Introduction, Types, Merits & Demerits, and planning & Design. (Concepts & use of ready reckoners for selection & estimation)

**Unit-V Govt. Policies & incentives to promote Advance techniques in irrigation.**

**Course Outcome:**

1. Empower the students with theoretical as well as practical knowledge of techniques in water application.
2. Students will get awareness about latest government policies and incentives regarding advanced techniques in water application.

**Suggested readings:**

1. Drip Irrigation by Holsambre D.G.
2. ICID handbooks
3. Drip Irrigations by Shivappan
4. Greenhouse Technology

**M.B.A. Semester III**  
**Specialization: Water Management**  
**Course Title: Governance and Management of Natural Resources**  
**Course Code No: III/60-1/306E-4**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objective:** To study the need and importance of governance and management of natural resources

**UNIT-I Introduction**

Legal and political environments in resource management. Global and local governance, challenges of good governance. Ostrom design principles and basic frameworks, organizational structure and stakeholders in NRM and livelihood. Natural Resource Governance in a rapidly changing world.

**Unit-II Local utilization and institutions**

Joint Forest Management Committees (JFMCs), watershed committees, irrigation committees, Forest Rights Act (FRA) committees, Biodiversity Management Committees (BMCs), etc.

**Unit-III Overview of legal policy instruments in Natural Resource Management**

National Forest Policy of 1988, National Environment Policy of 2004, National Conservation Policy, National Action Plan on Climate Change of 2008, Coastal Protection Act, Wildlife Protection Act of 1972, Forest Protection Act of 1980, Environment Protection Act of 1986, ICZM-Indian Coastal zone management, Water Act, 1981. Biological Diversity Act of 2002 and Rule 2004, Forest Rights Act of 2006. Green Tribunal Act, 2009. The precautionary principle and common responsibilities.

**Unit-IV Non-Timber Forest Products (NTFP) related policies and other acts**

(PESA 1996, FRA 2006), sustainable harvesting rules of MP, Nistar Rights in MP and Chhattisgarh, product specific policies, taxation, Institutional/Organizational Arrangements. NTFP Deregulation, Policy of Odisha. Conflicts in resource management: Resource management planning, protecting traditional knowledge, customary laws and practice related to traditional knowledge, implications for access benefit sharing

**UNIT-V International and National efforts**

CITES and other international treaties and conventions, roles of international organizations and NGOs with special reference to UN and specialized agencies, institutional regulatory bodies and authorities: direct intervention by the state, green business and green ethics, stakeholder analysis, understanding and managing governance issue, governance tactics and tools, CSR (Corporate Social Responsibility) as a tool for sustainable NRM based business.

Case studies about corporate social responsibility

- Corporate social responsibility (CSR)
- NRM based CSR action
- E-governance
- Climate change and corporate responses

**Course outcomes:**

1. Issues in environmental economics, natural resource economics, institutional utilization economics and economic governance.
2. Students will gain an overview of legal policy and related acts, national/ International governance committees related to natural resource governance.



**Suggested readings:**

- **Knight, Richard L., editor, et al. 1995.** A New Century for Natural Resources Management. Island Press.
- **Heal, Geoffrey. 2000.** Nature and the Marketplace: Capturing The Value Of Ecosystem Services. Island Press.
- **Bhattacharya P., Kandya A.K. and Krishna Kumar 2008.** Joint Forest Management in India, Aavishkar Publisher, Jaipur.
- **Daily, Gretchen, editor, et al. 1997.** Nature's Services: Societal Dependence On Natural Ecosystems. Island Press.
- **Kareiva, Peter, et al. 2011.** Natural Capital: Theory and Practice of Mapping Ecosystem Services. Oxford.
- **Kareiva, Peter, and Michelle Marview. 2010.** Conservation Science: Balancing the Needs of People and Nature. Roberts and Company.

**M.B.A. Semester III**  
**Specialization: Rural Development**  
**Course Title: Human Resource Management in Rural Perspective**  
**Course Code No: III/60-1/306F-1**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

1. To enable the students gaining knowledge about concepts, principles and strategies of Human resources Management in rural perspective.
2. To enable the students how to do planning, decision making and control on human resources management in rural markets.

**Unit 1:** Introduction to Human resource management - Definition, Scope, Objectives, Importance, HRM versus Personnel Management, Changing role of Human resource Management, HRM in Indian context. Visit any organization Practicing Human Resource Management and Prepare a Presentation on it

**Unit 2:** Procurement and Placement: Concept of HRP, Job Analysis, Job Description, Job Specification, Recruitment: Objective, Factors affecting Recruitment, Sources of Recruitment, Process of Recruitment. Selection, Placement, Induction, Socialization. Visit any manufacturing or service organization to study a process of Human Resource Planning, recruitment, and selection, Induction. Prepare a report and submit.

**Unit 3:** Development and Maintenance of Human Resource: Performance Appraisal: Meaning, Need, Problems of Performance Appraisal, Training and Development: Difference between training and Development, Methods of Training & Development Visit any manufacturing or service organization and study Training and Development and submit a Report

**Unit 4:** Wage and Salary administration: Factors affecting wage/ salary, objective of wage and salary administration, Employee Benefits, Principle of employee benefit programme, Employee Service. Recent Trends in HRM Visit/Research organizational Practices of Wage and salary administration and submit a Report

**Unit 5:** Case studies of Human Resource Management in Rural Perspective

Case studies in the field of human resource management in rural perspective should be covered

**Course Outcome:** Students are able to apply effective HRM values and techniques to real-world situations, and in particular, to apply these values to the practice of rural development.

**Suggested readings:**

1. Human Resource Management, B.B. Mahapatro,
2. Human Resource Management, Dipak Kumar Bhattacharyya,
3. Human Resource Management, Garry Dessler,

4. Personnel & Human Resource Management, Edwin Flippo,
5. Personnel Management, S. Seetaraman& B. Venkateswara Prasad,
6. Human Resource Management,P.SubbaRao,
7. Human Resource Management, VSP Rao

**M.B.A. Semester III**  
**Specialization: Rural Development**  
**Course Title: Rural Innovations**  
**Course Code No: III/60-1/306F-2**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives:**

1. To enable the students gaining knowledge about concepts, principles and strategies of Innovations in rural perspective.
2. To enable the students how to do planning, decision making and control on innovations and adoptions in rural markets.

**Unit I:** Innovation: Meaning, importance of innovation in rural Development, characteristics of innovations. Adoption Process: Meaning and importance; steps in adoptions process; innovativeness. Adoptions Categories with Characteristics; rate of adoption. Relation between communication and diffusion; factors affecting adoption process.

**Unit II:** Mass Approach Methods: Circular letter, result demonstration, puppets, exhibition and different types of projects. Effectiveness of Extension Teaching Methods and factors affecting its effectiveness extension workers.

**Unit III:** Meaning, objectives, importance, philosophy and principal of Extension Education; Difference between formal and Extension Education.

**Unit IV:** Extension Teaching Methods: Definition, importance, functions and classification of Extension Teaching Methods according to use and form. Personal Approach Methods: Home and farm visits, office calls, telephone calls, personal letter etc; Group Approach Methods: Lecture method and result demonstration, study tour, group discussion and meeting.

**Unit V:** current aspects of rural Innovations and case studies of rural innovation.

**Course outcomes:**

1. Students will able to disseminate recent agricultural technologies through extension.
2. By visiting farm field students get ground reality of rural markets.

**Suggested readings::**

1. Supe S.V. **An Introduction of Extension Education**. New Delhi: Oxford and IBH Co. Pvt., 2004.
2. Dahama, D.P.& Bhatnagar. **Education and Communication for Development**. New Delhi: Oxford and IBH Co. Pvt. Ltd., 2002.
3. Sandhu, A.S., **Text Book on Agricultural Communication: Process and Method**. New Delhi: Oxford and IBH Co. Pvt. Ltd., 2004.
4. Roger, E.M. & F.F. Shoemaker. **Communication of Innovation**. New York: The Free Press, 1971

**M.B.A. Semester III**  
**Specialization: Rural Development**  
**Course Title: Rural Social Framework in India**  
**Course Code No: III/60-1/306F-3**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

1. To enable the students gaining knowledge about concepts, principles and strategies of Innovations in rural perspective.
2. To enable the students how to do planning, decision making and control on innovations and adoptions in rural markets.

**Unit I:** Introduction to Sociology – differences between rural and urban societies –Rural Social Structure - Important Rural Social Institutions: Family . Marriage.Religion.

**Unit II:** Individual and Society . Role of Heredity and Environment in shaping Human Behaviour , Socialization . Social Control Features of rural society – caste ,education, gender, and their changing pattern over time.

**Unit III:** Rural Social Problems: Untouchability . Juvenile Delinquency . Problems of the Disabled . Beggary . Prostitution . Child Labour . Problems of the Aged . BondedLabour . HIV/AIDS Affected Families.

**UNIT IV:** Changing power structure and emerging leadership : Rural Leadership: Concept, Characteristics and Types of Village Leaders . Emerging Patterns of RuralLeadership . Role of Leadership in Social Change.

**UNIT V:** Concept of Social Change . Theories and Factors of Social Change: CyclicalTheories .Linear Theories . Conflict Theories. Social Change in India:Sanskritization . Westernization . Modernization Innovation . Diffusion ofInnovation . Resistance to Change . Socio-cultural Barriers for Rural Development

**Course outcomes:**

1. Students will get aware about rural social structure of india.
2. Students will get various aspects of social problems of new india.

**References:**

1. Introductory Rural Sociology by J.B. Chitambar.
2. Rural Sociology by P.C. Jain ,S.L. Doshi.
3. Social problem of india by Ram Ahuja.

**M.B.A. Semester III**  
**Specialization: Rural Development**  
**Course Title: Rural Industrialization**  
**Course Code No: III/60-1/306F-4**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

1. To enable the students gaining knowledge about Rural Industrialization
2. To enable the students how to do planning, decision making in rural industries.

**Unit – I:** Role of Rural Industrialization in India – Need, significance and future prospects. Occupational structure in India with reference to rural economy of Maharashtra State.

**Unit – II:** Industrialization and Economic development; Complementarities between Industrial and Agriculture sectors.

**Unit – III:** Criteria for distinguishing Large, Medium, Small and Micro Industrial units in India; Demarcation of Rural, Semi-Urban, Urban and Metropolitan Areas in India. Classification of small scale and cottage industries in India. Different types of rural industries- Need based, Raw Material based and skill based. Traditions and trends of rural Industrialisation in India.

**Unit – IV:** Structure of Rural Society: Small and marginal farmer's conditions, problems and Govt. Measures, Land Less Labourers –Position, problems and steps taken for their upliftment, Rural Artisans- Status, Training facilities and their problems other weaker section.

**Practical:** The students are expected to visit micro and small industrial units in rural areas and acquaint themselves to the working of these units. The experts from Banking and Industrial departments should be invited to address the students regarding latest- developments in the field.

**Course Outcomes:**

1. Students can join in Rural Development Organizations / Institutions as Social Worker, Community Mobilizer. Students can set up Small Scale Industry in rural areas supported by State govt.
2. institutions Students can join in State /National Livelihoods Mission under Panchayati Raj Dept
3. Rural Development Dept. of the State / Nation as Manager or Programme Coordinator

**References:**

1. Textbook of Rural Development Entrepreneurship & Communication Skill by  
**Mondal Sagar**
2. Dynamics of Rural Industrialization Dr. Manoj Kumar.
3. Rural Economics G A Parmar

## Elective – II

### Inter Specialization (Any One)

Students can select other specialization modules as elective II

SN	Specialization	Course Code	Title
1	Disaster Management	III/60-1/307A	Industrial Disaster Management
2	International Banking & Finance Management	III/60-1/307B	Banking
3	Human Resource Development	III/60-1/307C	Performance Management System
4	Marketing Management	III/60-1/307D	Rural Marketing
5	Water Management	III/60-1/307E	Watershed Development and Management
6	Rural Development	III/60-1/307F	Agriculture Business Management

**M.B.A. Semester III**  
**Specialization: Disaster Management**  
**Course Title: Industrial Disaster Management**  
**Course Code No. – III/60-1/307A**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives**

- To educate students about various industrial hazards
- To train students in risk assessment and hazard analysis of Industries
- To train students in preparing offsite and onsite plans

**Unit 1 Introduction**

Concept, Need and Importance of Industrial Disaster Management

**Unit 2 Industrial Hazards**

Chemical hazards ,Biological hazards, Radiological hazards , Nuclear hazards, Physical hazards, Electrical hazards, Fire hazard, Gas hazards etc.

**Unit 3 Risk Assessment & Hazard Identification**

Checklist procedure, Preliminary hazard analysis, What if analysis, Failure mode effect analysis, Hazard and operability (HAZOP) studies, Hazard analysis techniques: Fault tree analysis, Event tree analysis, General outline of DOW index, Risk estimation and management, Major hazard control Identification of hazard, Categorization methods for elimination of hazard, Mechanical hazards; machine guarding, safety with hand tools/ portable power tools, Pressure vessel hazards and their control, Safety in material handling: hazards and safe Practices, safety with storage of materials,

**Unit 4 Onsite Plans**

Standard operating procedures, control room, safety officer, Different committees for Disaster management, rescue team, training, exercises and mock drills

**Unit 5 Offsite Plans**

Dissemination of information, identification of vulnerable locations, need and damage assessment, rescue and relief plans, compensation , case studies.

**Course Outcome:**A trained student can help in reducing losses due to industrial accidents

**Suggested Readings:**

1. Goel S.L., (2007), Disaster Administration and Management, Text & Case studies, Deep and Deep Publications, New Delhi.
2. Talwar A., Hazardous Materials Disaster Management, Commonwealth Publisher, New Delhi.
3. Heinrich H.W. , (1980), Industrial Accident Prevention, McGraw-Hill Company, New York.
4. Krishnan N.V. , (1996), Safety in Industry, Jaico Publishery House, New Delhi



**M.B.A. Semester III**  
**Specialization: International Finance and Banking**  
**Course Title: Banking**  
**Course Code No. – III/60-1/307B**

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** To provide the understanding of retail banking, international banking and other related issues pertain to the finance sector. The fastest-growing banks in the industry – the new private sector & foreign banks – are uncompromising in their need for all these attributes in the people they employ.

**Unit – 1 Introduction of Indian Banking System**

Meaning, Definition, Historical Developments in Banking, Types of Banks, Challenges of Banking Industry. Functions of Commercial Bank. Banking Regulation Act

**Unit – 2 Practical Banking:**

Types of Bank Deposits, Computation of Interest on Deposits, Deposit Schemes, Composition of Bank Deposits. Banker & Customer, Paying Banker, Collecting Banker, Cheques & Crossing Of Cheques, Endorsement & Its Significance, Passbook

**Unit – 3 Retail Banking**

Basics of Retail Banking, Forms of Retail Banking and Emerging Issues. Corporate Banking: The Nature of Corporate Banking, Developments in Corporate Banking, Consortium Finance, Multiple Banking Arrangements and Loan Syndication

**Unit – 4 Fee-Based Services**

The Fee-Based Services of Banks, Letter of Credits, Bank Guarantees, Subsidiary Services, Off Balance Sheet Activities, Banc Assurance

**Unit – 5 Introduction to Banking Operations**

The Changing Nature of Banking Operations, Importance of Customer Relationship Management in Banks – Different Types Of Products And Services Offered to Customers – Role of Technology In Banking Operations – The Need For Asset-Liability Management. Introduction to Electronic Banking: Electronic Banking: Market Assessment, E-Banking: An Introduction, Internet: E-Commerce, E-Banking in India, Internet Banking Strategies, Risks in E-Banking. : Payment and Settlement Systems, RTGS and Clearing House

**Course Outcome:** Student will understand the changing scenario in the banking sector.

**Suggested Readings:**

1. Money, Banking & Public Finance – T.N.Hajela- Ane Books Pvt Ltd-8th Edition.
2. Banking and Financial Markets in India – Bhasin Niti-New Century Publications-1947 to 2007.
3. Banks & Institutional Management- Vasant Desai-Himalaya Publishing House-1st Edition.
4. Banking theory and practices – K.C.Shekhar, Lekshmy Shekhar – Vikas Publishing House-19th Edition.
5. Financial Institutions and markets – L.M.Bhole & J.Mahakud- Tata McGraw Hill- 5th Edition.

**M.B.A. Semester - III**  
**SPECIALIZATION: HUMAN RESOURCE DEVELOPMENT**  
**Course Code : III/60-1/307C**

**COURSE TITLE:: PERFORMANCE MANAGEMENT SYSTEMS**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

1. To facilitate understanding of basic concepts of Performance Management
2. To make use of Performance Management for employee development

**Unit – 1 Performance Management:**

Definition of performance Management, dangers of poorly implemented PM systems, aims and role of PM Systems, characteristics of an ideal PM systems, Models of Performance Management

**Unit – 2 Performance Management System Implementation:**

Defining performance, determinants of performance, performance dimensions, diagnosing the causes of poor performance, differentiating task from contextual performance, choosing a performance measurement approach, Measuring results and behaviors, gathering performance information, implementing performance management system

**Unit – 3 Performance Management & Employee Development:**

Differentiate between performance appraisal and performance management, Personal Development plans, 360 degree feed back as a developmental tool, Balance Score Card, Potential Appraisal, Assessment Centre, Emerging Trends.

**Unit – 4 Performance Management & Reward Systems:**

Performance linked remuneration system, performance linked career planning & performance linked promotion policy.

**Unit – 5 Performance Appraisal:**

Concepts, Ethics, Rating Errors, 720 degree performance appraisal, Competency management, Potential appraisal, psychological appraisal, mangling our performance, Performance Audit.

**Course Outcomes:**

1. Student understands concepts of Performance Management
2. Student understands process of Performance Management
3. Able to apply Performance Management system

**Suggested readings:**

1. Performance Management, Herman Aguinis, Pearson Education, 2007.
2. Appraising & Developing Managerial Performance-.T. V. Rao, Excel Books
- 3.360 degree feedback & assessment & development Centers, Volume I, II and III, TV Rao ,Et all, Excel Books.
- 4.Performance Management, Dixit Varsha, Ist edition, Vrinda Publications Ltd.

**M.B.A. Semester III**  
**Specialization: Marketing Management**  
**Course Title: Rural Marketing**  
**Course Code No. – III/60-1/307D**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** Students learn the about rural consumer behavior, marketing strategies implemented by the organization to attract towards products of rural customers, challenges of rural marketing and process of targeting rural market and marketing.

**Unit-1**

Introduction: Meaning, Definition, Scope, Significance of Rural Marketing, Rural Marketing Management Perspectives- Challenges To Indian Marketer, Understanding The Rural Market Environment, Rural V/S Urban Marketing

**Unit-2**

Rural Marketing: Concept, Scope, Nature, Taxonomy Attractiveness. Problems In Rural Marketing, Rural Marketing Strategy, Rural Marketing and Marketing of Rural Products  
Rural Consumer Behavior: Buyer Characteristics- Decision Process, Brand Loyalty- Innovation Adoption.

**Unit-3**

Information System for Rural Marketing: Concepts- Significance, Internal Reporting System, Marketing Research System, Decision Support System. Selecting and Attracting Markets, Concepts and Process, Segmentation, Degrees, Bases and Guide for Effective Segmentation, Targeting and Positioning.

**Unit-4**

Product Strategy for Rural Markets: Concept and Significance, Product Mix and Product Item Decisions, Competitive Product Strategies. Pricing Strategy in Rural Marketing: Concept, Significance, Objectives, Policy and Strategy.

**Unit-5**

Promotion Aimed at Rural Audience: Exploring Media- Profiling Target Audience, Designing Right Promotion Strategy and Campaigns. Rural Distribution: Channels, Old Setup, New Players, New Approaches, Coverage Strategy. Minimum five Case Studies should be discussed.

**Course Outcome**

By undergoing this subject the student will be able to understand the difference between urban and rural market. This will also help to formulate strategies for rural market. The student will come to know recent trends and megatrends in this domain.

**Suggested Readings:**

1. Rajagopal, (1998), "Rural Marketing: Development, Policy, Planning and Practice", Rawat Publications, Jaipur.
2. Gopalaswamy, T.P., (1997), "Rural Marketing: Environment Problems And Strategies", Wheeler Publishing, New Delhi.
3. Krishnamachayulu, C.G.S. And Ramakrishnan Lalitha (2002), "Rural Marketing" Pearson Education Pvt. Ltd., New Delhi.
4. Kotler, Philip, (1985), "Marketing for Non-Profit Organizations", New Prentice Hall of India, New Delhi.
5. Krishnamacharyulu and Ramakrishnan, L., (2011), "Rural Marketing: Text and Cases", (2<sup>nd</sup> Edition), Pearson Education Pvt. Ltd., New Delhi.

**M.B.A. Semester III**  
**Specialization: Water Management**  
**Course Title: Watershed Development and Management**  
**Course Code No: III/60-1/307E**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** To impart knowledge of watershed components, processes and management for soil and water conservation.

**Unit 1: Components of watershed and need of watershed management**

Principal factors influencing watershed operations; Delineation of watersheds; Engineering surveys; Data requirement

**Unit 2: Watershed hydrology**

Water resources assessment in watershed, hydrological cycle; Surface water assessment- rainfall-runoff analysis; Groundwater assessment, infiltration and its measurement

**Unit 3: Watershed Behavior**

Physical elements of watershed, effects of land use changes on hydrological cycle components, watershed experiments

**Unit 4: Land capability classification**

Erosion process- factors affecting erosion, types of erosion, soil erosion models

**Unit 5: Engineering measures for soil and water conservation**

Contour bunding, graded bunding, bench terracing, land leveling and grading; Small storage structures- Types and design data requirement, loose boulder dams, gabions, check dams and their design criteria

**Course Outcome:** empower the students with theoretical as well as practical knowledge of watershed development and management.

**Suggested Books:**

1. Das, G., "Hydrology and Soil Conservation Engineering", Prentice Hall. 2002
2. Debarry, P. A., "Watershed: Processes, Assessment and Management", John Wiley. 2004
3. Lyon, J. G., "GIS for Water Resources and Watershed Management", Taylor and Francis. 2003
4. Schwab, G.O., Fangmeier, D.D., Elliot, W. J., Frevert, R. K., "Soil and Water Conservation Engineering", John Wiley. 2002
5. Suresh, R., "Soil and Water Conservation Engineering", Standard Publishers. 2006
6. Tideman, E.M., "Watershed Management", Omega Scientific Publisher. 2002

**M.B.A. Semester III**  
**Specialization: Rural Development**  
**Course Title: Agriculture Business Management**  
**Course Code No: III/60-1/307F**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:** To impart knowledge of Agriculture Business Management, processes and various technique for Survey and Research in Agricultural marketing.

**Unit 1 : Basic Concepts of Agricultural Marketing**

Definition of market and agricultural marketing, historical development, approaches, classification of markets, types of marketing functions and services, futures trading, marketing channels, marketing institutions - rule of the games - formal/informal, agricultural marketing system - then and now, market integration, contract farming, marketing development and planning, modern infrastructural facilities, cooperative/ group marketing systems, value addition and, agro-processing, post harvest technology, marketed and marketable surplus, marketing costs and margins, marketing efficiency and input marketing.

**Unit 2 : Agricultural Marketing Organizational Management:**

Structure and Model of Agri-Marketing Organizations with functions, market planning, management of agri- marketing personnel, role of leadership, motivation and human relations in improving organizational efficiency, various communication methods, effective co-ordination of various marketing functions, management of finance, man-power and hygienic conditions in the markets and food supply chain management..

**Unit 3: Key. Agricultural Marketing Organizations:**

Role, Functions and Schemes of NAFED, NCDC, CCI, JCI, IIP, CFTRI, MPEDA, APEDA, NHB, Directorate of Economics & Statistics, DMI, NIAM, BIS, CWC, SWC, Commodity Boards, Export Inspection Council, State Cooperative Marketing Federations, Forward Markets Commission.

**Unit 4: Market Information.**

Role, importance and concepts of market intelligence, agricultural price terminology, administered prices including support prices, methodology of data collection, critical review of market intelligence and news service, role of IT and tele- communication, on line market information service, electronic auctions, commodity information system, e-chaupal model, dissemination of market intelligence through various media, importance and limitations of statistics, market information schemes, index numbers and cost of living, cyber trading/e-commerce, market Information Service (AGMARKNET) and infrastructure development schemes launched by DMI.

## **Unit 5: Survey and Research in Agricultural Business:**

Importance, techniques and methodology of survey, drafting of questionnaire and schedule, testing of schedule, sources of primary and secondary data, opinion survey, statistical methods of sampling, sampling errors, mean, mode, median, correlation and regression, time series analysis, index numbers, median, correlation and regression, time series analysis, index numbers, documentation of reference material, guidelines of drafting of reports, estimation of marketable/marketed surplus & post harvest losses, price behavior, cost and margin studies, economics of storage, surveys for market development projects, evaluation and feasibility studies.

### **Course Outcome:**

Empower the students with theoretical as well as practical knowledge of agriculture business management

### **Suggested Readings:**

1. Krishnamacharyulu, C & Ramakrishan, L. 2002. Rural Marketing. Pearson Edu.
2. Ramaswamy, V. S & Nanakumari, S. 2006. Marketing Management. 3rd Ed. MacMillan Publ.
3. Singh, A. K & Pandey, S. 2005. Rural Marketing. New Age.
4. Singh, Sukhpal. 2004. Rural Marketing. Vikas Publ. House.
5. Beri, G. C. Marketing Management, Tata McGraw Hill Publishing Company Ltd, New Delhi.
6. David, W. Cravens. 1996. Marketing management.
7. Sheth, Mittal and Thomson. Customer Behaviour- A Managerial Perspective.
8. Acharya, S. S. and Agarwal, N.L.. 2004. Agricultural Marketing in India. 4th Ed. Oxford & IBH. 2.
9. Kohls, R. L & Uhl, J. N. 2005. Marketing of Agricultural Products. 9th Ed. Prentice Hall

# Semester IV

**M.B.A. Semester IV**  
**Course Title: Strategic Management**  
**Course Code No. – IV/60-1/401**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** To develop understanding about strategic processes and their impact on a firm

**Unit – 1 Strategy and the Quest for Competitive Advantage**

Military origins of strategy, Evolution, Concept and Characteristics of Strategic Management, Defining Strategy – Mintzberg's 5Ps of strategy, Levels of Strategy, Strategic Management Process

**Unit - 2 Strategic Intent**

Concept of Strategic Intent, Stretch, Leverage and fit, Vision, Mission and Purpose, Business Definition, Business Model, Objectives and Goals, Stakeholders in business and their roles in strategic management

**Unit - 3 Strategy Formulation**

Environmental Analysis and Appraisal- ETOP, Porter's Five Forces Model of competition; Organizational Analysis and Appraisal- OCP, SAP; Corporate Level Strategies, Business Level Strategies, Strategic Analysis and Choice of Strategy, Corporate Portfolio Analysis- BCG Matrix, GE 9 Cell Model; Strategic Plan

**Unit - 4 Strategy Implementation**

Project implementation, Procedural implementation, Resource Allocation, Structural, Behavioral, Functional and Operational Implementation, Organization Structure, Matching Structure with Strategy

**Unit - 5 Strategy Evaluation and Control**

Nature, Strategy Evaluation Process, Strategic Control, Operational Control, Strategic Audit, Participants in Strategic Evaluation and Control, Balanced Score Card, Value chain analysis

**Course Outcome:** Develop an insight into organization structures/ design and the need for flexible organizations, (ones that can literally "think on their feet" and have the freedom to quickly adjust their design to the strategic imperatives of the moment)

**Suggested Readings:-**

1. Strategic Management and Business Policy – Azhar kazmi, Tata McGraw Hill
2. Henry, Mintzberg, Bruce, Ahlstrand and Joseph, Lampel (1998). Strategy Safari. Free Press, New York.
3. A. Thompson Jr., A J Strickland III, J E Gamble, Crafting & Executing Strategy – The Quest for Competitive Advantage, Tata McGraw Hill, 4th ed., 2005.



**M.B.A. Semester IV**  
**Course Title: Business Ethics**  
**Course Code No. – IV/60-1/402**

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

Students should learn, adopt and implement the Ethics and Ethical Practices in the market, which will be very beneficial for the society and individual.

**Unit 1 Introduction to Business Ethics**

What is Business Ethic, Why Business ethics is important, Business Ethics in different Organizational contexts, Globalization: key context for business ethics, Sustainability: A goal for business ethics, Basics of workplace & workplace responsibility.

**Unit 2 Ethics and Indian Business**

Impact of Globalization, Reasons for Unethical Practices among Indian Corporations, Major Indian Scams, Various studies on Ethical Attitudes of Managers, Arguments for and Against Business Ethics, Establishing Strategy For Ethical Responsibility, Approaches To Managerial Ethics And Business Decisions, Frame Work For Ethical Decision Making, CSR, Environmental Awareness,.

**Unit 3 Ethic in Functional Area, Marketing, Finance, Human Resource**

Marketing Related Ethical Issues- ethical responsibility in Product, Advertising and Target Marketing, Ethics in Sales, Ethical Issues in Human Resource Management, HR related Ethical issues, Institutional Culture, Financial Management and Ethical Issues, Measures Against Bank Frauds, Anti money laundering & risk Prevention, Constraints to Ethical Practices in Indian Nationalized Banks, Frauds in Insurance Sector.

**Unit 4 Role of legislation**

Role of Legislation in Enforcing Ethical Business Behavior, Relationship between Law and Ethics, Role of Government in Enforcing Ethical Behavior,

**Unit 5 Gandhian Philosophy of wealth management**

Relationship Between Ethics and Corporate Excellence, Corporate Mission, Code of Ethics, Organizational Culture, Ethics and Individual Behavior, Gandhian Philosophy, Social and Economic Responsibility of Business. Minimum 2 Case Studies should be discussed.

**Course Outcome:** Student Learned Everything from basic ethics to business ethics and the outcome of the course is very important because the Students are foundation of our Nation and that should be more effective and powerful by learning Business Ethics.

**Suggested Readings:**

1. Murthy C. S. V., (2014), "Business Ethics Text & Cases", Himalaya Publishing Pvt. Ltd, Girgaon Mumbai.
2. Prof. Bajaj P. S. and Prof. Agrawal Raj, (2012), "Business Ethics an Indian Perspective", Biztantra Management for the Flat World, New Delhi.
3. Murthy C. S. V., (2013), "Business Ethics & Corporate Governance", Himalaya Publishing Pvt. Ltd, Girgaon Mumbai.
4. Crane Andrew and Matten Dirk, (2007), "Business Ethics Managing Corporate Citizenship and Sustainability in the age of Globalization, (2<sup>nd</sup> Edition), Oxford University Press, New Delhi.
5. Crane Andrew and Matten Dirk, (2010), "Business Ethics Managing Corporate Citizenship and Sustainability in the age of Globalization, (3<sup>rd</sup> Edition), Oxford University Press, Noida (UP).
6. Sherlekar R. C., (2002), "Ethical Choices in Business", (2<sup>nd</sup> Edition), A Division of SAGE Publications India Pvt. Ltd., New Delhi.

7. Petrick Joseph A. and Quinn John F., (2009), “Management Ethics Integrity at Work”, A Division of SAGE Publications India Pvt. Ltd., New Delhi.
8. Chakraborty S. K., (2010), “ Ethics in Management”, Oxford University Press, New Delhi.
9. Raj Rituparna, (2010), “Business Ethics”, Himalaya Publishing House Pvt. Ltd., New Delhi.

**M.B.A. Semester IV**  
**Course Title: Research Project Work**  
**Course Code No. – IV/60-1/403**

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

- To provide practical knowledge to student through Research
- This is full credit course, being evaluated for 100 marks.
- The students shall choose Research Topic after consultation with Faculty Research Guide at the end of third semester.
- The student should submit Research report at the mid of fourth semester in following format, evaluation of the same will be at the end of fourth semester.

Unit : I Research Design and Methodology	1. Introduction and Theoretical Framework 2. Statement of the Problem 3. Purpose & Objectives of the Study 4. Review of the Literature 5. Hypotheses 6. The Design--Methods and Procedures 1.Sampling 2. Instrumentation 3. Data Collection 4. Data Analysis 7. Limitations and Scope /Delimitations 8. Significance of the Study 9. Unit Scheme
Unit : II Theoretical framework,	Theoretical framework and Review of relevant literatures
Unit : III Organizational Profile	Organizational Profile/frame work
Unit : IV Data Analysis	Data presentation, analysis & interpretation and
Unit : IV Findings and suggestions	Findings and suggestions

**Evaluation Scheme**

A) Problem Statement 05 Marks	B) Literature Review 05 Marks
C) Research Methodology 10 Marks	D) Data Analysis 10 Marks
E) Conclusion 10 Marks	E) Conclusion 5 Marks
F) Suggestions 5 Marks	
G) Presentation 25 Marks	H) Viva Voce 25 Marks

Viva voce shall be conducted by panel of two members; one member would be external expert and other would be the Guide

**Course Outcomes:**

1. Students aware of Industrial Environment by self experience
2. Student gets practical exposure to management concept
3. Learning by doing
4. Ready to do similar work

**M.B.A. Semester IV**  
**Specialization: Disaster Management**  
**Course Title: Disaster Response**  
**Course Code No. – IV/60-1/404A**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives :**

- To orient students about Disaster on site situation
- To teach Disaster response techniques
- To educate students about Disaster response organizations

**Unit 1 –Introduction**

Essential Components of Disaster Response, Disaster Response Plan, Resource Management- Financial, Medical, equipments, communication, Human, transportation, Food and essential commodity (Identification, Procuring, Propositioning and deployment), Directing and controlling functions

Communication, Participation & activation of Emergency Preparedness Plan, Logistics Management, Emergency support functions, Need and damage assessment

**Unit 2 - Coordination in Disaster Response**

Disaster response organization, Disaster response & administration - Central, State, District and Local , Disaster Response: Policy & Other organization, Role of multiple stakeholders in Disaster Response NDRF, SDRF, ITBP, CRPF, SRPF, EMS

**Unit 3 Quick Disaster Response**

First responder, medical first aid, life saving techniques, Golden time

Search & Rescue equipments- Search & Rescue equipments for different disasters, its use, procurement, maintenance

Search & Rescue Teams- Warning teams, evacuation teams, medical support, logistic management & other teams

**Unit 4 Human Behavior & Response**

Individual and Group behavior, Psychological Response, Trauma & Stress Management, Rumor & Panic Management

**Unit 5 Relief Measures**

Minimum standards of relief, managing relief, Funding relief, Recovery, case studies

**Course Outcome :**

Trained students can act as a First Respondent and can handle Onsite situations

**Suggested Readings:**

1. Goel S.L., (2007), Disaster Administration and Management, Text & Case studies, Deep and Deep Publications, New Delhi
2. Levitt, Alan M - John Valley and Sons (1997), Disaster Planning and Recovery-, New York.

3. National Disaster Response Plan (2002), Ministry of Agriculture and Cooperation, Government of India, New Delhi.
4. National Disaster Response Plan (2001), NCDM, New Delhi.
5. Singh S.K.& Kundu S.C., Disaster management, William Publications, New Delhi
6. Sharma V.K. & Vinod K, (1995), Disaster Management, IIPA, New Delhi.

**M.B.A. Semester IV**  
**Specialization: International Finance and Banking**  
**Course Title: Fixed Income Securities**  
**Course Code No. – IV/60-1/404B**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives :** To analyze the fixed income securities markets and its implications for investments also explain the market characteristics, instruments, selling techniques, pricing and valuation issues with money market instruments.

**Unit 1 – An Overview of Fixed Income Securities**

Introduction, Classification of Fixed Income Securities, Risk of Debt Securities, Organization and Conduct of Debt Markets-Players and their objectives, Regulations Of Fixed Income Market

**Unit 2 – Understanding Basics of Bond Mathematics**

Bond Pricing, Yield Measures, Yield curve-principles, components analysis of yield curve, Volatility of short and long rates, price based Vs yield based volatility, Economic News Announcements and volatility, Yield Vs Duration, Models of Yield curve-The Vasicek Model, The Cox, Ingersoll & Ross Model, The Black, Derman & Toy Model, Yield to Maturity, Forward rates, Spot rates and Par rates, Bootstrapping process for zero curve

**Unit 3 – Understanding Duration and Convexity**

Meaning of duration-properties of durations & PVBP & Duration of Portfolios, Excel Applications, Calculating duration, Macaulay duration and Modified duration, Meaning convexity, Convexity Measures

**Unit 4 – Mortgage Backed Securities**

Meaning of Securitization & its Players, MBS-history, Creation, Mortgages & the Mortgages industry, Fixed and Adjustable rate mortgages, Risks: Prepayments-measuring prepayments, FHA experience, PSA experience, Factors affecting prepayments, Valuation Framework

**Unit 5 – Interest Rate Futures, Options and Swaps**

Basic characteristics of derivative contracts, T-bond, T-note, T-bill future, Mechanics of futures trading, Basics of Options & swaps, Valuing an option & swap, Hedging an option position, Interest rate Caps, Floor & Collar

**Course Outcome:** Student will get well versed with fixed income security market.

**Suggested Readings:**

1. Fixed income markets & their derivatives – Suresh Sundaresan (Thomson South Western Learning) 2nd Edition
2. The Handbook of Fixed Income Securities - Fabozzi Frank (McGraw Hill International) 7th Edition
3. Swaps – Richard Flavell – John Wiley publications.

**M.B.A. Semester IV**  
**Specialization: Human Resource Development**  
**Module No. – IV/60-1/404C**  
**Module Title: Organization Development**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

1. To facilitate understanding of basic concepts and relevance of OD
2. To study various process of Organization Development
3. To understand various interventions used for OD

**Unit 1 - Introduction to Organizational Development:**

Definition, Goals, Role of OD consultant, Important Characteristics of OD , OD Objectives, Value, Beliefs and Assumptions underlying the field of OD.

**Unit 2- Foundations of Organizational Development:**

Introduction, Models of change Management: 1. Kurt Levin and Friends 2. Total System Change Model 3. The Burke-Litwin model of organization change 4. Porras and Robertson model of organization change; Systems Theory: nature of the system, characteristics, the congruence model, Sociotechnical systems theory and open system planning, Open system thinking; Parallel Learning Structure

**Unit 3- OD Process:**

Introduction, OD Process: Components of the OD process, three major data diagnosis models: Weisbord Six-box Model, McKinsey 7-S Framework, & Organizational Iceberg Model ; Phases of OD Programme [7 phase consulting model].

**Unit 4 - Action Research in OD:**

A process and approach, Action research model as a Problem solving approach, four Varieties of action research, Survey Feedback

**Unit 5 - OD Interventions:**

Meaning, results one can expect from OD interventions, Classification of OD Interventions [Team Intervention at the work place: Role Analysis, Interdependency, Appreciation, Principled Negotiation, Work Redesign, Self-Managed Teams, T-Group, Behavior Modeling] , Change agents, Client- consultant relationship. **Issues in OD:** Issues in Consultant Client Relationship, Ethical Issues for OD Consultants, Power and Values of OD, Policies in Organization Diagnosing, Competencies of an effective OD practitioners.

**Course Outcome:**

1. Student understands concepts of OD
2. Student understands various process of Organization Development
3. Able to apply various interventions used in OD

**Suggested readings:**

1. French, W.L., & Bell, C.H. Jr.(2002) “Organizational Development” prentice Hall India, Sixth Edition 2002
2. Dimock, H.G. (1993), Intervention and collaboration: Helping organizations to change. San Diego, CA: Pfeiffer and company
3. Cummings T.G., Worley C.G. (2002), “Organizational Development and Change” (7th Edition), S.W. College Publishing Co. 2002
4. Pettigrew A., Whipp R.(2001) “ Change Management for Competitive Success” Infinity Books, 2001
5. S Ramnarayan, T V Rao , et al. (1998), Organization Development: Interventions and Strategies , SAGE Publications Pvt. Ltd; 1<sup>st</sup> edition (September 22, 1998)
6. [www.change-management.org](http://www.change-management.org)
7. [www.change-management.com](http://www.change-management.com)

**M.B.A. Semester IV**  
**Course Title: Advertising**

**Course Code No. – IV/60-1/404D**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives :**

The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing. To understanding of the significance of advertising in global scenario, to learn the types and forms of advertisements/ medias. To learn how to measure the effectiveness of advertisement, to learn the channel management system

**Unit 1:** Introduction Advertising-meaning, nature and importance of advertising, types and objectives. Audience selection; Setting of advertising budget: determinants and major methods.

**Unit 2:** Media Decisions Major media types - their merits and demerits; Advertising through internet and interactive media-Issues and considerations; Factors influencing media choice; media selection, media scheduling

**Unit 3:** Message Development Advertising creativity; Advertising appeals; Advertising copy and elements of print advertisement creativity; Tactics for print advertisement.

**Unit 4:** Measuring Advertising Effectiveness Arguments for and against measuring effectiveness; Advertising testing process; Evaluating communication and sales effects; Pre- and Post-testing techniques.

**Unit 5:** Organizational Arrangement a) Advertising Agency: Role, types and selection of advertising agency; Reasons for evaluating advertising techniques. b) Social, ethical and legal aspects of advertising in India; Recent developments and Issues in advertisement.

**Course Outcome:**

By undergoing the subject the student will get deep knowledge about advertising, he/she will be able to differentiate between the various media available. By understanding the subject matter he/she can measure the outcome of the advertisement done by the company.

**Suggested Readings:**

1. Belch and Belch, (2013) Advertising and Promotion, Tata McGraw Hill Co.
2. Sharma, Kavita, (2011) Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki, (2010) Advertising and Brand Management, Ane Books Pvt Ltd, New Delhi.
4. Burnett, Wells, and Moriatty, (2000) Advertising: Principles and Practice, Pearson Education
5. Terence A. Shimp, (2013) Advertising and Promotion: An IMC Approach, South Western, Cengage Learning.
6. Chunawala S.A. & Kumar K.J., (2015) Advertising theories and practices, Himalaya Publication House



**M.B.A. Semester IV**  
**Course Title: Waste Water Management**  
**Course Code No. – IV/60-1/ 404E**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives :** This course will enable students to:

- Understand the basic characteristics of wastewater.
- Understand the kinetics of biological system.
- Understand the design and working principle of various treatment methods.
- Understand magnitude and influence of hazardous content.

**Unit–I Objectives of wastewater treatment**

Characteristics, flow variations, types of reactors and reactors analysis. Wastewater Treatment Flow Diagrams and Hydraulic Profile. Theoretical principles and design considerations - screens, equalization basin, grit chamber, primary and secondary settling tanks.

**Unit – II Wastewater treatment**

Aerobic, anaerobic, suspended and attached growth systems. Kinetics of biological treatment systems – Biogenetic constants and their determination, batch and continuous systems

**Unit – III Theoretical principles and design considerations**

Suspended growth system - conventional activated sludge process and its modifications. Attached growth system – trickling filter, bio-towers and rotating biological contactors. Principles and design of stabilization ponds.

**Unit – IV Sludge Processing**

Separation - sludge thickeners, volume reduction, conditioning and digestion – aerobic and anaerobic. Nitrification and De-nitrification Processes, Phosphorus removal. Wastewater disinfection.

**Unit – V Microbial Treatment**

Degradation of high concentrated toxic pollutants, non-halogenated, halogenated petroleum hydrocarbons metals. Rural wastewater systems – Septic tanks, two-pit latrines, Ecotoilet, soak pits.

**Course Outcomes:**

During this course, students will be trained:

- To know the basic characteristics of wastewater and the kinetics of biological system.
- Understand the design and working principle of various treatment methods.

**Suggested readings:**

1. “Wastewater Engineering - Treatment and Reuse”, Metcalf and Eddy Inc., (2003), 4th Edition, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
2. “Wastewater Treatment Concepts and Design Approach”, Karia G.L., and Christian R.A., (2001), Prentice Hall of India Pvt. Ltd., New Delhi.
3. Fair G.M., Geyer J.G and Okun, “**Water-wastewater Engineering**”.

**M.B.A. Semester IV**  
**Course Title: Retail and Rural Marketing**  
**Course Code No. – IV/60-1/ 404F**

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

1. To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
2. To familiarize with the special problems related to sales in rural markets, and
3. To help understand the working of rural marketing institutions.

**Unit I:** Introduction to Retailing, Evolution of Retail Environment, Formats of Retailing Understanding the Retail Customer, Marketing Research for Retailing, Strategic Retail Planning Process, Locational Decisions, Growth Strategies Rural Economy, Rural - Urban disparities, policy interventions required, Rural face to Reforms, The Development exercises in the last few decades.

**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.

**Unit III:** Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

**Unit IV:** Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

**Unit V:** Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.

**Course outcomes: Students will able to**

1. Examine insights into all functional areas of retailing
2. Create Accounts of essential principles of retailing.
3. Analyze perspective of the Indian rural retailing scenario

**Suggested readings:**

1. Balaram Dogra & Karminder Ghuman, RURAL MARKETING: CONCEPT & CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008
2. A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publuishers, 2007
3. CSG Krishnamacharylu & Laitha Ramakrishna, - RURAL MARKETING, Pearson Education Asia. 2009
4. Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd. New Delhi
5. Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi. 6. Ruddar Dutt Sundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers, New Delhi

**M.B.A. Semester IV**  
**Specialization: Disaster Management**  
**Course Title: Rehabilitation, Reconstruction and Recovery**  
**Course Code No. – IV/60-1/405A**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives**

- To understand post disaster issues in recovery and rehabilitation
- To undertake reconstruction as an opportunity to build disaster resilient structures and safe habitat

**Unit 1 Rehabilitation, Reconstruction and Development**

Topic 1 Reconstruction Rehabilitation and Development : Concept, Meaning, types of Rehabilitation and Reconstruction, Importance of Disaster Mitigation, Cost – benefit analysis, relationship between vulnerability and development

Topic 2 Damage Assessment: Post Disaster Damage assessment, estimated damage assessment due to probable disasters, Sample Surveys, Epidemiological Surveillance, Nutrition Centered Health Assessment, Remote sensing and Aerial photography, nature and damage to houses and infrastructure due to different disasters

**Unit 2 Role of Different organization in Rehabilitation**

The Government and Disaster Recovery and rehabilitation; Disaster and Non governmental efforts ; Role of Local Institutions; Insurance, Police , Media

**Unit 3Reconstruction**

Topic 1 Speedy Reconstructions:Essential services, Social infrastructures, immediate shelters/camps, Contingency plans for reconstructions

Topic 2 Development of Physical and Economic Infrastructure: Developing Physical and Economic Infrastructure, Environmental Infrastructure development,

Topic 3 Disaster resistant House Construction: Guidelines for Disaster resistant construction, traditional techniques, Seismic strengthening of houses in low rain/High rainfall area, earthquake resistant construction technique

Topic 4 Funding arrangements:Funding arrangements at state level and central level, Fiscal discipline, role of International agencies, mobilization of commTopicity for resource generation

**Unit 4Rehabilitation**

Topic 1 Socio- economic Rehabilitation

Temporary Livelihood Options and Socio-Economic Rehabilitaion,

Topic 2 Role of Housing / building authorities

Education and awareness and role of Information Dissemination, Participative Rehabilitation

Topic 3 Role of various agencies in Recovery Work

Monitoring and evaluation of rehabilitation work, Rehabilitation process

## **Unit 5 Recovery**

Concept of recovery, livelihood and approach to reconstruction, Livelihood restoration, Speedy recovery, Linking Recovery with safe development, Creation of Long-term job opportunities, case studies

### **Course Outcome:**

This Unit will help students in building safer environment through sustainable development. At the end of this course students are expected to carry out pre and post disaster damage assessment, understand disaster recovery and role of different agencies in the rehabilitation.

### **Suggested Readings:**

1. Disaster Mitigation in Asia and the Pacific (1991), Asian Development Bank, Manila ADB.
2. Goel S.L., (2007), Disaster Administration and Management, Text & Case studies, Deep and Deep Publications, New Delhi
3. Ghosh G.K., (2006), Disaster Management, 6th edition, A.P.H. Publishing Corporation, New Delhi
4. Singh S.K. & Kundu S.C., Disaster management, William Publications, New Delhi
5. Sharma V.K. & Vinod K., (1995), Disaster Management, IIPA, New Delhi.
6. Goel S.L., (2006), Encyclopedia of Disaster Management, Deep and Deep Publications, New Delhi
7. F.Y. Cheng & Y.Y. Wang, Post-Earthquake Rehabilitation and Reconstruction, Pergamon Publications.

**M.B.A. Semester IV**  
**Specialization: International Finance and Banking**  
**Course Title: International Finance**  
**Course Code No. – IV/60-1/405B**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** To give exposure to all aspects of International Financial Management. To give exposure to all aspects of international financial management and make the students well versed with various theories of exchange rate determination and exchange exposures.

**Unit 1 – Introduction to International Financial System**

Meaning of International Finance, Objectives of International Finance, Significance of International Finance, Components and Environment, Finance function in global context

**Unit 2 – Foreign Exchange Market**

Players & functions, Foreign Exchange rate- Fixed & Floating Exchange Rate system, Theories of Exchange rate determination, Exchange control Regulation and FEMA, Balance of payment– Structure, Equilibrium, disequilibrium, International Monetary fund – Objectives, Quotas, Management and Functions, Special Drawing rights - Uses & Allocations

**Unit 3 – Financing International Trade**

Introduction, Modes of payment in International Trade, Methods of Trade financing, Letter of Credit and Factoring - Its Types, Export –Import Bank of India (EXIM) – Objectives, Management & Financing Programme, Functions

**Unit 4 – Foreign Exchange Exposures**

Types of Exchange Exposure- Transaction Exposure, Methods of Translation & Translation Exposure, Economic Exposure, Management and Hedging of Transaction, Translation, Economic exposures

**Unit 5 – Financial Management of the multinational Firm**

Foreign direct investment, Cost of capital & capital structure of multinational firm, ADR's, GDR's, ECB's, Euro Money & Euro Bond, Short term & long term financial management in MNC

**Course Outcome:** Student will come to know about variation in business performance due to international financial transactions.

**Suggested Readings:**

1. International Financial management – P.G. Apte (Tata McGraw hill) 5<sup>th</sup> Edition
2. International Financial management – A.K. Seth (Galgotia Publication) 4<sup>th</sup> Edition
3. International Finance – Maurice Levi (Routledge Publication) 5<sup>th</sup> Edition
4. International Financial management – V.A. Avadhani (Himalaya Publishing House) 1<sup>st</sup> Edition
5. International Financial management – H.R. Machiraju (Himalaya Publishing House-) 2<sup>nd</sup> Edition

**M.B.A. Semester IV**  
**Specialization: Human Resource Development**  
**Course Title: Labour Laws**  
**Course Code No. – IV/60-1/405C**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** To provide an understanding, application and interpretation of various labour laws and their implications for industrial relations and labour issues.

**Unit – 1 Laws On Working Conditions**

- ❖ The Factories Act, 1948
- ❖ The Bombay Shops and Establishments Act, 1948
- ❖ The Contract Labour (Regulation and Abolition Act, 1970)

**Unit – 2 Laws on Industrial Relations**

- ❖ The Maharashtra Recognition of Trade Unions & Prevention of Unfair Labor Practices Act, 1971
- ❖ The Industrial Disputes Act, 1947
- ❖ The Industrial Employment (Standing Orders) Act, 1946

**Unit – 3 Laws on Wages**

- ❖ The Minimum Wages Act, 1948 15
- ❖ The Payment of Wages Act, 1936 16
- ❖ The Payment of Bonus Act, 1965 17

**Unit – 4 Laws on Social Security**

- ❖ The Workmen's Compensation Act, 1923
- ❖ The Employees' State Insurance Act, 1948
- ❖ The Maternity Benefit Act, 1961

**Unit – 5 Cases in Labour Laws**

- ❖ Cases for above laws should be discussed in class

**Course Outcome:** Student will be able to get thorough knowledge of managing industry, in accordance with the provisions of labour laws.

**Suggested Readings:-**

1. Malik, K.L., Industrial Laws and Labour Laws, Eastern Book Company, Lucknow.
2. Kumar, H.L., Digest of Labour Cases, Universal Law Publishing Co P Ltd, New Delhi
3. Srivastava, S.C., Industrial Relations & Labour Laws, Vikas Publishing House (P) Ltd.
4. Sharma, J.P., Simplified Approach to Labour Laws, Bharat Law House (P) Ltd., New Delhi.
5. Sharma, J.P., Industrial Laws, Ane Books Pvt. Ltd, New Delhi.

## **M.B.A. Semester IV**

### **Specialization: Marketing Management** **Course Title: Sales and Distribution Management** **Course Code No. – IV/60-1/405D**

---

**Total Credits: 04**

**Total Hours: 60**

#### **Learning Objectives :**

Sales and Distribution course offers the responsibilities of sales executives and managers to create innovations for organization by using the techniques of sales, interpersonal skills, by managing field force to get things done from available resources.

#### **Unit 1 Introduction to Sales Management**

Introduction to sales management-Responsibilities of sales Executives and Managers, , Importance of recruitment and selection of sales personnel, How sales job differ from other jobs, personal selling and salesmanship, To study and learn personal selling skills, Roles and Features of personal selling, types of personal selling, Qualities of sales force in personal selling, sales quotas & sales territories.

#### **Unit 2 Marketing Logistics**

Logistics and its importance, Functions of Logistics management Procurement /Purchasing, Inward Transport, Receiving, Warehousing, Stock Control, Order Picking, Materials Handling, Outward Transport, Physical Distribution Management, Recycling, Returns, and Waste Disposal, Importance of Communication in Logistics, Technology in Logistics- Electronic Data interchange (EDI), Strategic Issues in Logistics Management

#### **Unit 3 Marketing Channels**

Evolution of Marketing Channels- Channel member and their roles, Roles of Channel Members, Channel Functions, Designing marketing channels - Channel Structure, Channel Intensity, Types of Channel Intermediaries at Each Level, Channel Flows and Cost. Importance of Channel Integration, Vertical Marketing Systems, Types of vertical marketing systems, Hybrid channel system, Designing and Managing Hybrid Channel Systems

#### **Unit 4 Channel Management**

Recruiting Channel, Members - Recruiting as a Continuous Process, Recruiting Manufacturers, Screening, Criteria for Selecting Channel Members, Sales Factors, Product Factors, Experience Factors, Administrative Factors, Risk Factors, Motivating Channel Members, Distributor Advisory Councils, Modifying Channel Arrangements - PLC Changes, Customer-Driven Refinement of Existing Channels, Growth of Multi-Channel Marketing Systems, Managing Channel Relationships, Cooperation and coordination, Conflict, Power

#### **Unit 5 Distribution Patterns**

Warehousing – Why? Availability of Material, Distribution Requirement Planning (DRP), Concept of Inventory Management, Elements of Transportation, Types of Carrier and their Productivity Analysis, Transportation Planning, Freight Rate Breakup, Rail, Road, Sea and Air transport, Functions, Advantages and Disadvantages, Insurance

#### **Course Outcome:**

Students are able to accept challenges to do something new and creative for organization by using their interpersonal skills and managerial skills, to understand the market and accept challenges being a sales executive/ sales Manager, Students able to understand the sales techniques, selling strategies and distribution formats.

**Suggested Readings:**

1. Chunawalla S.A, (2013), “Marketing principles & practice”, (3<sup>rd</sup> Edition), Himalaya Publishing House, Mumbai.
2. Amar Jyoti, (2010), “Sales and Distribution, Gennext Publication, New Delhi.
3. Panda Tapan K. and Sahadev Sunil, (2014), “Sales and Distribution Management”, (2<sup>nd</sup> Edition), Oxford University Press, New Delhi.
4. Chunawala S. A., (2012), “ Sales& Distribution Management”, (3<sup>rd</sup> Edition), Himalaya Publishing House, Mumbai.
5. Prof. Ghosh P. K., (2010), “ Sales Management Text & Cases”, (1<sup>st</sup> Edition), Himalaya Publishing House Pvt. Ltd., Mumbai.
6. Bhat Sridhara K., ((2011), “Sales and Distribution Management”, Himalaya Publishing House, New Delhi.
7. George E.Belch , Michael and keyoorpurani, “Advertising and promotion”, (7<sup>th</sup> Edition, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
8. Richard R Still, Edward W. Cundiff& Norman, A.P Govoni,(1988), “Sales Management, Decisions, Strategies and Cases”, (5<sup>th</sup> Edition), Pearson Education Pvt. Ltd., New Delhi.



**M.B.A. Semester IV**  
**Specialization: Water Management**  
**Course Title: Water Harvesting**  
**Course Code No. – IV/60-1/405E**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives:**

- To sensitize and educate learners on augmentation & utilization of water resources.
- To impart necessary skills and expertise to understand water harvesting techniques.
- To enable learners to act as trainers and organizers at household and community levels for efficient water management in terms of its usage and also for water conservation.

**Unit-I: Introduction to Water Harvesting**

Basic concepts, Water Resources, Rain Water Harvesting, Watershed Management, Need and Scope of Watershed Management, Planning of Watershed Projects.

**Unit-II: Basics of Hydrology**

Introduction to Hydrology, Hydrological losses, Rainfall and Runoff Measurement - Rainfall and Its Measurement, Measurement and Estimation of Runoff, Water Quality

**Unit-III: Water Harvesting, Conservation and Utilization**

Water harvesting Techniques, Methods of Water Harvesting, Rain Water Harvesting Systems, Water Harvesting for Crop Production, Artificial Groundwater Recharge, water storage, conservation and utilization, Storage of Harvested Water, Water Conservation Techniques

**Unit – IV: Practical Training at Water Harvesting Agency**

**Practical Manual**

Sr.

No. Name of Experiment

1. Roof Top Water Harvesting - Household
2. Roof Top Water Harvesting - Group Housing Societies
3. Storage Capacity of Water Storage Structure
4. Discharge measurements
5. Rainfall measurements
6. Pan Evaporation
7. Groundwater Level
8. Bulk Density of Soil
9. Soil Moisture
10. Field Visits

**Course Outcome:**

Students will be able to get thorough knowledge of water harvesting and agencies involved in water harvesting.

**Suggested Readings:**

1. Hydrology by R.S. Varshney, Roorkee.
2. Handbook of Applied Hydrology by Ven t. Chou.
3. Applied Hydrology by K.N. Mutreja.
4. Applied Hydrology by Linsleg, Kobler & Pauchus.
5. Hydrology by Raghunathan

6. Manual of Watershed Development works by Centre for Research in Dry land Agriculture, Hyderabad (CRIDA)
7. A Technical Manual on watershed development for NWDPA Scheme, Ministry of Agriculture, Govt. of India.

**M.B.A. Semester IV**  
**Specialization: Rural Development**  
**Course Title: Banking, Insurance and Microfinance**  
**Course Code No. – IV/60-1/405F**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:** Banking, Infrastructure and Micro finance course offers the responsibilities of executives and managers to create innovations for organization by using the techniques of microfinance, by managing field force to get things done from available resources in the rural market.

**Unit 1:** Cooperative: Meaning, objectives, importance, development of cooperatives; cooperatives – economy, principles; Cooperative society - structure and types. Cooperative finance structure, needs and objectives, agriculture credit societies, service cooperatives, central cooperatives banks, state cooperative banks, land development banks, regional rural banks, NABARD - Banking initiatives and rural development in India. Visit a cooperative bank/branch and understand how it works for rural development.

**Unit 2:** Banking and Innovative services: Functions of Commercial Banks, Securitization, Universal Banking, Core Banking, consortium banking, NPA; NBFC- Meaning, Major functions of NBFC, RBI Guidelines; Retail banking – Rural Banking and innovations, Current Scenario of rural banking in India; Banking Services - Remittances, Safe Custody, Safe Deposit Vaults, Collection Facility, MICR Clearing, ATMs, Credit Cards and Debit Cards, Travellers Cheques, Gift Cheques, Ombudsman and Customer Services, Fraud Detection and control. Visit any bank/branch and understand various functions performed by them.

**Unit 3:** Insurance Services: Introduction to LIC, GIC and Private Insurance Companies, Major Insurance Products (Life & Non-Life), comparative analysis; IRDA- objectives and functions; Insurance schemes for rural farmers and small artisans. Visit the branch of LIC/private insurance company and understand various schemes provided by them for farmers.

**Unit 4:** Micro-Credit and Enterprises: Concept and characteristics of rural credit; Formal and informal sources of credit; Meaning, Nature and Scope of Micro-credit and Microfinance; characteristics; Distinctive features; Advantages; Microfinance and socio-economic development; Micro finance environment in India and Abroad. Micro-credit and Micro-finance models; Micro-Credit and Micro finance Vs micro trades and enterprises - Government and non-government organizations in the promotion of micro-finance and micro –enterprises-micro insurance. Management of Micro finance Institutions: Personnel and financial management aspects of micro-finance institutions. Regulation and supervision of micro finance institutions. Visit a microfinance institution and understand the distinctive features of microfinance.

**Course Outcome:** Students will be able to get thorough knowledge of banking, insurance and microfinance.

**Suggested Readings:**

1. Narayanasamy. N., (et.al.) Mangement of SHGs, Gandhigram Rural Institute, Gandhigram 2008.
2. Mahewwari. S.N. and. Maheshwari .S.K, Fiancial Accounting, Vikas publishing house, New Delhi, 2002.
3. Thomas Fisher and M.S. Sriram, REXONG Micro – Credit – putting Development Back into Mocro-finance, Vistar publications, New Delhi, 2006.
4. Malcolm Harper, Practical Micro-finance – A training Guide for south Asia, Vistar publications, New Delhi.

(Any One)

Select any one course out of four offered courses in each specialization

**A) Specialization: Disaster Management**

Select any one course of the following:

Sr.No.	Course Code	Title
1	IV/60-1/406A-1	GIS in Disaster Management
2	IV/60-1/406A-2	Risk Assessment & Vulnerability Analysis
3	IV/60-1/406A-3	Health Management in Disaster
4	IV/60-1/406A-4	Finance & Insurance in Disaster Management

**B) Specialization: International Finance and Banking**

Select any one course of the following

Sr.No.	Course Code	Title
1	IV/60-1/406B-1	Corporate Finance
2	IV/60-1/406B-2	Derivatives
3	IV/60-1/406B-3	Strategic Cost Management
4	IV/60-1/406B-4	Business Taxation

**C) Specialization: Human Resource Development**

Select any one course of the following

Sr.No.	Course Code	Title
1	IV/60-1/406 C-1	HR Admin- Application & Procedure
2	IV/60-1/406 C-2	Organization Change
3	IV/60-1/406 C-3	International HRM
4	IV/60-1/406 C-4	Human Resource Information System

**D) Specialization: Marketing Management**

Select any one course of the following

Sr.No.	Course Code	Title
1	IV/60-1/406 D-1	Retail Management
2	IV/60-1/406 D-2	Customer Relationship Management
3	IV/60-1/406 D-3	Agricultural Marketing
4	IV/60-1/406 D-4	International Marketing

**E) Specialization: Water Management**

Select any one course of the following

Sr.No.	Course Code	Title
1	IV/60-1/406 E-1	Water pollution
2	IV/60-1/406 E-2	Solid Waste Management
3	IV/60-1/406 E-3	Water Quality Management
4	IV/60-1/406 E-4	Rural and Urban Water Supply

**F) Specialization: Rural Development**

Select any one course of the following

Sr.No.	Course Code	Title
1	IV/60-1/406 F-1	Human Resources Development
2	IV/60-1/406 F-2	Solid Waste Management
3	IV/60-1/406 F-3	Rural Entrepreneurship and Rural Development
4	IV/60-1/406 F-4	Rural Infrastructure Management and Rural Technology Management

**Course Title: Geographical Information System in Disaster Management**  
**Course Code No. – IV/60-1/406A-1**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

To study the concept of GIS and its applications in the field of Disaster Management

**Unit 1**

Geographical Information Systems - definition, development, data sources, data structures, raster and vector, data capturing, pre-processing, Introduction to Geomorphology and Geology

**Unit 2**

Data base management systems in GSI, data manipulations and product generation- Environmental GIS. Data acquisition system using GPS On line GPS applications.

**Unit 3**

Geographical Information System - Spatial data; sources of error and data quality; database design, convention, mapping concepts and Coordinate systems.

**Unit 4**

Methods of spatial interpolations in Geographical Information Systems; visualizations in Geographical Information Systems, Linking terrain, climate and socio economical parameters to target the vulnerability due to natural disasters using GIS and Remote Sensing.

**Unit 5**

Over view of GIS software - Arc Info; Arc View Principles, operation protocols and hands on training query based information retrieval Web GIS Online GIS and its data applications. Development of GIS based decision support for disaster risk reduction, Introduction to open source GIS software

**Course Outcome:**

Trained students with the help of GIS will assist disaster management teams in reducing disaster risk.

**Suggested readings**

1. Panda B.C. (2013), Remote Sensing Principles & Applications, Viva Book Pvt.Ltd.
2. Reddy Anji M. (2001), Remote Sensing and Geographical Information systems, B.S.Publications, Hyderabad.
3. Narayan L.R.A.(1999), Remote Sensing and its applications, University Press.
4. Burrough P. A. and Rachael A.( 2004), Principles of Geo physical Information Systems, Oxford Publishers.
5. Albert C.P.Lo, Yong K.W., Concepts & Techniques of GIS, Prentice Hall (India) Publications.
6. Demers M, Fundamental of GIS, 4<sup>th</sup> edition, Wiley & Sons.

**Course Title: Risk Assessment and Vulnerability Analysis**  
**Course Code No. – IV/60-1/406A-2**

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

- To train students in doing Risk assessment and Vulnerability analysis
- To teach students vulnerability reduction strategies

**Unit 1 –Introduction**

Hazard, Risk and Vulnerability, Risk Concepts, Elements Of Risk, Perception of Risk, Acceptable risk, Requirements in Risk assessment

**Unit 2 Risk Assessment & Reduction**

Risk Reduction-

Mainstreaming “Risk” , Role of science and technology in Disaster Risk Reduction, Strategies of Risk reduction, International Mobilization of Risk reduction

Risk analysis techniques:

Process of Risk assessment, Analytical systems for risk assessment, Natural hazard/ risk assessment, Understanding climate risk, Mapping of risk assessment, Decision making for risk reduction, Problems in risk assessment

Participatory risk assessment:

Rationale for people’s participation, Role of civil society organizations, Impact of Globalization, Activities and roles for the community action Risk reduction, Participatory risk assessment methods

Vulnerability analysis and Risk assessment:

Addressing Semantics, Approaches to vulnerability Analysis, Models of Vulnerability analysis, Quantification of vulnerability, Assessment of Risk Vulnerability and capacity analysis (VCA), Vulnerability of Himalayan Eco- system

**Unit 3 Observation and perception of vulnerability:** Vulnerability Identification, Vulnerability types and dimensions, Vulnerability- Social factors and economic factors

Vulnerability to shanty settlements: Vulnerability in the city, Risk in Urban areas, Issues in urban planning, Initiatives for risk reduction in India

**Unit 4 Strategic development for Vulnerability reduction:**

Physical & Social infrastructure for Vulnerability reduction, Interactive areas for Vulnerability reduction & Policy making, Hazard resistant designs and construction, System management

Strategic planning for vulnerability reduction

**Unit 5 Case Study**

Case studies on Risk assessment , Vulnerability analysis and HVRC analysis.

**Course outcome:**

This module will help student in understanding properties, reasons and effects of solid wastes, and the concept of solid waste management

**Suggested Readings:**

1. Goel S.L., (2007), Disaster Administration and Management, Text & Case studies, Deep and Deep Publications, New Delhi.
2. Ghosh G.K., (2006), Disaster Management, 6th edition, A.P.H. Publishing Corporation, New Delhi
3. Singh S.K. & Kundu S.C., Disaster management , William Publications, New Delhi
4. Sharma V. K. (2013) , Disaster Management, Scientific International Pvt, Ltd.

5. Sahni P. (2004), Disaster Risk Reduction in South Asia, 1<sup>st</sup> edition, Prentice-Hall of India Pvt.Ltd.
6. Sahni P. (2004), Disaster Mitigation – Experiences and reflections, Prentice- Hall of India Pvt.Ltd.



**M.B.A. Semester IV**  
**Specialization: Disaster Management**  
**Course Title: Health Management in Disaster**  
**Course Code No. – IV/60-1/406A-3**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives**

To orient students about disaster management health policy, public health systems, issues related to public health and Medical preparedness plan

**Unit 1 –Introduction**

Meaning, Importance and components, Epidemiological Study of Disaster, Prevention of risk

**Unit 2**

Medical Preparedness Plan, Logistic Management, Remote area Planning

**Unit 3**

Education and training in Health Management of Disaster, Disaster Site Management, CPR, First aid, Clinical Casualty management, Community Health Management

**Unit 4**

Epidemiological Surveillance, Nutrition Centered Health Assessment, Medical and Health response to different disasters, Role of Information and communication technology in Health response, Psychological Rehabilitation

**Unit 5**

Health Policy and Management: Public health systems, Public Health Practices, NDMA guidelines Psycho-social support and mental health services in disasters, guidelines on health matter

**Unit 6**

Case Studies

**Course outcomes:**

After successful completion of this module students will know sources of water pollution, water quality sampling and testing, water purification process and ground water quality monitoring.

**Suggested Readings:**

1. Dave P.K. (2003), Emergency Medical Services and Disaster Management: A Holistic Approach, Alpha Science.
2. Hogan D. E.(2000) , Burstein J.L. Disaster Medicine, Lippincott Williams & Wilkins
3. Psychological Consequences of Disasters: Prevention and Management - DIANE Publishing- Division of Mental Health WHO
4. Sahni P. (2004), Disaster Mitigation – Experiences and reflections, Prentice- Hall of India Pvt.Ltd.

**M.B.A. Semester IV**  
**Specialization: Disaster Management**  
**Course Title: Finance and Insurance in Disaster Management**  
**Course Code No. – IV/60-1/406A-4**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

To provide the understanding of life & non-life insurance, banking and other related issues pertaining to the finance sector.

**Unit 1 Introduction to Banking & Finance**

Concept of Banking, Types of banks, Functions of banks; Tax administration; Public budgeting and finance systems; State and local finances.

**Unit 2 Central Bank / Reserve Bank**

Role and function of central bank, RBI and Monetary Policy

**Unit 3 Introduction to Insurance**

Evolution and Features of Insurance, Classification of Insurance, Conditions relating to risk, selection or Risk

**Unit 4 Life Insurance & General Insurance**

Principles of LIC, Privatization of Life Insurance Business, Role and performance of LIC, Non-life insurance – Fire, Automobile, Marine, Health, Rural, Social and miscellaneous insurances.

**Unit 5 Insurance Policies for Disaster Management**

Evaluation of risk funding and risk transfer policies; Catastrophe insurance pool; Reserve funds and contingent credit policies; Role of Government and market participants; Insurance policy design; Fiscal cost of relief and reconstruction; Grants and low interest loan for reconstruction.

**Course Outcome:**

Students will be able to understand the role of various financial agencies in providing financial support during disaster.

**Suggested readings:**

1. Hajela T.N. (2009), Money, Banking & Public Finance, 8th Edition, Ane Books Pvt. Ltd
2. Bhasin N. (2007), Banking and Financial Markets in India-1947 to 2007, New Century Publications.
3. Desai V., Banks & Institutional Management, 1st Edition, Himalaya Publishing House
4. Shekhar K.C., Shekhar L., Banking theory and practices, 19th Edition, Vikas Publishing House
5. Mishra M.N., Mishra S.B., Insurance principles & practice, 17<sup>th</sup> Edition, S. Chand Publication
6. Gupta P.K. (2011), Insurance and Risk Management, Himalaya Publishing House
7. Palande P.S., Shah R.S., Lunawat M.L., Insurance in India, 6<sup>th</sup> Edition, Response Books
8. National Disaster Response Plan, NCDM, New Delhi, 2001.

**M.B.A. Semester IV**  
**Specialization: International Finance and Banking**  
**Course Title: Corporate Finance**  
**Course Code No. – IV/60-1/406B-1**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** To acquaint students with advanced treatment of various concepts and tools and techniques used in financial management and highlight the importance of various decision making areas of financial management.

**Unit 1 – Introduction to Corporate Finance**

Corporate finance & the firm, Principles of Corporate finance, Goals of Financial management, Agency problem & control of the corporation

**Unit 2 – Management of Working Capital**

Concept of working capital, Sources of working capital, Approaches to lending, Norms for lending

**Unit 3 – Project Finance and SME Finance**

Benefits of project financing, types of contracts, financial agreements, public-private sector partnership, funding aspects, SME- methods of Financing, small & medium term financing

**Unit 4 – Management of Receivables and Factoring Services**

Concepts of receivables, Motivation for credit sales, Credit terms, Credit policy variables, Factoring – types & mechanism

**Unit 5 – Emerging Institutes for Corporate Finance**

Private Equity, Corporate debt restructuring

**Course Outcome:** Student will get well versed with various elements of corporate finance.

**Suggested Readings:**

1. Principles of corporate Finance – Brealey, Myers, Allen , Mohanty (Tata Mcgraw hill )8th Edition
2. Corporate Finance – Ross, Westerfield, Jaffe, Kakani (Tata Mcgraw hill ) 8th Edition
3. Corporate Finance Theory & practice – Aswath Damodaran ( Wiley India) 2nd Edition
4. Corporate Finance Theory & practice – Vishwanath.S.R (Response Books-) 2nd Edition
5. Corporate Financial Management -Arnold Glen & Kumar Mohan (Pearson Education) 3rd Edition

**M.B.A. Semester IV**  
**Specialization: International Finance and Banking**  
**Course Title: Derivatives**  
**Course Code No. – IV/60-1/406B-2**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives :** To provide student's exposure to derivatives market, its working and inputs on strategies used in derivatives market

**Unit 1 – Introduction to Derivatives**

Meaning, products, participants & functions, types of derivatives, development of exchange traded derivatives, global derivatives markets, exchange trade Vs. OTC Derivatives

**Unit 2– Futures and Forwards**

Forward contracts, Futures contracts, structure of forward & futures markets, development of futures markets, organized futures trading, futures exchanges, Futures traders, Principles of forward and future pricing, the cost of carry model.

**Unit 3 – Options**

Development of options markets, call options, put options, organized options trading, listing requirements, contract size, exercise prices, expiration dates, position & exercise limits, exchanges on which options trade, options traders, principles of option pricing, put call parity relationship, option strategies, option pricing models –The Black Scholes Model, The Binomial model

**Unit 4 -Risk Management**

The impetus for Risk management, benefits, dealers & other participants, managing market risk – Delta – Theta - Gamma – Vega hedging, value at risk, derivatives in the organization, accounting and tax for derivatives, avoiding derivative losses, regulations

**Unit 5 –Financial Derivative Market in India**

Recommendations of L.C. Gupta Committee on derivatives ,Trading Mechanism at NSE and BSE, Eligibility of stocks, Regulation of Trading System , J.R. Verma Committee Report on Regulation of derivatives in Indian Stock Market

**Course Outcome:** Student will get equipped with recent trends in derivative market and strategies to be adopted in derivative market by investors.

**Suggested Readings:**

1. Options, futures & other derivatives –John Hull, Sankarshan Basu (Pearson Education) 7<sup>th</sup> Edition
2. Derivatives and Risk management – Jayanth Varma (Tata McGraw Hill) 4<sup>th</sup> Edition
3. Introduction to derivatives – Stafford Johnson ( Oxford Publication)
4. Fundamentals of Financial Derivatives- Parasuraman- 2nd Edition, Wiley India Pvt. Ltd., 2011
5. Stock Markets, Investments and Derivatives- Ragunathan and Rajib, P.- 3<sup>rd</sup> Edition, Tata McGraw-Hill Education, 2007

**M.B.A. Semester IV**  
**Specialization: International Finance and Banking**  
**Course Title: Strategic Cost Management**  
**Course Code No. – IV/60-1/406B-3**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives:** To acquaint students with various techniques used for strategic cost management and develop an understanding of the adoption of various techniques of strategic cost management for obtaining sustainable competitive advantage.

**Unit 1 Strategic Cost Management – An Overview**

Concept of SCM, Applications of SCM, SCM Framework, SCM Programmmeme Steps, Key Enablers that facilitates SCM (Analysis & Planning enablers, Implementation enablers), The Balanced Scorecard Analysis

**Unit 2 Activity –Based Costing & Value analysis**

Concept of Activity Based Costing in comparison with Traditional costing system, Methodology to be adopted for using ABC, Value analysis and Value addition, Waste Management – Scraps, defectives, etc.

**Unit 3 Profit Planning & Pricing**

Cost Benefit Analysis & Profit Planning, Role of Budgetary Control & standard costing in profit Planning, Pricing Approaches – Cost based pricing And Market based pricing

**Unit 4 Cost Implications**

Brand Building- Cost Implications of Brand Building, Supply Chain Management- Cost Implications- Productivity Improvement- Various tools including Kaizen costing & Six sigma

**Unit 5 Contemporary Issues**

Target Costing- Target costing & its implementation, How to link target costing with ABC and Value engineering, Life cycle Costing- Life cycle cost Analysis, Throughput Costing- theory of Constraints, Backflush Costing- Principle of Backflushing, Special considerations in Backflush Costing

**Course Outcome:** Student get acquainted with various techniques of strategic cost management.

**Suggested Readings:**

1. Cost Management -Colin Drury-Cengage Learning, Latest Edition
2. Management accounting- Paresh Shah- Oxford, Latest Edition
3. Cost Management - Hongren, Datar-Pearson, 6th edition
4. Cost and Management-Accounting- Hansen & Mowen - Thomson ,Latest Edition
5. Cost and Management Accounting- Ravi M Kishore- Taxmann 4th Edition

**M.B.A. Semester IV**  
**Specialization: International Finance and Banking**  
**Course Title: Business Taxation**  
**Course Code No. – IV/60-1/406B-4**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** The main objective of this course is to acquaint the students with business taxation concepts and devices leading to better grasp of the issues regarding corporate decision making. To acquaint them with the salient features of Income Tax & GST which emphasis on proper planning & management of Taxes for gaining maximum returns by an individual or business.

**Unit 1 Introduction to Direct and Indirect Tax**

Introduction to Tax system in India, Tax Planning, Tax Evasion, Tax Avoidance, Methods of Tax Planning, Computer Applications in Income Tax

**Unit 2 Direct Taxes –Income Tax I**

Basic Concepts Under Income Tax Act 1961, Objectives and Scope of Income Tax, Residential Status & Tax Incidence, Income under the head of Salary - Allowances and Deductions & Computation, Income Under the head of House Property – Chargeable Income, Deductions & Computation

**Unit 3 Direct Taxes –Income Tax II**

Concept of Business, Profession and Vocation, Income from Profits & Gains- Deductions expressly allowed & disallowed, various concepts under Capital Gains- Chargeability under Capital gains, Exemptions under Capital gains, Income from Other sources – Deductions & Non- Deductible amount from other sources, Tax Free Income (U/s 10)

**Unit 4 Indirect Tax – GST I**

Types of companies, Residential status of companies and tax incidences, tax liability and minimum alternative tax, Tax reforms and GST in India, Implementation of GST Council and their functions, Salient features of GST, Types of GST, Advantages of GST, Impact of GST on Economy

**Unit 5 Indirect Tax – GST II**

Taxes under GST, Rates and Schedule, Criteria for GST, GST on Exports, Imports and SEZ supplies input credit, Returns Filing, Assessment and Audit of Accounts under GST, GST refund, problems on GST- State, Central and Integrated Taxes- Total Income, Tax Liability and available Tax credits Computer Applications in GST

**Course Outcome:** Student will come to know about concepts of corporate taxation and can prepare effective financial plan.

**Suggested Readings:**

1. Students Guide to Income Tax- V. K. Singhania- Taxmann Publication Latest Edition
2. Tax Planning & Management- V. K. Singhania- Taxmann Publication Latest Edition
3. Direct Tax- Dr. B. B. Lal- Konark Latest Edition
4. Corporate Tax Planning- E. A. Srinivas- Mc Graw Hill Latest Edition
5. Corporate Taxation- H. P. Ranina- Orient Law House Latest Edition
6. Income Tax Law and Practice- H.C. Mehrotra- Sahitya Bhavan, Agra Latest Edition
7. Basics of GST- K. Singhania- Taxmann Publication Latest Edition by Nitya Tax Associates
8. Goods and Services Tax GST- Dr. H.C. Mehrotra and Prof. V.P. Agarwal- Sahitya Bhavan Publication 4th Edition

**M.B.A. Semester IV**  
**Specialization: Human Resource Development**  
**Course Title: Human Resource Administration – Application and Procedure**  
**Course Code No. – IV/60-1/406C-1**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

1. To facilitate the understanding of basics of HR administration and procedure
2. To orient the student about HR communications, compensation and calculations

**Unit – 1**

**HR Administration** – Definition, Nature, Objectives, Principles. HR Policy – Definition, Scope, Process, Objectives; Contents of Personnel file & Personnel audit, Personnel Department Structure, proper environment around factory.

**Unit – 2**

**General Communication** – Drafting of appointment orders, Interview Letters, Promotion, Transfer & Appreciation Letters, Notices & Circulars (All Types)

**Unit – 3**

**Wage & Salary Administration** – General consideration in wage & Salary administration – Objectives & principles, Time keeping, Attendance, Statutory Returns – TDS, Professional Tax, Form 16 (A), PF & ESI Returns.

**Unit – 4**

**Disciplinary Action Communication** – Suspension Orders, show cause, Notices, memo, charge sheet, warning, letter of termination & dismissal.

**HRAAP Page 1/2**

**Unit – 5**

**Calculations** – Calculation for superannuation, gratuity & bonus

**Course Outcome:**

1. Student understand basics of HR Administration
2. Able to understand HR administration procedure
3. Draft various HR Orders

**Suggested readings:**

1. Guide on Labor Management forms and precedents (Law, Practice & Procedure) by S.D. Puri (Snow white publications)
2. Personnel Management by Edwin Flippo
3. Personnel Management by C.B. Mamoria
4. Dynamics of personnel Administration by Rudrabaswaraj.

**M.B.A. Semester IV**  
**Specialization: Human Resource Development**  
**Course Title: Organization Change**  
**Course Code No. – IV/60-1/406C-2**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

1. To facilitate understanding of basic concepts of Organizational change
2. To study process of Organization change
3. To understand various Models of change Management

**Unit 1 Introduction to Organizational Change:**

Introduction, Organizational change, natural process, Importance & Causes of change

**Unit 2 Change Management Models:**

Introduction, Models of change Management: 1. Kurt Levin and Friends 2. Total System Change Model 3. The Burke-Litwin model of organization change 4. Porras and Robertson model of organization change;

**Unit 3 Preparing organization for change**

Preparing organization for change, preparing employee and Stakeholders for change, Negotiating Change, accepting change

**Unit 4 Organizational Change Process:**

Nature of planned change, process of change, managing change is difficult task, impact of resistance to change

**Unit 5 Enjoying Change:**

Change as a natural process, Change or vanish, welcome change, positive attitude for change, satisfaction through change for - self, customer and owner, impact of not accepting change

**Course Outcome:**

Students are able to apply & introduce change process successfully in the organization.

**Suggested readings:**

1. Pettigrew A., Whipp R. “ Change Management for Competitive Success” Infinity Books, 2001
2. [www.change-management.org](http://www.change-management.org)
3. [www.change-management.com](http://www.change-management.com)



**M.B.A. Semester IV**  
**Specialization: Human Resource Development**  
**Course Title: International Human Resource Management**  
**Course Code No. – IV/60-1/406C-3**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** To explore the dynamics of human resource management in the global context and manage international human resource effectively.

**Unit – 1 Introduction**

International HRM- an Overview, Nature, International Dimension of HRM, Organization structure in MNC, Domestic Vs International HRM, Culture and Cultural Diversity, International Labour Market

**Unit – 2 Acquiring International Human Resources**

- ❖ Global Human Resource Planning, Supply of International Human resource
- ❖ International Recruitment and Selection- Approaches-Ethnocentric, Polycentric, Geocentric, Regiocentric, Factors in Expatriate Selection, Managing Expatriates, Repatriation

**Unit – 3 Developing and Managing International Human Resources**

- ❖ Compensation- Objectives of International compensation, Key components of an international compensation Programme, Incentives and Corporate Commitments,
- ❖ Training and Development- The role of expatriate training, components of effective pre-departure training, developing staff through international assignments,
- ❖ Performance Management- Patterns in complexity, challenges, Areas to be Appraised, Organizational Role Expectations,

**Unit – 4 Behavioral Dynamics of International Human Resources**

Cross-Cultural Communication and Negotiation, HR implications of language, standardization, Leadership and Motivation in a Global Context, Global Ethical Environment, International Industrial relations

**Unit – 5 International Environments**

ILO and International Labor Relations – Key issues, Various Agreements International Labour standards, Safety and fair Treatment

**Course Outcome:** Students are able to apply effective IHRM values and techniques to real-world situations, and in particular, to apply these values to the practice of multi-cultural teamwork

**Suggested Readings:-**

1. International Human Resource Management - Peter J. Dowling, Denise E. Welch & Randall Schuler (South –west College Publishing / Excel Books. New Delhi.)
2. International Management – Manab Thakur, Gene Burton and B N Srivastava (Tata McGraw Hill Publishing)
3. Manager in the International Economy – Raymond Vernon and Louis T. Wells, Jr. (Prentice Hall)
4. International Human Resource Management:Text and Cases – P. L. Rao, Excel books
5. International Human Resource Management – P. Subba Rao, Himalaya Publishinh House

**M.B.A. Semester IV**  
**Specialization: Human Resource Development**  
**Course Title: Human Resource Information System**  
**Course Code No. – IV/60-1/406C-4**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** To understand how Human Resources Information Systems are developed and implemented for various levels in an organization.

**Unit – 1 Introduction to HRIS**

Concepts, Characteristics and Classification, Information System: Role, Functions & Types, Organizations and Information Systems, System Development, Managerial Decision Making, HRIS Needs.

**Unit – 2 System Design and Implementation**

H.R.I.S Planning & Designing, Hardware & Software of H.R.I.S. , Design Considerations, System Feasibility, Implementation–Planning, Installation, Modification, Acceptance Tasking- Maintaining & Enhancing H.R.I.S, Project Management Cooperation

**Unit – 3 HRIS Application:** Application of HRMS in Employment Management, Compensation, Benefit, Training & Development, HRP, Grievance Redressal, Occupational Health & Safety and Payroll.

**Unit – 4 Information Securities**

Components of Information Security, Legal Requirements for Information Security, Threats to Information Security, Role of HR in Information Security

**Unit – 5 HRIS in different types of organizations**

Packaged Human Resources Information Systems— Basics of Networking, Internet, Intranet, Technology Implications Uses of Internet and Telecommunications in HR functions such as Acquisition, Training & Development etc, Exposure to HRIS software

**Course Outcome:** Student can articulate current and developing human resource issues in the information assurance field.

**Suggested Readings:**

1. Michael J. Kavanagh, Mohan Thite, Human Resource Information System, Sage Publications
2. Keen, Peter GW. Decision support system: An Organizational Perspective. Addison-Wesley
3. Laudon, K.C. & Laudon, J.P. Management Information Systems. Pearson Education.
4. Navatha Elmasari. Database Management System. McGraw Hill
5. Okha , Management Information System.
6. Turba Efrin. Decision Support & Expert Systems - Management Perspective. Macmillan
7. Vincent R. Ceriello, Human Resource Management System –Strategies, Tactics and Techniques, Lexington.
8. Hcas M. Awad, Casico, Human Resource Management, An Information Systems Approach, Reston Publishing
9. Tony Ivey, Personnel Computer System, Mc Graw Hill International
10. Jaiswal & Mittal. Management Information System. Oxford University Pre

**M.B.A. Semester IV**  
**Specialization: Marketing Management**  
**Course Title: Retail Management**  
**Course Code No. – IV/60-1/406D-1**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :**

This module aims to enable students to gain an understanding of retail management and practice of exploration Retail management. On successful completion of the module, students should be capable of explaining the basic of retail management and application of strategies to development of retail business.

**Unit 1 Retailing**

An introduction: Definition, Functions, Importance, Types of retailing - Store and Non Store; Retailing in India - Current Scenario, Retailing from International perspectives; Consumer buying decision process - influencing factors, Consumer shopping behavior.

**Unit 2 Retail planning**

Purpose, Method, Structure and Monitoring The Plan; Retail Brand Management- Positioning, Personality, Types Of Brand, Brand And Life Cycle; Merchandise Management - Meaning, Methods, Assortment And Inventory; Purchase Negotiation, Supply Channel And Relationship, SCM Principles, And Retail Logistics.

**Unit 3 Retail location decision**

Trading area analysis, Types of location Site evaluation; Store design - layout and space management, Visual merchandising and displays; Retail pricing - approaches, influencing factors, Price sensitivity, and mark down policy.

**Unit 4 Retail promotion**

Setting Objectives, Role Of Advertising, Sales Promotion, Personal Selling Public Relations And Relationship Marketing In Retailing; Human Resource Issues And Considerations; Customer Service Management.

**Unit 5 Impact of information technology in retailing**

Integrated Systems And Networking EDI, Bar Coding, Customer Database Management. Electronic Retailing - Role Of Web, On Line Retailing, Factors To Be Considered In Having A Web Site, Limitations Of Web And Future Trends; Consumerism And Ethics In Retailing - Social And Green Issues; Retail Audit.

**Course Outcomes:**

On successful completion of the module students should be able to identify which strategies should be applied to get successful growth in the sector of retail management.

**Suggested Readings:**

1. Berman and Evens, Retail Management, PHI.
2. David Gilbert, Retail Management, Financial Time/Prentice Hall.
3. Gibson Vedamani, Retail Management, Jaico Books.
4. Levy & Weitz, Retail Management, Tata McGraw Hill.

**M.B.A. Semester IV**  
**Specialization: Marketing Management**  
**Course Title: Customer Relationship Management**  
**Course Code No. – IV/60-1/406D-2**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:.** The aim is to provide tools and techniques along with an understanding to the student as to how to enhance shareholder value by shifting from a 'Market Share' mindset to obtaining higher "Share of Individual Customer's Business" i.e., Enhancing Lifetime Value of Customers.

**Unit1** Introduction and Significance of Customer Relationship Management: CRM Emerging Concepts; Need for CRM; CRM Applications; CRM Decisions; The Myth of Customer Satisfaction; CRM Model; Understanding Principles of Customer Relationship; Relationship Building Strategies; Building Customer Relationship Management by Customer Retention; Stages of Retention; Sequences in Retention Process; Understanding Strategies to Prevent Defection and Recover Customers.

**Unit 2** CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and e-CRM/online CRM; The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process; CRM Process for Marketing Organization; CRM Affiliation in Retailing Sector; Key e-CRM features.

**Unit 3** CRM Architecture: IT Tools in CRM; Data Warehousing Integrating Data from different phases with Data Warehousing Technology; Data Mining: - Learning from Information Using Data Mining Technology like OLAP etc.; Understanding of Data Mining Process; Use of Modeling Tools; Benefits of CRM Architecture in Sales Productivity; Relationship Marketing and Customer Care, CRM Over Internet.

**Unit 4** CRM Implementation: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects

**Unit 5.** Development of Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support, System Optimization and Follow-up; Client/Server CRM Model; Use of CRM in Call Centers using Computer Telephony Integration (CTI); CTI Functionality; Integration of CRM with ERP System and Case Studies.

**Course outcomes:**

Students will be able to - 1. Understand the core concepts of CRM paradigm 2. Know CRM as a business strategy 3. Equip the role of appropriate business process and technology management capabilities in managing CRM

**Suggested Readings:**

1. Mohammed, H. Peeru and A Sagadevan, (2004), "Customer Relationship Management", Vikas Publishing House, New Delhi.
2. Paul Greenberge (2005), "CRM-Essential Customer Strategies for the 21st Century. M.B.A - Services Mgt. –2010-11 & Onwards –CPOP", Tata McGraw Hill, New Delhi, pp. 17-23
3. William, G. Zikmund, Raymond McLeod Jr.; Faye W. Gilbert (2003). Customer Relationships Management. Wiley Publication, New Delhi.
4. Alex Berson, Stephen Smith, Kurt Thearling, (2004), "Building Data Mining Applications for CRM", Tata McGraw Hill Publications, New Delhi.

**M.B.A. Semester IV**  
**Specialization: Marketing Management**

**Course Title: Agricultural Marketing**  
**Course Code No. – IV/60-1/406D-3**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

This module aims to enable students to gain an understanding of Agricultural Marketing and practice of exploration in Agricultural Marketing. On successful completion of the module, students should be capable of explaining the basic Agricultural Marketing and application of strategies to development of Agricultural business.

**Unit 1: Basic Concepts of Agricultural Marketing**

Definition of market and agricultural marketing, historical development, approaches, classification of markets, types of marketing functions and services, futures trading, marketing channels, marketing institutions - rule of the games - formal/informal, agricultural marketing system - then and now, market integration, contract farming, marketing development and planning, modern infrastructural facilities, cooperative/ group marketing systems, value addition and, agro-processing, post harvest technology, marketed and marketable surplus, marketing costs and margins, marketing efficiency and input marketing.

**Unit 2 : Agricultural Marketing Organizational Management:**

Structure and Model of Agri-Marketing Organizations with functions, market planning, management of agri- marketing personnel, role of leadership, motivation and human relations in improving organizational efficiency, various communication methods, effective co-ordination of various marketing functions, management of finance, man-power and hygienic conditions in the markets and food supply chain management..

**Unit 3 : Legal Framework of Agricultural Marketing:**

A.P (G & M) Act, PFA, MFPO, FPO, Weights and Measures, Packaged Commodity Rules; IS0-9000, Consumer Protection Act, Storage and Warehousing Act,. Comparative study of State Agricultural Produce Market Acts, Market regulation, Model Act, Land Acquisition, Public Premises Eviction Act, unauthorized occupation, Forward Contracts Act, Grading and Standardization, formulation and enforcement of grade standards, grading under Agmark and at Producer's level, modernisation of grading at farm/mandi level, Model Act and reforms suggested.

**Unit 4 : Key. Agricultural Marketing Organizations:**

Role, Functions and Schemes of NAFED, NCDC, CCI, JCI, IIP, CFTRI, MPEDA, APEDA, NHB, Directorate of Economics & Statistics, DMI, NIAM, BIS, CWC, SWC, Commodity Boards, Export Inspection Council, State Cooperative Marketing Federations, Forward Markets Commission.

**Unit 5 : Market Information.**

Role, importance and concepts of market intelligence, agricultural price terminology, administered prices including support prices, methodology of data collection, critical review of market intelligence and news service, role of IT and tele- communication, on line market information service, electronic auctions, commodity information system, e-chaupal model, dissemination of market intelligence through various media, importance and limitations of statistics, market information schemes, index numbers and cost of living, cyber trading/e-commerce, market Information Service (AGMARKNET) and infrastructure development schemes launched by DMI.

**Unit 6 : Marketing Extension:**

Role and importance of extension service, challenging role of market extension in global agri-trade, role of leadership in market extension, improving the communication skills of the extension personnel, role of effective coordination in marketing extension, role of communication, role of IT and newspaper and radio talks, art of public speaking, marketing information service, role of information, publicity and propaganda, advantages of direct marketing, pledge finance, forward marketing, role of private sector in extension.

**Unit 7 : Survey and Research in Agricultural Marketing:**

Importance, techniques and methodology of survey, drafting of questionnaire and schedule, testing of schedule, sources of primary and secondary data, opinion survey, statistical methods of sampling, sampling errors, mean, mode, median, correlation and regression, time series analysis, index numbers, median, correlation and regression, time series analysis, index numbers, documentation of reference material, guidelines of drafting of reports, estimation of marketable/marketed surplus & post harvest losses, price behavior, cost and margin studies, economics of storage, surveys for market development projects, evaluation and feasibility studies.

**Unit 8 : Exim of Agricultural Commodities:**

Overview of export and Imports, WTO, AAO, export procedures and documentation, export credit, codex, standards, HACCP, sanitary and phyto-sanitary measures, tariff and non tariff barriers to trade, AEZs, Food Parks, Export promotion schemes.

**Course outcomes:**

- i) Student will able to get basic knowledge of agricultural Commodity marketing.
- ii) Students will learn to prepare marketing strategies for agricultural commodities.
- iii) Students will be able to add value addition in the agricultural produce through marketing management.

**Suggested Readings:**

1. Krishnamacharyulu, C & Ramakrishan, L. 2002. Rural Marketing. Pearson Edu.
2. Ramaswamy, V. S & Nanakumari, S. 2006. Marketing Management. 3rd Ed. MacMillan Publ.
3. Singh, A. K & Pandey, S. 2005. Rural Marketing. New Age.
4. Singh, Sukhpal. 2004. Rural Marketing. Vikas Publ. House.
5. Beri, G. C. Marketing Management, Tata McGraw Hill Publishing Company Ltd, New Delhi.
6. David, W. Cravens. 1996. Marketing management.
7. Sheth, Mittal and Thomson. Customer Behaviour- A Managerial Perspective.
8. Acharya, S. S. and Agarwal, N.L.. 2004. Agricultural Marketing in India. 4th Ed. Oxford & IBH. 2.
9. Kohls, R. L & Uhl, J. N. 2005. Marketing of Agricultural Products. 9th Ed. Prentice Hall

**M.B.A. Semester IV**  
**Specialization: Marketing Management**  
**Course Title: International Marketing**  
**Course Code No. – IV/60-1/406D-4**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** students learn the basics of international marketing as well as the procedure to become international marketing firm, to face the challenges to become international firm from domestic firm.

**Unit – 1**

Introduction to International Marketing, Meaning, Definition, Scope, Major Decisions in International Marketing, Framework of International Marketing: Scope of International Marketing, International Marketing v/s Domestic Marketing, Difficulties in International Marketing, Advantages or importance of International Marketing, International Marketing Environment: Factors/Dimensions influencing International Marketing – Controllable and Uncontrollable factors in International Marketing.

**Unit – 2**

Product Policy, International Product Life Cycle, Export Pricing, International Marketing Decision: Marketing Decision, Market Selection Decision, Market Entry Decision, Market Entry Strategies, Marketing Mix Decision,

**Unit – 3**

International Marketing Research: Marketing Information System, Marketing Research, Methodology for Marketing Research, International Research Strategy, Desk Research and Field Research, Market Oriented Information, International Marketing Intelligence, Competitive Intelligence.

**Unit – 4**

India's Foreign Trade: Recent Trends in India's Foreign Trade – India's Commercial Relations and Trade Agreements with other countries, Export Promotion in India – Export Assistance – Export Regulations: Procedure for export of goods – Quality control and Pre-shipment Inspection – Excise Clearance – Customs Clearance – Port Formalities – Exchange Regulations for Export – Role of Clearing and Forwarding Agents. Export and Import Documentation Project Exports – Joint Ventures - Marine Insurance and Overseas Different Modes of Payment and Letters of Credit.

**Unit – 5**

World Trade and India - Globalization and Role of Multinational Enterprises (MNEs)  
- Overview of Export, Import Policy of India, Basic Objectives, Role and Functions of Export Promotion Councils.

**Course Outcome:** Students learn the strategies of marketing to sustain in the international market, documentation of international marketing and trends of FDI in India, importance of product policy and world trade and India.

**Suggested Readings:**

1. Black, D., Harris, E. and Baack, D., (2012), “ International Marketing”, Sage Publications Pvt. Ltd., New Delhi
2. Cateora, P., Graham, J. and Salwan, P., (2008), “ International Marketing”, ( 13th Edition), Tata McGraw-Hill Education Pvt. Ltd., New Delhi.
3. Czinkota, M. and Ronkainen, I., (2007), “International Marketing”, (8<sup>th</sup> Edition), South Western.
4. Onkvisit, S. and Shaw, J., (2009), “International Marketing: Analysis and Strategy”, ( 3rd Edition), PHI Learning Pvt. Ltd, New Delhi
5. Paul, J. and Aserkar, R., (2008), Export Management, Oxford University Press, New Delhi.

**M.B.A. Semester IV**  
**Specialization: Water Management**  
**Course Title: Water Pollution**  
**Course Code No. – IV/60-1/406E-1**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** This course will enable students:

- To understand the types of the pollutions.
- To understand the monitoring and assessing the impact of Pollutants.

**Unit-I Introduction**

Definition and sources of pollution, different types of pollution and their global, regional and local effects. Air Pollution: Types and sources of air pollutants; Reaction of pollutants in air forming Smog, PAN, Acid rain; Atmospheric Diffusion and Plume Behaviour, Effects of air pollutants on plants.

**Unit-II Water Pollution**

Sources of water and their contamination, Types of pollutants, Industrial effluents- pulp and paper mills, Sugar, Distillery, Domestic wastes, Effluents from water treatment plants. Eutrophication – causes, effects and control measures. Soil pollution: Plants as soil pollution indicators, Formation of salts in soils, Causes of soil pollution, Effects of Fungicides and weedicides on soil components and pollution. Different kinds of synthetic fertilizers (N, P, K), their toxicity and Environmental effects, control of soil pollution.

**Unit-III Radioactive Pollution**

Types of radiations (Alpha, Beta, Gamma), Units of radioactivity, Sources of radioactive material in environment, Biological impact and health hazards associated with radiation, control of Radioactive pollution. Fate and movement of radioactive material in environment.

**Unit-IV Thermal pollution**

Definition and Sources, effects of thermal pollution – physical, chemical, biological, control of thermal pollution.

**Unit-V Oil pollution**

introduction, major oil spills in the world, fate and movement of oil after spillage - spreading, evaporation, emulsification, dispersion, dissolution, sedimentation, biodegradation. Effects and control of oil pollution, Remote sensing in water quality monitoring.

**Course outcomes:**

During this course, students will be trained to estimate amount of pollutant by different agencies in different medium.

**Suggested Readings:**

- S.S. Dara, **Environmental Chemistry and Pollution Control**, S. Chand and Co Ltd., New Delhi.
- Environmental. Protection and **Pollution Control Manual** – Karnataka State
- Pollution Central Board.
- B.K. Sharma, and H. Kaur, **Environmental Chemistry**.
- Handbook of **Environmental Health and Safety** – principle and practices , Vol. II.



**M.B.A. Semester IV**  
**Specialization: Water Management**  
**Course Title: Solid Waste Management**  
**Course Code No. – IV/60-1/406E-2**

---

**Total Credits: 04**

**Total Hours: 60**

**Course Objectives:**

To study sources of solid wastes, composition and properties of solid waste, effects of solid waste on environment.

**Unit-I Introduction to Solid Waste**

Definition of Solid Waste -Domestic garbage, ash, rubbish, dust, debris. Commercial: wastes from offices, shops and markets, Industrial waste, Hazardous waste, Supreme Court directives about solid waste, MSW- 2000 rules.Sources of Solid Wastes-Household wastes waste from commercial establishments, office, vegetable markets, fish and meat markets, stables, solid waste from construction activities, industries, hospital wastes and dead animals.

**Unit-II Quantity Composition and Properties of Solid Waste**

Per capita municipal solid waste, quantity of industrial solid waste per unit produced,composition: physical, chemical and biological constituents, sampling and characterization of solid wastes. Engineering design principles, materials balance analysis.

**Unit-III Effects of Solid Waste on Environment**

Effects on air, soil, water (surface and ground), public health hazards.

**Unit-IV Collection, Segregation, Storage& Transportation and Disposal of Solid Waste**

House to house collection centers: location, sizes, types of containers and maintenance. Transportation methods: manual, mechanical, methods with or without compaction intransportation of waste. Optimization of transportation routes. Modern techniques of analysis.Disposal of solid waste-Various methods of disposal: dumping, land filling, composting,incineration, sea disposal.Innovative approaches: Segregation, reduction at source, recovery and recycle. Role of rag pickers. Disposal methods: sanitary land filling, composting; aerobic and anaerobic, incineration, vermi-composting.

**Unit-V Industrial solid waste**

Wastes produced during manufacturing process, operation of pollution control facilities,minimization at source, recycling and disposal. Textile, Tanning, Paper, Food processing,Pharmaceutical, Foundry and smelting, Cement, Thermal power etc.

**Suggested Readings:**

- 1) Integrated Solid Waste Management Technologies by Theisen and Vigil, McGraw HillInternational.
- 2) Solid Waste Management in Developing Countries by A. D. Bhide, NEERI, Nagpurpublication.
- 3) Manual on Solid Waste Management – AIILSG, Mumbai publication,2006

**M.B.A. Semester IV**  
**Specialization: Water Management**  
**Course Title: Water Quality Management**  
**Course Code No. – IV/60-1/406E-3**

---

**Total Credits: 04**

**Total Hours: 60**

Learning Objectives :To impart knowledge on water quality modelling and monitoring of water bodies.

**Unit-I Water quality parameters**

Physical, chemical and biological parameters of natural water bodies like lake, river and estuary; Water quality standards, Eutrophication; Sources of pollution, mass bathing impacts, waste load allocation

**Unit-II Water quality monitoring**

Physical, chemical and biological monitoring of rivers; Guidelines for sample size and location of monitoring stations, Sample analysis

**Unit-III Modelling**

Characteristics of point and non-point sources of pollution; Solution of diffusion and dispersion problems; Water quality models, case studies

**Unit-IV Water Purification**

Physical, chemical and biological processes, response of streams to biodegradable organic waste; engineered systems for water and waste water purification

**Unit-V Groundwater Quality**

Parameters; Sources of salinity, short and long term monitoring; Remedial and preventive measures

**Suggested Readings:**

- Biswas, A. K., “Models for Water Quality Management”, Mc Graw Hill. 1981
- Chapra, S. C., “Surface Water Quality Modeling”, Waveland Press. 2008
- David, A. Chin, “Water Quality Engineering in Natural Systems”, Wiley Interscience.2006
- Loucks, D. P., Stedinger, J. R. and Haith, D. A., “Water Resource Systems Planning and Analysis”, PH.1981
- Orlob, G. T., “Mathematical Modelling of Water Quality- Streams, Lakes, and Reservoirs”, John Wiley. 1983
- Thomn, R. V. and Mueller, J. A., “Principles of Surface Water Quality Modelling”, Harper and Row Publishers.1987
- Zhen, G. J., “Hydrodynamics and Water Quality- Modelling Rivers, Lakes and Estuaries”, John Wiley.2008

**M.B.A. Semester IV**  
**Specialization: Water Management**  
**Course Title: Rural and Urban Water Supply**  
**Course Code No. – IV/60-1/406E-4**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** To impart knowledge for planning, design, operation and maintenance of water supply schemes for rural and urban areas.

**Unit-I Introduction**

Planning and preparation of water supply schemes for rural and urban areas; Issues in water supply for hilly and coastal regions, regional and national perspective; Water pricing

**Unit-II Water Demand and Supply**

Population forecasting, assessment of domestic, fire, industrial and public demands, demand management. Water Supply Sources: Surface and sub-surface, selection, protection, contamination protection zone, estimating potential yield and sustainability; Design of wells

**Unit-III Water Quality**

Drinking water quality parameters, comparison of international and national codes, physical and chemical treatment processes, disinfection and appropriate technologies for water treatment

**Unit-IV Components of Intake Works**

Sizing water mains, pumps for water supply, pumping station, pipe appurtenances, pipe materials, laying of pipes, design of water distribution network and allied works.

**Unit-V Water Distribution Networks**

Flow through pipes, equivalent pipes, solving pipe network flow problems, use of computer software for network analysis

**Suggested Readings:**

1. Garg, S. K, “Water Supply Engineering”, Khanna Publishers. 2008
2. Jeppson, R., “Analysis of Flow in Pipe Networks”, Ann Arbor Science.1976
3. Mays, L.W., “Urban Water Supply Handbook”, McGraw Hill. 2002
4. Ministry of Urban Development, “Manual on Water Supply and Treatment”, CPHEEO, Government of India 1999
5. Peavy, H.S. and Rowe, D.R. and Tchobanoglous, G., “Environmental Engineering”, McGraw Hill.1985
6. Qasim, S. R., Motley, E. M. and Zhu, G., “Water works engineering -Planning, design, and operation”, PHI. 2000

**M.B.A. Semester IV**  
**Specialization: Rural Development**  
**Course Title: Human Resources Development**  
**Course Code No. – IV/60-1/406F-1**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

1. To orient student about Human Resource Management Concepts
2. To facilitate understanding of Human Resource Functions

**Unit-1:** Human Resource Planning: Strategic planning, Basis for HRP , Meaning, Benefits, objectives ,methods and techniques .

**Unit-2:** HR Demand and Supply forecasting (. Job Analysis: Meaning, Purpose, Process, Methods of Collecting Data. Recruitment: Meaning, Modern Techniques of Recruitment; Sources- Internet Based, Placement Agencies.

**Unit-3:** Human Resource Development: Significance, Concept of HRD, features of HRD, Scope, Need , Framework, Techniques of HRD, Functions of HRD Manager.

**Unit-4:** Research in HRD ,HRD for workers, HRD overview in Govt. and Private systems, HRD for health, and HRD in service industries (Banking , Hospital , event etc)

**Unit-5:** Employee performance counseling, Making executive appraisals effective , Role of training in HRD , HRD Mechanisms.

**Course Outcome:** Student will be able to get sufficient knowledge of human resource development in the rural development activities.

**Suggested Readings:**

1. Recent Experiences in HRD, Rao, T.V., New Delhi. Oxford & IBH □ Human resource development & management 1ed, Ghosh Biswanath, Vikas Publication house pvt ltd
2. Evaluation of HRD, Pareek, Udai, Jaipur, Rawat Publications
3. S.S.Khanka,“Human Resource Management”. S. Chand & Company Ltd.
4. Gary Dessler, “Human Resource Management”, Pearson Education
5. Gerard V McMohan, “Recruitment and Selection”, Prentice Hall of India
6. C.R. Greer,”Strategic Human Resource Management”, Pearson Education
7. Human Resource Development, Halder, ISBN: 9780195698718, Oxford University Press

**M.B.A. Semester IV**  
**Specialization: Rural Development**  
**Course Title: Solid Waste Management**  
**Course Code No. – IV/60-1/406F-2**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning Objectives:**

To study sources of solid wastes, composition and properties of solid waste, effects of solid waste on environment.

**Unit-I Introduction to Solid Waste**

Definition of Solid Waste -Domestic garbage, ash, rubbish, dust, debris. Commercial: wastes from offices, shops and markets, Industrial waste, Hazardous waste, Supreme Court directives about solid waste, MSW- 2000 rules. Sources of Solid Wastes-Household wastes from commercial establishments, office, vegetable markets, fish and meat markets, stables, solid waste from construction activities, industries, hospital wastes and dead animals.

**Unit-II Quantity Composition and Properties of Solid Waste**

Per capita municipal solid waste, quantity of industrial solid waste per unit produced, composition: physical, chemical and biological constituents, sampling and characterization of solid wastes. Engineering design principles, materials balance analysis.

**Unit-III Effects of Solid Waste on Environment**

Effects on air, soil, water (surface and ground), public health hazards.

**Unit-IV Collection, Segregation, Storage& Transportation and Disposal of Solid Waste**

House to house collection centers: location, sizes, types of containers and maintenance. Transportation methods: manual, mechanical, methods with or without compaction in transportation of waste. Optimization of transportation routes. Modern techniques of analysis. Disposal of solid waste-Variety of methods of disposal: dumping, land filling, composting, incineration, sea disposal. Innovative approaches: Segregation, reduction at source, recovery and recycle. Role of rag pickers. Disposal methods: sanitary land filling, composting; aerobic and anaerobic, incineration, vermi-composting.

**Unit-V Industrial solid waste**

Wastes produced during manufacturing process, operation of pollution control facilities, minimization at source, recycling and disposal. Textile, Tanning, Paper, Food processing, Pharmaceutical, Foundry and smelting, Cement, Thermal power etc.

**Course outcomes:**

This module will help student in understanding properties, reasons and effects of solid wastes, and the concept of solid waste management

**Suggested Readings:**

- 1) Integrated Solid Waste Management Technologies by Theisen and Vigil, McGraw Hill International.
- 2) Solid Waste Management in Developing Countries by A. D. Bhide, NEERI, Nagpur publication.
- 3) Manual on Solid Waste Management – AIILSG, Mumbai publication, 2006

**M.B.A. Semester IV**  
**Specialization: Rural Development**  
**Course Title: Rural Entrepreneurship and Rural Development**  
**Course Code No. – IV/60-1/406F-3**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:** Rural Entrepreneurship and Rural Development course offers the responsibilities of managers to create innovations for organization by using the tools and techniques of entrepreneurial skills for rural development, by managing field force with in the available resources.

**Unit 1:** Entrepreneurship as a Career, Innovation and Entrepreneurship – Theories of Entrepreneurship Development – Knowledge, Skill required for an Entrepreneur – Women Entrepreneurship Development - Prospects and Problems of Entrepreneurship in Rural Sector – Entrepreneurship: Growth and Recent trends in India. Role of Entrepreneur in Economic Development Analyse and discuss the Qualities of successful Entrepreneur.

**Unit 2:** Developing Business Idea- Product selection process, Search, Screening and Evaluation of ideas; Developing a Business Plan - Environmental Analysis, Scanning, SWOT, Sources of Capital, Feasibility and viability analysis Develop Business Idea with innovative Product/Service.

**Unit 3:** Critical aspects in the Financial, Marketing, Organization Plans, Product launching- Monitoring and Evaluation of Business- Preventing Sickness and Rehabilitation of Business Units. Identify Problems with the innovative Product/Service.

**Unit 4:** Framework in India- Policies regarding SSI sector, Financial support schemes (role of different banks in entrepreneurship Development), DIC (District Industries Centre's role and functions). Venture Capital; Ministry of rural development; Export Promotion facilities for SMEs, Various Training and Development Institutions in India. Visit any Entrepreneurial supportive organisation.

Course outcome :

- 1) To understand various concepts related to entrepreneurship
- 2) To give inputs on initiating and managing micro entrepreneurship
- 3) To learn skills in rural development and human resource management

**Suggested Readings:**

1. Entrepreneurship Development by P.N.Singh and J.C. Saboo. Published by Dr. P.N. Singh Centre for HRD, Opp. Santacruz(E) Railway Station, Mumbai-400055
2. Entrepreneurial Development by S.S. Khanka. Published by S. Chand and Company Ltd. New Delhi- 110055

3. Dynamics of Entrepreneurship Development by Vasant Desai.
4. Innovations and Entrepreneurship by Peter Drucker Pub: UBS Publishers and Distributors Ltd.  
New Delhi-110002
5. Shukla M.B. Entrepreneurship and Small Business Management, KitabMahal, 2003, Agra
6. Ashis Gupta Indian Entrepreneurial Culture, WishwaPrakashan Ltd., Surrey, UK.,1994

**M.B.A. Semester IV**  
**Specialization: Rural Development**  
**Course Title: Rural Infrastructure Management and Rural Technology Management**  
**Course Code No. – IV/60-1/406F-4**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** Rural Infrastructure Management and Rural Technology Management course offers the responsibilities of managers to create innovations for organization by using the tools and techniques of infrastructure and technology skills for rural development, by managing field force with in the available resources.

**Unit I :** Rural Infrastructure Meaning, Components -Importance of Rural infrastructure, Growth of Rural Infrastructure – Infrastructure Policy- Rural Infrastructure Development Fund (RIDF).

**Unit II :** Rural Transportation Types and Structure - Road and Rail Co- ordination – Rural Transportation problems - Various Schemes for Rural Transportation Development in India.

**Unit III:** Social Infrastructure Concept -Components of Social Infrastructure, Education, Health, Drinking Water - Sanitations -Issues, problems and Remedies.

**Unit IV:** Rural Communication and Information Communication Technology Need, Sources, technology and Rural Communication, Issues and problems - Government policies for rural Communication.

**Unit V:** Rural Energy Meaning and types - Sources of rural energy, Rural electrification- Problems, Remedies and Programmes - Non-Renewable Energy.

**Course outcome :**

- 1) To understand various Components of Rural Infrastructure
- 2) To give inputs on Social Infrastructure Concept
- 3) To learn Remedies and Programmes of Rural Energy,

**Suggested Readings:**

1. Dutt and Sundaram- Indian Economy, S.Chand Publications, New Delhi, 2013-07-02
2. Vasant Desai: Rural Development in India, Himalaya Publishing House, Mumbai, 2012.
3. Mishra S.K. and Puri V.K. - Economics of Development and Planning, Himalaya Publishing House, Mumbai, 2012
4. Sukhadeo Thorat, Samita Sirohi- Rural Infrastructure, volume 4.
5. A N Agarwal-Indian economy, Vikas pub. House, Delhi.
6. P Adinarayana Reddy-Rural infrastructure and development.



**Semester – IV**  
**Elective – II**  
**(Select any one)**

**Inter Specialization**

**Students can select other specialization modules as elective II**

<b>Sr.No.</b>	<b>Specialization</b>	<b>Course Code</b>	<b>Title</b>
1	Disaster Management	IV/60-1/407A	Industrial Safety Management
2	International Banking & Finance Management	IV/60-1/407B	Insurance
3	Human Resource Development	IV/60-1/407C	Compensation Management
4	Marketing Management	IV/60-1/407D	Services Marketing
5	Water Management	IV/60-1/407E	Artificial Recharge Of Ground Water
6	Rural Development	IV/60-1/407F	Project Management

**M.B.A. Semester IV**  
**Specialization: Disaster Management**  
**Course Title: Industrial Safety Management**  
**Course Code No. – IV/60-1/407A**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives**

- To teach students Industrial safety rules and regulations
- To train students on safety investigation, monitoring and Audit

**Unit 1 Introduction**

Need for safety, Safety legislation: Acts and rules, Factory Act 1948, Workman's Compensation Act, 1943, Employees State Insurance Act, 1948, Safety standards and codes, Safety policy: safety organization and responsibilities and authorities of different levels, Safety Management

**Unit 2 Training for Safety**

Importance of training-identification of training needs-training methods – programmes, seminars, conferences, competitions – method of promoting safe practice - motivation – communication - role of government agencies and private consulting agencies in safety training – Safety awareness, Employee Participation, awards, celebrations, safety posters, safety displays, safety pledge, safety incentive scheme, safety campaign – Domestic

**Unit 3 Accident Investigation and Reporting**

Concept of an accident, reportable and non reportable accidents, reporting to statutory authorities – principles of accident prevention – accident investigation and analysis – records for accidents, departmental accident reports, documentation of accidents – unsafe act and condition –supervisory role – role of safety committee –cost of accident.

**Unit 4 Safety Performance Monitoring and Audit**

Topic 1: Safety Performance Monitoring- ANSI (Z16.1) Recommended practices for compiling and measuring work injury experience-permanent total disabilities, permanent partial disabilities, temporary total disabilities - Calculation of accident indices, frequency rate, severity rate, frequency severity incidence, incident rate, accident rate, safety "t" score, safety activity rate – problems.

Topic 2 Safety Audit-Components of safety audit, types of audit, audit methodology, non conformity reporting (NCR), audit checklist and report – review of inspection, remarks by government agencies, consultants, experts – perusal of accident and safety records, formats – implementation of audit indication - liaison with departments to ensure co-ordination – check list – identification of unsafe acts of workers and unsafe conditions in the shop floor

**Course Outcome:**

This Unit will help students in reducing industrial accidents and building safer environment

**Suggested readings:**

1. Heinrich H.W. ,(1980),Industrial Accident Prevention ,McGraw-Hill Company, New York.
2. Krishnan N.V. ,(1997),Safety Management in Industry, Jaico Publishing House, Mumbai.
3. Dan Petersen,(1981),Techniques of Safety Management, McGraw-Hill Company, Tokyo.
4. Blake R.B.(1973), Industrial Safety” Prentice Hall, Inc., New Jersey.
5. Slote.L.,Handbook of Occupational Safety and Health, John Willey and Sons, New York

**M.B.A. Semester IV**  
**Specialization: International Finance and Banking**  
**Course Title: Insurance**  
**Course Code No. – IV/60-1/407B**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives :** To impart knowledge in life and non-life insurance to students and improve the ability to evaluate the alternative for the purpose of decision making.

**Unit 1 Risks and Its Management**

Concept of Risk, Risk V/s Uncertainty, Types of Risk, Objectives and Importance of Risk Management, Methods of Handling Risk

**Unit 2 Introduction to Insurance**

Definition and Basic terms in Insurance, Evolution of Insurance, Nature & Importance of Insurance, Principles of insurance, Insurance Contract, Role of Insurance, Types of Insurance

**Unit 3 Life Insurance**

History of Life Insurance, Features of Life Insurance Contract, Classification of Policies, Annuities, Selection and Measurement of Risk, Calculation of Premium, Surrender Value and Paid up Value of Policy Role and Performance of LIC, Public and Private Insurance Companies

**Unit 4 General Insurance**

Introduction and Role of General Insurance, Fire insurance: Principles and its Types, Marine insurance, Motor insurance, Personal accident insurance, Property, Social Insurance, Miscellaneous Insurance - Rural Insurance, Burglary Insurance, Catastrophe Insurance, Liability Insurance, Claims settlement, Insurance Companies in India.

**Unit 5 Regulation of Insurance Business and IRDA**

Regulation of Insurance, Objectives of Regulation, Legal Framework of Insurance Business, Insurance Act 1938, Insurance Regulatory and Development Authority Act, 1999

**Course Outcome:** Student will be able to get sufficient knowledge of insurance market and decide about selection of insurance policy.

**Suggested Readings:**

1. Insurance principles & practice – M.N.Mishra, S.B.Mishra (S.chand Publication) 17th Edition
2. Life Insurance in India- H.Sadhak (Response Books) 1st Edition
3. Insurance in India- P.S.Palande, R.S.Shah, M.L.Lunawat ( Response Books) 6th Edition
4. Insurance Law Manual with IRDA circulars & notifications( Taxmann publications pvt ltd) 9th Edition
5. P. K. Gupta - Legal aspects of insurance –Himalaya Publishing House
6. Insurance Law and Regulations. Vol I and II published by ICFAI, Hyderabad

**M.B.A. Semester IV**  
**Specialization: Human Resource Development**  
**Course Title: Compensation Management**  
**Course Code No. – IV/60-1/407C**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:**

1. To understand the basic concept of Compensation
2. To study the different applications of Compensation management

**Unit 1 - Compensation Management – Concepts and Components-Job Evaluation- Wage and Salary Administration** -Factors affecting Wage and Salary Levels- Incentives-bonus -Benefits - Rewards. Expectancy Theory, Equity Theory, Agency Theory

**Unit 2 - Compensation systems & Performance management: performance linked remuneration system, performance linked career planning & promotion policy.**

**Unit 3 - Talent Management & Compensation Management**

Talent Management Philosophy, Identify relationship between global marketplace and managing talent, how Compensation management is linked to talent management

**Unit 4 –Employee retention and Compensation Management**

Strategies of employee retention, linkage of Employee retention to Compensation Management, how coaching works in a business organization,

**Unit 5- Calculation and Compensation Management**

Current Rules of Income Tax Calculations of Salaries, Exemption in Income Tax & the rational, Fringe Benefits Tax and its Implication for the Employers and Employees. Calculations of - Income Tax of Salaries; Provident Fund, Gratuity; Bonus. (Note: Simple Problems on Income Tax Calculations to be taught.)

**Course Outcomes:**

1. Students are able to compute compensation of employees in the organization
2. Students are able to link up HR activities with employee compensation on a case to case basis.

**Suggested readings:**

1. Performance Management, Herman Aguinis, Pearson Education, 2007.
2. The Talent Management Hand Book, Lance A. Berger & Dorothy R. Berger, Tata Mc-Graw Hill, New York, NY. Current Edition
3. Appraising & Developing Managerial Performance-T. V. Rao, Excel Books
4. 360 degree feedback & assessment & development Centers, Volume I, II and III, TV Rao ,Et all, Excel Books
5. Performance Management, Dixit Varsha, Ist edition, Vrinda Publications Ltd.
6. P. Subba Rao, Personnel and Human Resource Management – Text and cases; (2000) – Himalaya Publishing House [ISBN 8174937773](#)
7. Montana, Patrick J; Charnov, Bruce H, Management - 4th edition; (2008) - Barron's Educational Series, Inc. [ISBN 978-0-7641-3931-4](#)

## **Specialization: Marketing Management**

### **Course Title: Services Marketing**

**Course Code No. – IV/60-1/407D**

---

**Total Credits: 04**

**Total Hours: 60**

#### **Learning Objectives:**

Students obtain the importance of services marketing and reasons of opting services marketing, marketing mix of services marketing, TQM in services marketing.

#### **Unit 1**

Introduction to Services, concept of services, characteristics of service, classification of service, Understanding services market, products and customers, Marketing Services, Reason for growth of the services sector, types of services, customer expectation of services - need for services marketing.

#### **Unit 2**

Marketing mix in services marketing - the seven Ps product decision - Pricing strategies and tactics - Promotion of service and placing - distribution methods for services - additional dimensions in services marketing - people, physical evidence and process.

#### **Unit 3**

Management of services marketing, Educating customers, marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal orientation of service strategy.

#### **Unit 4**

Delivering quality service - process of delivering quality service - TQM in services marketing - Six sigma techniques in delivering quality service - quality gaps - customer expectation versus perceived service gap - factors and techniques to resolve this gap - Quality standards - process and technological requirements to implement quality standards in services marketing.

#### **Unit 5**

Marketing of services with special reference to financial services, health services, hospitality services including travel, hotels and tourism, professional services, public utility services and educational services.

#### **Course Outcome:**

Students will be able to identify the gap in the market where will be the necessity of services marketing and how create needs and create an opportunities for services marketing by opting the skills of services marketing.

#### **Suggested Readings:**

1. Rampal M. K and Gupta S. L, (2009), "Services Marketing, Concept, Application and Cases", Galgotia Publication Company, New Delhi.
2. Adrhian Payne, (2001), "The Essence of Marketing", Prentice Hall of India Pvt. Ltd., New Delhi.
3. Christopher Lovelock, (2001), "Services Marketing", (4<sup>th</sup> Edition), Pearson Education Asia Pvt. Ltd., New Delhi.
4. Helen Woodroffe, (1997), "Services Marketing", Macmillan India Pvt. Ltd., New Delhi.
5. S.M.Jha, ( 2112 ), "Services Marketing", Himalaya Publishing House Pvt. Ltd., Mumbai.
6. Valare A Zeithmial & Mary JoBitner, (2000), "Services Marketing", Tata McGraw Hill Publishing Company, New Delhi.

**Specialization: Water Management**  
**Course Title: Artificial Recharge of Ground Water**  
**Course Code No. – IV/60-1/407E**

---

**Total Credits: 04**

**Total Hours: 60**

---

**Learning objectives:**

1. To understand the basic concept of artificial recharge of ground water
2. To study the different techniques of artificial recharge of ground water

Students obtain the importance of Artificial Recharge of Ground Water and reasons of opting services

**Unit-I Introduction to artificial recharge of ground water**

Concept of Recharge, Need for Artificial Recharge, Purposes and Principles of Artificial Recharge, Advantages of Artificial Recharge, Implementation of Artificial Recharge Schemes

**Unit-II PLANNING OF ARTIFICIAL RECHARGE SCHEMES**

Establishment of Ground Facts, Establishing the Need, Estimation of Sub-surface Storage Capacity of Aquifers, Prioritization of Areas for Artificial Recharge, Availability of Source Water Suitability of Area for Recharge Investigations for Proper Planning, General Studies Detailed Studies, Appraisal of Economic Viability, Finalization of Physical Plan, Preparation of Report of the Scheme

**Unit-III ARTIFICIAL RECHARGE TECHNIQUES AND DESIGNS**

Artificial Recharge Techniques, Direct Methods, Surface Spreading Techniques, Flooding, Ditch and Furrows method, Runoff Conservation Structures Bench Terracing, Contour Bunds, Contour Trenches, Gully Plugs, *Nalah* Bunds and Check Dams, Percolation Tanks, Modification of Village Tanks as Recharge Structures, Stream Channel Modification / Augmentation, Subsurface Techniques, Injection Wells or Recharge Wells, Gravity Head Recharge Wells, Recharge Pits and Shafts, Indirect Methods, Induced Recharge, Aquifer Modification Techniques, Combination Methods, Ground Water Conservation Techniques, Sub-Surface Dykes / Ground Water Dams / Underground '*Bandharas*', Suitability of Artificial Recharge Structures under Combinations of Factors.

**Unit-IV ECONOMIC EVALUATION OF RECHARGE SCHEMES**

Benefit Cost Analysis, Financial Benefit Cost Analysis, Measure for Profitability, Interest and Inflation Uncertainties and Sensitivities, Economic Benefit Cost Analysis, Conversion Factors Capital and Interest, Economic Appraisal, Social Benefit Cost Analysis, Socio-economic and Financial Appraisal of Artificial Recharge Schemes, User Cost Steady State Pumping Condition

Artificial Recharge Component, Recharge Potential of Some Artificial Recharge Structures, Check Dam & Percolation Tank, Spreading Channel, Recharge Tube well, Underground Dams / Subsurface Dykes, Financial Outlay, Benefits of Suggested Measures, Financial Appraisal of the Benefits, Profitability Analysis

**Unit-V OPERATION AND MAINTENANCE**

Operational Data Requirements  
10.1.1 Water Level Measurement, Water Quality Measurement, Preventive Maintenance, Maintenance of Surface Recharge Structures  
10.3 Potential Problems, Suspended Material, Environmental Problems, Water Quality Problems  
10.4 Physical, Biological and Chemical Compatibility of Water, Physical Compatibility, Biological Compatibility, Chemical Compatibility, Maintenance of Roof Top Rainwater Harvesting System, Tips for Maintenance of the RRHS

**Course outcome :**

- i) Student will able to get basic knowledge of water recycling Methods.
- ii) Students will learn basics of water resource and its importance as a social responsibility of business

**Suggested readings:**

- Mathur,O.P - Artificial Recharge Studies in Ghaggar River Basin, Haryana, India.
- Pathak, B.D- Hydrogeology of India, CBIP Publications, New Delhi.
- Petty John, W.A- Introduction to Artificial Ground Water Recharge; Scientific Publishers, India.
- Punmia, B C and Pande B.B.Lal-Irrigation and Water Power Engineering; Laxmi Publications Pvt. Ltd., New Delhi.
- Raghunath, H.M- Ground Water, Wiley Eastern Ltd, India.
- Manual on artificial recharge of groundwater-Government of India, Ministry of Water Resources, Central Ground Water Board



**M.B.A. Semester IV**  
**Specialization: Rural Development**  
**Course Title: Project Management**  
**Course Code No. – IV/60-1/407F**

---

**Total Credits: 04**

**Total Hours: 60**

**Learning Objectives:** Project Management course offers the responsibilities of managers to create innovations for organization by using the tools and techniques of entrepreneurial skills for rural development, by managing field force with in the available resources.

**Unit 1:** Introduction: Concept and Characteristics of a project, Importance of project management, Types of project, Project Life Cycle, Characteristics of Successful Project Manager, Factors for Project Success and Failure, Functional Organization Structure, Matrix organization Structure, Project Organization Structure, Five Stage Project Team Development Model. Study of any project implemented in Rural India.

**Unit 2:** Idea Generation, Feasibility, Planning and Scheduling: Generation of project idea - Sources; Project Feasibility Analysis; Project Planning and Scheduling techniques: Tools for project planning - Work Breakdown Structure, Gantt Chart, Construction and Computation using Network Diagrams – AOA and AON Methods, Forward Pass and Backward pass; Limitations of CPM/PERT; Project Crashing. Computation of network diagrams for any project data.

**Unit 3:** Project Implementation, Resource and Quality Management: Project Implementation - Prerequisites, Steps, Project Risk Management – Major Processes; Managing Resources in Project - Resource Scheduling, Resource Allocation; Critical Chain Scheduling – Concept and Applications; Project Quality Management. Analysis of risks in any on-going project nearby.

**Unit 4:** Project Monitoring, Evaluation and Termination: Project Monitoring – Purpose, Steps; Project Evaluation – Principles, Stages; Project Performance - Earned Value Analysis, Critical Ratio; Project Termination Process. Analysis of any failed project and its causes.

**Course outcome :-**

- i) Student will able to get basic knowledge project planning and its implementation.
- ii) Students will learn to prepare project report and its various aspects.

**Suggested readings:**

1. Project Management Body of Knowledge (PMBOK® Guide) — Fourth Edition.
  2. ‘Operations Management’, William Stevenson, McGraw Hill Education (India) Private Limited.
- Suggested Additional Readings: 1. ‘Critical Chain’ by Eliyahu M. Goldratt.