

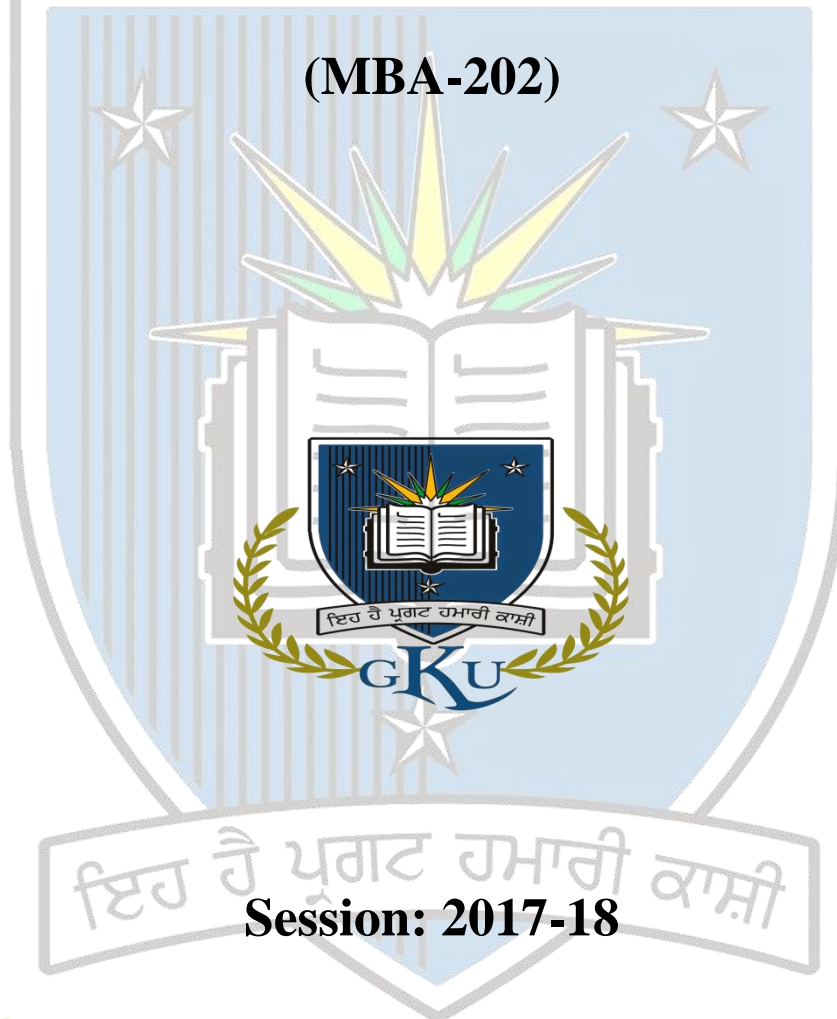


**GURU KASHI
UNIVERSITY**
PUNJAB - INDIA

Program Syllabus Booklet

MASTER OF BUSINESS ADMINISTRATION

(MBA-202)



Session: 2017-18

**University College of Commerce and Management
Guru Kashi University**

Talwandi Sabo



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MBA program is an investment rather than an expenditure. The value of an MBA degree cannot be denied. To realize the worth of the degree, one has to join an MBA program and enjoy the astounding benefits and career opportunities this course offers. In terms of career opportunities, MBA provides a range of career opportunities in various different fields. It can help in getting higher level positions with a good salary package. Many business positions like investment banking, human resources, marketing, and finance and management consult quire an MBA for prospective advancement. Our MBA graduates shall have analytical skills applying business analysis, data management and diagnostic problem-solving skills in order to support management decision-making. MBA graduates shall have leadership and team membership skills needed for implementing and coordinating organizational activities and managing change. Students shall have an understanding of how global competitive environments are changing business practice. Our post graduates shall have the ability to integrate business knowledge and management techniques to aid planning and control in a changing environment.

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Semester: 1 st										
Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202101	Principles & Practices of Management	T	4	0	0	4	50	50	100
2	202102	Organizational Behavior	T	4	0	0	4	50	50	100
3	202103	Accounting for Management	T	4	1	0	5	50	50	100
4	202104	Quantitative Techniques	T	4	1	0	5	50	50	100
5	202105	Managerial Economics	T	4	0	0	4	50	50	100
6	202106	Seminar on Business Communication	P	0	0	4	2	100	NA	100
7	202107	Computers in Management Lab	P	0	0	4	2	100	NA	100
8	202108	Viva-Voce-I*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits				28						
* With respect to semester courses										



Semester: 2nd										
Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
				1	202201	Business Environment				
2	202202	Financial Management	T	4	1	0	5	50	50	100
3	202203	Marketing Management	T	4	0	0	4	50	50	100
4	202204	Human Resource Management	T	4	0	0	4	50	50	100
5	202205	Production and Operations Management	T	4	1	0	5	50	50	100
6	202206	Business Research Methods	T	4	0	0	4	50	50	100
7	202207	Information Technology Lab	P	0	0	4	2	100	NA	100
8	202208	Viva-Voce-II*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits				30						



Semester: 3rd										
Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202301	Operations Research	T	4	0	0	4	50	50	100
2	202302	Management Information Systems	T	4	0	0	4	50	50	100
3	202303	Seminar on Business Ethics & Environmental Science	P	0	0	4	2	100	100	200
4	202304	Industrial Training/Internship (6 weeks)	P	N A	N A	N A	2	100	NA	100
5		Major-I	T	4	1	0	5	50	50	100
6		Major-II	T	4	1	0	5	50	50	100
7		Minor-I	T	4	1	0	5	50	50	100
8	202305	Viva-Voce-III*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits				29						
* with respect to semester courses										



Semester: 4 th										
Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202401	Strategic Management	T	4	1	0	5	50	50	100
2	202402	Project Management & Entrepreneurship	T	4	0	0	4	50	50	100
3	202403	Research Project	P	0	0	4	2	100	100	200
4		Major-III	T	4	1	0	5	50	50	100
5		Major-IV	T	4	1	0	5	50	50	100
6		Minor-II	T	4	1	0	5	50	50	100
7	202404	Viva-Voce-IV*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits				28						

Note:

- 1) Major and Minor Courses are to be selecting from list of elective courses as per-specialization.
- 2) Which courses is to be taken in which semester is given in instructions for selecting of elective courses in various semesters.



Specialization Course Structure (Elective Courses)

MARKETING

Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202306	Consumer Behavior	T	4	1	0	5	50	50	100
2	202307	Marketing Research	T	4	1	0	5	50	50	100
3	202308	Product & Brand Management	T	4	1	0	5	50	50	100
4	202405	Marketing of Services	T	4	1	0	5	50	50	100
5	202406	Sales & Distribution Management	T	4	1	0	5	50	50	100
6	202407	Rural Marketing	T	4	1	0	5	50	50	100

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HUMAN RESOURCE MANAGEMENT

Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202309	Social Security & Labor Welfare	T	4	1	0	5	50	50	100
2	202310	Organization Change & Development	T	4	1	0	5	50	50	100
3	202311	Compensation Management	T	4	1	0	5	50	50	100
4	202408	Training & Development	T	4	1	0	5	50	50	100
5	202409	Advanced Industrial Psychology	T	4	1	0	5	50	50	100
6	A202410	Industrial Relation & Labor Legislations	T	4	1	0	5	50	50	100





FINANCE

Sr. No	Course Code	CourseName	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202312	Security Analysis & Portfolio Management	T	4	1	0	5	50	50	100
2	202313	Management of Financial Institutions	T	4	1	0	5	50	50	100
3	202314	Taxation Laws & Planning	T	4	1	0	5	50	50	100
4	202411	Financial Services	T	4	1	0	5	50	50	100
5	A202412	Working Capital Management	T	4	1	0	5	50	50	100
6	202413	Management Control System	T	4	1	0	5	50	50	100



INFORMATION TECHNOLOGY

Sr. No	Course Code	Course Name	Type of Course T/P	Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202315	Programming in C/C++	T	4	1	0	5	50	50	100
2	202316	Database Management System	T	4	1	0	5	50	50	100
3	202317	Enterprise Resource Planning (ERP)	T	4	1	0	5	50	50	100
4	202414	E-Commerce & IT Enabled Services	T	4	1	0	5	50	50	100
5	202415	Data Warehousing and Data Mining	T	4	1	0	5	50	50	100
6	202416	Introduction to Computer Networks	T	4	1	0	5	50	50	100



HOSPITAL ADMINISTRATION

Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202318	Health System Management	T	4	1	0	5	50	50	100
2	202319	Hospital Services Marketing	T	4	1	0	5	50	50	100
3	202320	Medical Audit and Quality Management	T	4	1	0	5	50	50	100
4	202417	Hospital Waste Management	T	4	1	0	5	50	50	100
5	202418	Risk And Disaster Management	T	4	1	0	5	50	50	100
6	202419	Legal And Ethical Issues For Hospital	T	4	1	0	5	50	50	100



Sr. No	Course Code	CourseName	Type of Course	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202321	Environmental Issues in Real Estate	T	4	1	0	5	50	50	100
2	202322	Land Economics	T	4	1	0	5	50	50	100
3	202323	Infrastructure Valuation	T	4	1	0	5	50	50	100
4	202420	Introduction to Urban Planning	T	4	1	0	5	50	50	100
5	202421	Total Quality Management	T	4	1	0	5	50	50	100
6	202422	Legal Framework for Real Estate	T	4	1	0	5	50	50	100

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Sr. No	Course Code	Course Name	Type of Course	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202324	Agro Input Industry	T	4	1	0	5	50	50	100
2	202325	Advance Food Processing	T	4	1	0	5	50	50	100
3	202326	Commodity Trading	T	4	1	0	5	50	50	100
4	202423	Seed Production & Certification	T	4	1	0	5	50	50	100
5	202424	Supply Chain Management	T	4	1	0	5	50	50	100
6	202425	Plantation Management	T	4	1	0	5	50	50	100

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INTERNATIONAL BUSINESS

Sr. No	Course Code	Course Name	Type of Course	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202327	International Business & Regional Blocks	T	4	1	0	5	50	50	100
2	202328	International Marketing	T	4	1	0	5	50	50	100
3	202329	Multinational Financial Management	T	4	1	0	5	50	50	100
4	202426	Export-Import Procedures, Documentation	T	4	1	0	5	50	50	100
5	202427	International Economic Organization	T	4	1	0	5	50	50	100
6	202428	Global Human Resource Management	T	4	1	0	5	50	50	100

Student opting for a specialization either as Major or as a Minor must study these courses in respective Semester:



Instructions for selecting of elective courses in various semesters:

Student opting for a specialization either as Major or as a Minor must study these courses in respective Semester:

To be opted in

Marketing

Consumer Behavior **MBA III Semester**

Marketing of Services **MBA IV Semester**

Human Resource Management

Social Security & Labor Welfare **MBA III Semester**

Training & Development **MBA IV Semester**

Finance

Security Analysis & Portfolio Management **MBA III Semester**

Financial Services **MBA IV Semester**

Information Technology

Database Management System **MBA III Semester**

Data Warehousing and Data Mining **MBA IV Semester**

Hospital Administration

Health System Management **MBA III Semester**

Hospital Waste Management **MBA IV Semester**

Estate and Infrastructure Management

Environmental Issues in Real Estate **MBA III Semester**

Legal Framework for Real Estate **MBA IV Semester**

Agriculture Business Management

Agro Input Industry **MBA III Semester**

Seed Production & Certification **MBA IV Semester**

International Business

International Business & Regional Blocks **MBA III Semester**

Export-Import Procedures, Documentation **MBA IV Semester**



Course Name: Principles & Practices of Management

Course Code: 202101

Semester: 1st

Credits: 04

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4 0 0

Course Content

UNIT-I

Introduction: concept, nature, purpose & scope of management, evolution of management thoughts – traditional, behavioral, system, contingency and quality viewpoints. Planning, nature and elements of planning, planning types and models, planning in learning organizations; strategic planning – an overview; Decision making; Importance and steps in Decision Making, Decision making under certainty-Programed decisions, decision-making under uncertainty, non-Programed decisions, decision tree, group aided decisions.

UNIT-II

Organizing – work specialization, chain of command, delegation, decentralization, span of management, bases for Departmentation. Leading: recognition of human factor, motivation models / approaches; leadership styles/behaviors, personal characteristics of effective leaders, leadership development; leadership for learning organizations Management control, managerial ethics and social responsibility: management control – concept and process, overview of control techniques, effective control system; Coordination: Need, factors which make coordination difficult, techniques to ensure effective coordination.

References

- Koontz, Harold & Weihrich, Heinz (2008). *Essentials of Management*. Tata McGraw Hill Publishing, New Delhi
- Prasad, L.M. 2019. *Principles & Practices of Management*. Sultan Chand & Sons, New Delhi
- Robbins, S. P., & DeCenzo, A. D. (2011). *Fundamentals of Management*. Pearson Education, New Delhi
- Parkinson C. Northcote, Rustomji M. K. & Sapre S. A. (2005). *Great Ideas in Management*. Orient Paperbacks, India

Websites Links

- http://14.139.242.244/extra/library/library/_14022020061808 Principles of Management.pdf
- <https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes>.



- https://www.academia.edu/17630831/Principles_of_management_notes

Course Name: Organizational Behavior

Course Code: 202102

Semester: 1st

Credits: 04

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4 0 0

Course Content

UNIT-I

Organizational Behavior: What managers do, Definition of OB, contributing disciplines to OB, challenges and opportunities for OB. Foundations of Individual behavior- biographical characteristics, ability, and learning, Values, Attitudes, Personality and Emotions, Perception, Motivation: Concept, Theories of Maslow, Herzberg, McClelland, Porter & Lawler Model, and Application of Motivation Concept, Job Satisfaction Foundations of Group Behavior: Group formation, development and structure, Group Processes, Group Decision- making Techniques, Work Teams.

UNIT-II

Interpersonal Skill-Transactional analysis, Life Positions, Johari Window. Leadership: Concept, theories, styles and their application. Power and Politics in Organization, Conflict Management; Sources of Conflict, Types of conflict, Process of Conflict, Individual, Interpersonal, group level conflict, Organizational Conflict, Approaches to Conflict Management. Stress Management: Concept of stress, Sources of stress, Effects of stress on humans, Management of Stress Crisis Management, Organizational Change & Development, Innovation, Creating a learning Organization, Organizational Culture, Organizational Effectiveness.

References

- Robbins P. Stephen. (2016). *Organisation Behaviour*. Pearson Education
- Luthans, Fred. (1992). *Organizational Behaviour*. McGraw Hill Publication
- Prasad, L.M. (2019). *Organizational Behaviour*. Sultan Chand & Sons
- Robbins, S. P, Judge & T. A, Sanghi. (2009). *Organizational Behavior*. Pearson Education
- Aswathappa, K. (2016). *Organizational Behaviour*. Himalaya Publishing House

Websites Links

- http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BBA%20VI%20



- https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_tutorial.pdf
- <https://www.studocu.com/da/document/syddansk-university/organizational-behaviour/foredragsnoter/organizational-behavior-notes/1102139/view>

Course Name: Accounting for Management

Course Code: 202103

Semester: 1st

Credits: 05

L T P

4 1 0

Course Content

Unit-I

Financial Accounting- concept, importance and scope, accounting principles, journal, ledger, trial balance, depreciation (straight line and diminishing balance methods), preparation of final accounts Trading Account, Profit & Loss Account, Balance Sheet with adjustments. Financial Analysis- Concepts and objectives, Limitation of Financial Analysis. Tools of Financial Analysis: trend analysis, common size statements, comparative statements, Introduction to ratio analysis, fund flow and cash flow statements (with additional information).

Unit-II

Cost accounting- meaning, importance, methods, techniques; classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity based costing; Standard Costing & Break Even Analysis, Management accounting- concept, need, importance and scope; Functions of Management Accounting, Relationship between Financial and Management Accounting, Meaning of Financial Statement, Importance and Limitations of Financial Statement. Budgetary control- meaning, need, objectives, essentials of budgeting, different types of budgets; Responsibility Accounting; Meaning, Steps involved in Responsibility Accounting, Responsibility Centre, Advantages of Responsibility Accounting.

References

- Emmanuel, C., Otley, D., & Merchant, K. (1990). Accounting for management control. In Accounting for Management Control (pp. 357-384). Springer, Boston, MA.
- Singhal A.K. and Roy Ghosh.2012. *Accounting for Managers*. JBC Publishers and Distributors, New Delhi
- Pandey, I.M.1993.*Management Accounting*. Vikas Publishing House. New Delhi



- Anthony R.N. and Reece J.S.1995.*Management Accounting Principles*. Homewood, Illinois, Richard D.Irwin,
- Horngren, C. T. (2009). *Cost accounting: A managerial emphasis, 13/e*. Pearson Education India.

Website/Links/Online Portal/ICT

- <https://uotmba.in/mba-study-material/>
- <https://www.ncertbooks>
- https://www.youtube.com/playlist?list=PLeNyPug2I9riT7VRqoTmhMJVREeWo-x_

Course Name: Quantitative techniques

Course Code: 202104

Semester: 1st

Credits: 05

L T P

4 1 0

Course Content

Unit-I

Matrices & Determinants; Different measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode, Measures of Dispersion: Range, Quartile Deviation, Mean Absolute Deviation, and Standard Deviation), Skewness: meaning and co-efficient of Skewness. Correlation analysis - meaning & types of correlation, Karl Pearson's coefficient of correlation and spearman's rank correlation; Regression analysis - meaning and two lines of regression; relationship between correlation and regression co- efficient.

Unit-II

Time series analysis - measurement of trend and seasonal variations; time series and forecasting. Permutation and Combinations; Probability: basic concepts and approaches, addition, multiplication and Bayes' theorem. Probability distributions - meaning, types and applications, Binomial, Poisson and Normal distributions. SPSS & MS Excel Functions for Statistics.

References

- Siegel, Andrew F. (2001). *Practical Business Statistics*. McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2008). *Business Statistics: A First Course*. Pearson Education.



- Gupta C B, Gupta V. (1995). *An Introduction to Statistical Methods*. Vikas Publications.
- Levin I. Richard & Rubin, S. David. (2017). *Statistics for Management*. Prentice Hall India.
- Gupta, S.C. (2018). *Fundamentals of Statistics*. Himalaya Publishing House

Website/Links/Online Portal/ICT

- https://youtu.be/z_R1Yh0QFDk
- <https://www.youtube.com/playlist?list=PL34t5iLfZddvhKIEgNwn77glAAUxkYh5>
- https://www.researchgate.net/publication/293816217_Introduction_to_quantitative_methods

Course Name: Managerial Economics

Course Code: 202105

Semester: 1st

Credits: 04

L T P

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Course Content

Unit-I

Nature and scope of managerial economics; nature of marginal analysis; alternative objectives of business firms; Law of demand, cardinal utility theory; ordinal utility (indifference curve) technique and the theory of consumer choice; consumer surplus; price, income and substitution effects; demand elasticities; demand estimation and forecasting; relationship between price elasticity and marginal revenue. Cost Analysis: Concept of cost and its types, cost output relationship in short and long period, supply curve; Iso-quant curves, Pricing analysis: Market structures, Perfect Competition: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Long Run. Monopoly: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Lung Run, Price Discrimination.

Unit-II

Imperfect Competition: Monopolistic Competition – Price output determination in short and long run, Product variation and selling expenses behaviour, Oligopoly – Characteristics, Price Rigidity, price discrimination, selling costs, products differentiation, break even analysis, profit planning. Price- output decision in multi-plant and multi-



product firms; managerial theories of the firm; general pricing strategies; Various pricing methods, Risk analysis; investment and capital replacement decisions; location choice of a firm; measures of national income; business cycles; operative aspects of macroeconomic policies.

References

- Jain, T R & Grover, M.L (2014). *Micro Economics*. VK Publications
- Koutsoyiannis, Anna (1979). *Modern Microeconomics*. Palgrave Macmillan
- Varshney, RL & Maheshwari, KL (2018). *Managerial Economics*. Sultan Chand & Sons, New Delhi
- Mote, Victor L, Paul, Samuel & Gupta, G (2017). *Managerial Economics*. McGraw Hill Education
- Jain, T R & Khanna, OP, (2008). *Managerial Economics*. VK Publications

Website/Links/Online Portal/ICT

- <https://www.researchgate.net>
- <http://www.bput.ac.in/>
- https://youtu.be/Lhwv_AOcVOW.

Course Name: Seminar on Business Communication

Course Code: 202106

Semester: 1st

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Credits: 002

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Course Content

Unit-I

Meaning and important of communication in business, the process of communication, models of communication, types of information-order, advise, suggestion, motivation, persuasion, warning and education; Channels of communication, their effectiveness, limitations; Media of communication, barriers of communication, approaches to effective communication, tools of communication, Diction, sentence, paragraph, punctuation and report writing; Oral communication: noise, barriers to communication; listening – listening process, types of listening, deterrents to listening process, essentials of good



listening; telephonic communication.

Unit-II

Presentation skills: prerequisites of effective presentation, format of presentation; Assertiveness – indicators of assertive behaviour, strategies of assertive behaviour; Communication skills for group discussion, interviews, seminar, symposia and conferences, Nonverbal communication: gestures, handshakes, gazes, smiles, hand movements, style of working, voice modulations, body sport for interviews; business etiquettes: business dining, business manners of people of different cultures, managing customer care, Written communication: mechanics of writing, report writing, circulars, notices, memos, agenda and minutes; business correspondence – business letter format, style of letter arrangement, types of letters, telex manages, facsimiles, electronic mail; diary writing; developing resume.

References

- Hewings, M. (2019). *Advanced English Grammar*. Cambridge University Press.
- Murphy, Herta A & Peck, Charles E (1976). *Effective Business communication*. 2nd Ed, TataMcGraw Hill, New Delhi.
- Pearce, C Glenn (1988). *Business Communication: Principles and Application*. 2nd Ed, John Wiley, New York.
- Treece, Maira (1987). *Successful Business Communication*. 3rd Ed, Allyn and Bacon, Boston.

Website/Links/Online Portal/ICT

- <http://aems.edu.sd/wp-content/uploads/2019/02/Business-Communication-PDFDrive.com-.pdf>
- <https://www.freebookcentre.net/business-books-download/Business-Communication.html>
- <https://youtu.be/h1fCJM1LMaY>

Course Name: Computers in Management Lab

Course Code: 202107

Semester: 1st

Credits: 002

L T P

0 0 4

Course Content

Unit-I



Creating a new document with templates & Wizard, Word basics, Working with fonts, Paragraph Formatting, Indents, line space, Character Space, Page Formatting, Footnotes, Endnotes, Page Numbering, Page Set-Up, Printing Documents Header and Footer, Bullet sand Numbering, Tabs, Symbols, Finding and Replacing Text, Spell Check and Grammar Check, Consulting Thesaurus, Inserting images and objects, Using Words Drawing Features, Inserting Tables – (Adding, deleting, modifying rows and columns - merging & splitting cells), Using formulas in tables, Converting text to table and vice-versa, , Mail Merge tool. Managing Workbooks, Working with Worksheets, Cell Referencing (Absolute references, Mixed references), Ranges, Using Formulas and Functions; Formulas that Make Decisions (How the 'if' function works) Formatting Worksheets, Printing Worksheets

Unit II

Creating and Editing Graphic Objects and Charts, Sorting Data, filtering etc., Analyzing Data Using Pivot Tables, Performing What-If Analysis, Issuing Scenario Manager. Creating new Presentations Using Auto Content Wizard, Using Template, Adding, Editing, Deleting, Copying, Slides, Applying Slide Design, adding graphics, graphs, organization charts, creating custom Animations, Special Effects to Create Transition Slides, Adding Sounds to Slides, Using Action Buttons, Creating Slide Shows, and Rehearsing Slide Timings

References

- Jeyapoovan, T. (2004). *A First Course in Programming with C*. Vikas Publishing House.
- Saxena S. 2007. *MS Office Xp for Everyone*. Vikas Publishing House. New Delhi.
- Jamrich June & Parsons. 2013. *Computer Concepts 7th Edition*. Thomson Learning. Bombay.
- Comer, D. (2009). *Computer networks and internets*. Upper Saddle River, NJ: Pearson/Prentice Hall.
- Comer, D. (2015). *Computer networks and internets*. Cambridge, MA, USA: Pearson.

Website/Links/Online Portal/ICT

- <http://aems.edu.sd/wp-content/uploads/2019/02/Business-Communication PDFDrive.com-.pdf>
- <https://www.freebookcentre.net/business-books-download/Business-Communication.html>
- <https://youtu.be/h1fCJM1LMaY>



Course Code: 202108

Semester: 1st

L T P
NA

Credits: 002

- Assess the understanding of various subjects studied during the last semester.
- Enhance the communication & presentation skills.
- Acquire comprehensive knowledge of subjects studied throughout the course.
- Face industrial internship program as well as jobs interviews.

Course Name: Business Environment

Course Code: 202201

Semester: 2nd

Credits: 04

L T P
4 0 0

Course Content

Unit-I

Business Environment: -Concept, Significance, Nature & Scope of business environment; Elements of business environment- micro & macro, environmental scanning & Monitoring; Political Environment, Importance of Indian constitution, Preamble, Constitutional hierarchy- legislature, executive, Judiciary, Fundamental rights, Fundamental duties. Economic Environment: - Economic system, Strategies and Evaluation of current Five Year Plan, Meaning and various tools of Monetary & Fiscal policy, New industrial policy, New economic policy, Business cycles; Legal Environment, Main provision of company act, Export – Import policy (Exim Policy), FERA, FEMA, MRTP act, Licensing; Regulatory Bodies: SEBI, TRAI, IRDA, RBI, CLB.

Unit-II

Social Environment: - Corporate social responsibility, Business ethics, Cross culture Environment, Consumer Act; Environmental Protection act; Technological Environment, Impact of new technology, Problem of technology transfer. International Environment: - Overview of Bretton woods conference: Origin, role & Functions of WTO, implications; origin & functions of IMF; Impact of FDI on Indian economy; Trade blocks & blocs, Liberalization, Privatization &



globalization, Pros and cons of Globalization for home country, Various Methods for going global.

References

- Francis Cherunalum. *Business Environment*.
- Aswathappa, K. (2009). *Essentials of business environment*. Himalaya Publishing House.
- Worthington, I., & Britton, C. (2015). *The business environment*. Pearson Education Limited.
- Ghosh, B.N. (2014). *Business Environment*. Oxford University Press
- Shaikh, S. (2010). *Business Environment, 2/E*. Pearson Education India.

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Course Name: Financial Management

Course Code: 202202

Semester: 2nd

Credits: 05

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Course Content

Unit-I

Financial management- scope, finance functions and its Organisation, objectives of financial management; time value of money; sources of long term finance. Corporate Restructuring: Meaning and forms of corporate restructuring, merger and amalgamation, takeover and acquisition, types or forms of mergers and takeovers, their benefits and motives. Investment decisions: importance, difficulties, determining cash flows, methods of capital budgeting; risk analysis (risk adjusted discount rate method and certainty equivalent method); cost of different sources of raising capital; weighted average cost of capital.

Unit-II

Cash Management: Meaning, Facets of Cash Management, Motives for Holding Cash, Optimal Cash Balance, Short-Term and Long-Term Cash Forecasting. Capital structure decisions- financial and operating leverage; capital structure theories- NI, NOI, traditional and M-M



theories; determinants of dividend policy and dividend models -Walter, Gordon & M.M. models. Working Capital- meaning, need, determinants; estimation of working capital need; management of cash, inventory and receivables.

References

- Pandey, IM. (2016). *Financial Management*. Vikas Publishing House.
- Chandra, Prasanna. (2007). *Financial Management*. Tata McGraw-Hill Publishing.
- Hampton, John J. (1989). *Financial Decision-making*. Prentice Hall of India Ltd., New Delhi
- Khan, M. Y& Jain, PK (2015). *Financial Management and Policy*. Tata McGraw-Hill CompanyLtd, New Delhi
- James, Van Horn & Dhamija, Sanjay. (2011). *Financial Management and Policy*. Pearson Education India

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Course Name: Marketing Management

Course Code: 202203

Semester: 2nd

Credits: 04

L T P

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Course Contents

Unit-I

Nature and scope of marketing: corporate orientation towards marketplace; building and delivering customer value and satisfaction; retaining customers; Marketing Mix, marketing environment; marketing research and information system. Analyzing consumer markets and buyer behaviour; analyzing business markets and business buying behaviour; Market segmentation; positioning and targeting, Levels of Market Segmentation, segmenting consumer markets, Niche Marketing, segmenting business markets, Michael Porter's Five Forces Model. Retail Marketing Concept.

Unit-II



Product Decisions; New product development process; product mix and product line decisions; branding and packaging decisions; pricing strategies and programs tools of product differentiation; marketing strategies in the different stage of the product life cycle; Marketing Channels: Marketing Channels, Role of Marketing Channels, Identifying Major Channel Alternatives, Types of Intermediaries, Channel-Management Decisions, managing marketing channels; wholesaling and retailing. Marketing Communication; The Role of Marketing Communications, Communications Mix -Advertising and sales promotion; public relations; personal selling; evaluation and control of marketing effort; web marketing; green marketing; reasons for and benefits of going international; entry strategies in international marketing.

References

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2009). *Marketing Management*. Om Books
- Stanton, J. William. (1986). *Fundamentals of Marketing*. McGraw Hill Education
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Course Name: Human Resource Management

Course Code: 202204

Semester: 2nd

Credits: 04

L T P

4 0 0

Course Content

Unit I



Introduction to HRM; Meaning, Function, Scope of HRM, Strategic importance of HRM; objectives of HRM; challenges to HR professionals; role, responsibilities and competencies of HR professionals; HR department operations; Human resource planning– objectives and process; human resource information system; Global HR or integration with IT, Job Analysis and Design: Concept of Job Analysis and Design, Methods of Job analysis, Job Description , Job Specification, Modern Management Techniques, Flexible Work Arrangements, Recruitment: Definition and concept of Recruitment, Factors Affecting Recruitment, Sources of recruitment, Internal and External. Selection Process- Steps in the Selection Procedure, Various types of Tests, Selection Interview- Methods and Process (including reference check and medical examination), Placement and induction process. Managing Careers: Concept, Career stages, Career Anchors, Career Development Cycle, and Benefits of career planning to individual as well as organization, internal mobility- promotions, demotions, transfers, Separation and Succession planning.

Unit II

Employee Training and Management Development: Importance and objectives, Distinction between Training and Development, Methods of training and development, Training need analysis, Evaluation of Training. Performance and Potential Appraisal: Appraising performance: developing and instituting performance appraisal system, assessment and development centers, potential appraisal; rewarding performance: linking rewards to organizational objectives, determine compensation structure, pay for performance and incentive plans, ESOP, executive compensation, designing and administering benefits and services; Industrial relations, Collective bargaining, incentives Plans Quality of work life (QWL): Meaning, origin, development and various approaches to QWL, techniques for improving QWL. Quality circles: concept, structure, role of management quality circles in India, Job satisfaction and morale. Health, Safety & Employee welfare.

References

- Rao V.S.P. (2010). *Human Resource Management*. Excel Books
- Monnappa, Arun & Saiyadan S Mirza. (1997). *Personnel Management*. Tata McGraw Hill
- Dessler, Garg & Varkkey Biju (2017). *Human Resource Management*. Pearson Education
- K. Aswathappa (2007). *Human Resource Management*. Tata McGraw Hill Education
- Gupta, C.B. (2018). *Human Resource Management*. Sultan Chand & Sons.

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Course Name: Production and Operations Management

Course Code: 202205

Semester: 2nd

Credits: 05

L T P

4 1 0

Course Content

Unit-I

Operations Management – Concepts, Functions; Product Design & Development- Product Design and its Characteristics, Product Development Process (Technical); Product Development Techniques; Process Selection - Project, Job, Batch, Mass & Process types of Production Systems, Product- Process Mix, Facility Location – importance, Factors in Location Analysis, Location Analysis Techniques; Facility Layout – objectives, Advantages, Basic Types of Layouts; Capacity Planning – Concepts, Factors Affective Capacity; Planning, capacity Planning Decisions; Production Planning & Control (PPC) - Concepts, Objectives, Functions

Unit-II

Materials Management- Concepts, Objectives; Functions Purchasing Management- Objectives, Functions, Methods, Procedure; Stores Management - Types of Stores, Functions, Coding Methods; Inventory Management – Concepts, Classification, Objectives, Factors Affecting Inventory Control Policy, Inventory Costs, Basic EOQ Model; Re-order Level, ABC Analysis, Maintenance Management – Concepts, Objectives, Functions, Types of Maintenance; Quality Management- Quality Concepts, Difference Between Inspection, Quality Control, Quality Assurances, Total Quality Management; Control Charts; acceptance Sampling, Six Sigma & Material Requirement Planning(MRP).

References

- Kumar, S. A., & Suresh, N. (2006). Production and operations management. New Age International.
- Khanna, R. B. (2015). Production and operations management. PHI Learning Pvt. Ltd.
- Chary, S. N. (2017). Production and operations management. McGraw Hill Education.
- Bhat, S., & Aswathappa, K. (2010). Production and operations management. Himalaya Publishing House Raton, FL: CRC Press.



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- <https://www.yourarticlelibrary.com>

Course Name: Business Research Methods

Course Code: 202206

Semester: 2nd

Credits: 02

L T P

0 0 4

Course Content

Unit-I

Business research: its concept, nature, scope, need and managerial value of business research; components of theory – definitions, concepts, constructs, variables, hypothesis, process of research and structure of research proposal, Research design– concept and types– exploratory, descriptive, diagnostic and experimental; sampling design, techniques, factors influencing sample size; measurement – concept, measurement scales – types and construction of scales and reliability and validity aspects in measurement

Unit-II

Methods of data collection – questionnaire/schedule, questionnaire designing, interview and observational methods; data analysis and interpretation, editing, coding, content analysis and tabulation; hypothesis testing – an overview of parametric and non-parametric tests (t, F, Z test and Chi-Square test). An overview of dependent and interdependent methods (multiple regression, discriminant analysis, conjoint analysis, factor analysis, cluster analysis); ingredients and constructions of research report; procedure of preparation of reference and bibliography; ANNOVA.

References

- Bell, E., Bryman, A., & Harley, B. (2018). *Business research methods*. Oxford university press.
- Greener, S. (2008). *Business research methods*. Book Boon.
- Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). *Business Research Methods (Book Only)*. Cengage Learning.



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- Hair, J. F., Page, M., & Brunsveld, N. (2019). *Essentials of business research methods*. Routledge.

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Course Name: Information Technology Lab

Course Code: A202207

Semester: 2nd

Credits: 02

L T P

0 0 4

Course Content

Unit-I

MS Access: Creating database, adding, deleting and moving records; Querying: creating, saving and editing; creating and using forms, creating and printing reports. Information Technology: Introduction, New Developments, Information Systems, Software and data, application of IT in Business & Industry, Home, Education & Training, Entertainment & Arts, Science, Engineering and Math; Application of Information Technology.

Unit-II

Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing); Concepts of data transmission, half-duplex transmission, modems, client server computing; Introduction to TCP/IP reference models, HTML: Build a simple HTML document, tables, frames, links, adding multimedia documents, home page; Applications of networks in information sharing and dissemination: applications in banking, e governance, ticket reservation etc. Lab: Web Designing in HTML, Internet Surfing.

References

- McKeown, P. (2015). *Information technology and the networked economy*.
- Miller.2013. *Data and Network Communication*. Vikas Publishing House. New Delhi
- Turban, E., Rainer, R. K., & Potter, R. E. (2001). *Introduction to information*



technology (p.550). New York, NY: John Wiley & Sons.

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- Earl, M. J. (1989). *Management strategies for information technology*. Prentice-Hall, Inc.

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- <https://marketbusinessnews.com>

Course Name: Viva-Voce-II

Course Code: A202208

Semester: 2nd

Credits: 02

- Assess the understanding of various subjects studied during the last semester.
- Enhance the communication & presentation skills.
- Acquire comprehensive knowledge of subjects studied throughout the course.
- Face industrial internship program as well as jobs interviews.

L T P

NA

Course Name: Operations Research

Course Code: 202301

Semester: 3rd

Credits: 04

L T P

4 0 0

Course Content Unit-I

Operations Research: Evolution, methodology and role in managerial decision making; Linear programming: Meaning, assumptions, advantages, scope and limitations; Formulation of problem and its solution by graphical and simplex methods; special cases in simplex method: infeasibility, degeneracy, unboundedness and multiple optimal solutions; duality. Transportation problems including transshipment problems; Special cases in transportation problems: unbalanced problems, degeneracy, maximization objective and multiple optimal solutions; assignment problems including traveling salesman's problem. Special cases in



assignment problems: unbalanced problems, maximization objective and multiple optimal solutions.

Unit-II

PERT/CPM: Difference between PERT and CPM, network construction, calculating EST, EFT, LST, LFT and floats, probability considerations in PERT, time-cost trade-off. Decision theory: decision making under uncertainty and risk, Bayesian analysis, decision trees. Game theory, pure and mixed strategy games; principle of dominance; two-person zero sum game; Replacement Models: Group Replacement, Individual Replacement; Sequencing: Concepts, Solutions of processing 'n' jobs through – '1', '2', '3' and 'm' machines, Processing '2' jobs through 'm' machines; Dynamic Programming Problems.

References

- Gupta P.K., Hira and D.S. (1994). Operation Research. Sultan Chand & Sons, New Delhi
- Swarup, Kanti, Gupta, P.K. & Mohan, Man. (1990). Operation Research. Sultan Chand & sons, New Delhi
- Mittal, K.V. (1992). Optimization Methods in Operations Research and System Analysis. New Age International (P) Ltd., New Delhi
- Sharma, S.D., "Operations Research", Kedar Nath and Ram Nath, Meerut, 1996.
- Yadav, S.R. (2014). Operation Research. Oxford University Press.

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- https://www.researchgate.net/publication/308163830_Quantitative_techniques_in_Management_-_Unit_1_-_Operations_Research_-_Part_1
- <https://www.freebookcentre.net/business-books-download/Quantitative-Techniques-For-Business.html>
- https://www.academia.edu/31170753/QUANTITATIVE_TECHNIQUES_IN_BUSINESS

Course Name: Management Information Systems

Course Code: 202302

Semester: 3rd

L T P

Credits: 04

4 0 0

Course Content

Unit-I

Introduction: Definition & Significance, Evolution, MIS Support for Programmed and Non-Programmed Decision Making, Model of Decision Making. MIS- need and concepts, factors influencing MIS and characteristics of MIS. Technology of MIS. Structure of MIS. Decision Making and role of MIS. Data communication. Basic H/W required, Channel features and



concept of Distributed Data bases Decision Support System: Overview, components and classification, steps in constructing a DSS, role in business, Group decision support system. Organization & Information Systems: Relationship, Salient Feature of Organization, Effect of organization on Information Systems and Vice Versa. Advanced Information Systems: Knowledge Work Systems, Executive Support Systems, and Expert Systems.

Unit-II

Artificial intelligence. Artificial Intelligence technologies in business: neural network, fuzzy logic, virtual reality; Executive information system. System implementation Strategies and process; System Evaluation and Maintenance. Applications: cross –functional MIWS; ERP; CRM; SCM; Transaction Processing system; Business intelligence, supply chain management, Business Process management. Information system for strategic advantage, strategic role for information system, breaking business barriers, Business process reengineering, improving business qualities.

References

- Goyal, D. P. (2014). *Management Information Systems: Managerial Perspectives*. VikasPublishing House.
- Davis, G. B., & Olson, M. H. (1984). *Management information systems: Conceptualfoundations, structure, and development*. McGraw-Hill, Inc.
- O'brien, J. A., & Marakas, G. M. (2006). *Management information systems* (Vol. 6).McGraw-Hill Irwin.
- Ein-Dor, P., & Segev, E. (1978). *Managing management information systems*. Toronto: LexingtonBook.
- Laudon, K. C. (2007). *Management information systems: Managing the digital firm*. PearsonEducation India.

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- <https://youtu.be/hicHUmxxIyQ>
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Course Name: Seminar on Business Ethics & Environmental Science

Course Code: 202303

Semester: 3rd



Credits: 002

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- Conduct project planning activities to accurately forecast project costs, timelines & quality
- Develop a strong working knowledge of ethics & professional responsibility
- Demonstrate effective organizational leadership & skills to manage projects, teams & stakeholders
- Recognize & seize diverse opportunities for financial gain
- Develop conceptual framework of business environment and generate interest in international business

Course Name: Industrial Training

Course Code: 202304

Semester: 3rd

L T P

Credits: 02

NA

- Develop skills for employment and become an entrepreneur
- Work as an individual and in a group with the capacity to be a leader or manager as well as an effective team member
- Expose the actual working environment including rules, regulations and safety practices
- Relate the theoretical knowledge with their practical experience

Course Name: Viva-Voce-III

Course Code: 202305

Semester: 3rd

L T P

Credits: 02

NA

- Assess the understanding of various subjects studied during the last semester.



- Enhance the communication & presentation skills.
- Acquire comprehensive knowledge of subjects studied throughout the course.
- Face industrial internship program as well as jobs interviews.

Course Name: Consumer Behaviour

Course Code: 202306

Semester: 3rd

Credits: 05

L T P

4 1 0

Course Content

Unit-I

Introduction to Consumer Behavior: Consumer Behavior: Scope, importance and interdisciplinary nature Consumer Research Process: Qualitative and Quantitative research Market Segmentation: Uses and bases of segmentation Evolution of Consumer Behavior: Introduction to Consumer Decision Making Models: Howard-Sheth, EngellKollat-Blackwell and Nicosia Models of consumer decision-making Individual Determinants of Consumer Behavior: Motivation: Nature and Types of Motives, Process of motivation, Types of Needs Personality: Theories, Product Personality, Self-Concept, Vanity Consumer Perception: Concept and Elements of Perception, Consumer Imagery, Perceived Risk Consumer Learning: Behavioral and Cognitive Learning Theories

Unit II

External Influences on Consumer Behavior Culture: Values and Norms, Characteristics and effect on Consumer Behavior, Types of sub culture, Cross cultural consumer behavior Group Dynamics and Reference Groups: Consumer relevant groups, Types of Family: Functions of family, Family decision making, Family Life Cycle Social Class: Categories, Measurement and Applications of Social Class, Consumer Decision Making Process Personal Influence and Opinion Leadership: Process of Opinion Leadership, Profile of Opinion Leader, Opinion leadership and Firm's Promotional Strategy, Diffusion of innovations: Diffusion Process, Adoption Process, Profile of Consumer Innovator.

References

- Solomon, M., Russell-Bennett, R., & Previte, J. (2012). *Consumer behaviour*.



- Szmigin, I., & Piacentini, M. (2018). *Consumer behaviour*. Oxford University Press.
- Tyagi, C. L., & Kumar, A. (2004). *Consumer behaviour*. Atlantic Publishers & Dist.
- Quester, P. G., Neal, C. M., Pettigrew, S., Grimmer, M., Davis, T., & Hawkins, D. (2007). *Consumer behaviour: Implications for marketing strategy*. Sydney: McGraw- Hill.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer Behaviour, Mason Ohio: South Western Thomson Learning*.

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Course Name: Marketing Research

Course Code: 202307

Semester: 3rd

Credits: 05

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Course Content

Unit-I

Marketing Research: Definition, Nature, Scope, Marketing Research Process, Types of Research – Descriptive research, Exploratory Research and Causal Research., Marketing Research and MIS, Marketing Decision Support Systems, Problem Analysis and Identification of MR Objectives, Sources of Information: Primary and Secondary Data. Research Process, Research Designs, and their applications: Exploratory, Descriptive and Causal Research. Sampling Decisions: Basics, Methods/Techniques and Determination of Sample Size. Measurement Process: Measurement in Marketing, Difficulties in Measurement, Concepts of Validity and Reliability, Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes, and their Measurement



Unit-II

Scaling: Scales of Measurement – Nominal, Ordinal, Interval and Ratio. Attitude Scaling Procedures, Thurston Scale, Likert Scale, Paired Comparison Scale, Semantic Differential Scale and Multi-Dimensional Scale (MDS) and Their Applications, Multivariate Analysis: Factor Analysis, Discriminant Analysis, Cluster Analysis and Conjoint Analysis.

Report Writing and Presentations, Use of Statistical Package for Social Sciences (SPSS) in Marketing Research, Applications of Marketing Research: Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research, Motivation Research.

References

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2009). *Marketing Management*. Om Books
- Stanton, J. William. (1986). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (1987). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (1996). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

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- <https://www.studocu.com/en-au/document/university-of-new-south-wales/marketing-research/lecture-notes/market-research-notes-lecture-notes-lectures-1-12-lecture-slides-textbook-exam-tips/332423/view>

Course Name: Product & Brand Management

Course Code: 202308

Semester: 3rd

L T P

Credits: 05

4 1 0

Course Content

UNIT-I

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



Strategies. Product Life Cycle: Product Life Cycle Stages and corresponding Strategies, Product Evaluation. Product Positioning: Concept, Product Differentiation, Positioning Strategies, Preference Analysis, Benefit Segmentation. New Products: New Product Categories, Organization for Product Management.

UNIT-II

New Product Development Process: Concept Generation, Concept Screening, Concept Testing, Marketing Strategy Development, Product Development, Product Use Testing, Test Marketing & Product Launching. Designing the Offer: Perceptual Mapping, Conjoint Analysis, Pricing the Offer: Price Elasticity of Demand, Costs, Pricing Strategies. Concept of Product Testing. Test Marketing. Product Launch. Branding Decisions: Branding Brand Name Brand Characteristics, Brand Strategy Decisions. Brand Image, Brand Identity, Brand Personality. Brand Positioning and Repositioning, Brand Equity Brand Building: Brand Building Process. Brand Licensing and Franchising. Packaging and Labeling

References

- Kapferer, J. N. (2008). *The new strategic brand management: Creating and sustaining brand equity long term*. Kogan Page Publishers.
- Kapferer, J. N. (1994). *Strategic brand management: new approaches to creating and evaluating brand equity*. Simon and Schuster.
- Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). *Brand Management: Mastering Research, Theory and Practice*. Routledge.
- Varley, R. (2014). *Retail product management: buying and merchandising*. Routledge.
- Majumdar, R. (2007). *Product management in India*. PHI Learning Pvt. Ltd.

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- <https://www.scribd.com/doc/17045977/Product-and-Brand-Management-A-Concise-Note-on-everything-about-Product-and-Brand-Management> The mapping of PO/PSO/CO attainment is as follows:

Course Name: Social Security & Labour Welfare

Course Code: 202309



Course Content

UNIT-I

The concept and scope of social security. Social assistance and social insurance, Evolution of social security. Law relating to social security, Payment of wages Act, 1936, Minimum Wages Act, 1948, Payment of Bonus Act, 1965, Workman's Compensation Act, 1923, Maternity Benefit Act 1961, Employees State Insurance Act, 1948, Provident Fund & Miscellaneous Provisions Act, 1951, Gratuity Act, 1972.

Unit-II

I.L.O and social security the concept of labor welfare: definition, scope and objectives, welfare work and social work. Evolution of labor welfare, classification of welfare work, agencies for welfare work. Welfare activities of govt. of India; welfare work by trade unions Labor Welfare work by voluntary social organizations. Labor administration: agencies for administrating labor welfare laws in India

References

- Gupta, M. (2007). *Labour welfare and social security in unorganized sector*. Deepand Deep Publications.
- Walker, R. (2004). *Social Security and Welfare: Concepts and Comparisons: Concepts and Comparisons*. McGraw-Hill Education (UK).
- Sivarethinamohan, R. (2010). *Industrial relations and labour welfare: Text and cases*. PHI Learning Pvt. Ltd.
- Rawat, B. D. (1988). *Labour Welfarism in India: Problems & Prospects*. RBSA Publishers.
- Servais, J. M. (2020). *International Social Security Law*. Kluwer Law International BV.

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- <https://www.prsindia.org/billtrack/code-social-security-2019>



- <https://youtu.be/clguxofnmnw>

Course Name: Organization Change & Development

Course Code: 202310

Semester: 3rd

Credits: 05

L T P

4 1 0

Course Content

UNIT-I

Organizational Change – meaning, nature, types; theories of planned change; Organizational Development – nature and characteristics; process of organizational development, Human Process Interventions – T-group, process consultation, third party interventions, team building; organizational confrontation meeting, coaching and mentoring, role focused interventions. Techno structural Interventions – restructuring organization, reengineering, employee involvement, work design.

Unit-II

Strategic Interventions – Organization and environment relationships, organization transformation, Contemporary issues, and applications – Organizational development in global context, organizational development in service sector, OD Practitioners – role, competencies requirement, professional ethics and values and experiences; future trends in OD.

References

- Robbins P. Stephen. (2016). *Organisation Behaviour*. Pearson Education
- Luthans, Fred. (1992). *Organizational Behaviour*. McGraw Hill Publication
- Prasad, L.M. (2019). *Organizational Behaviour*. Sultan Chand & Sons
- Robbins, S. P, Judge. & T. A, Sanghi. (2009). *Organizational Behavior*. Pearson Education
- Aswathappa, K. (2016). *Organizational Behaviour*. Himalaya Publishing House

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- <https://managementhelp.org/organizationalchange/index.htm>

Course Name: Compensation Management

Course Code: 202311

Semester: 3rd

Credits: 05

L T P

4 1 0

Course Content

UNIT-I

Introduction to Compensation Management, Compensation Philosophies, Process of Compensation Management. Role of compensation in organization: economic and behavioral theories related to compensation; strategic perspectives of compensation; compensation as motivational tool; compensation policy, Internal and external equities in compensation system; determining the worth of jobs; understanding inter and intra- industry compensation differentials, designing pay structure and administering compensation package; understanding different components of compensation package like fringe benefits, incentives and retirement plans; pay for performance plans.

Unit-II

Compensation of special group: Corporate Directors, Chief Executives, Senior Managers; components of executive compensation package; compensation of professionals and knowledge workers, R&D staff, sales compensation plan, international compensation, Statutory provisions governing different components of reward systems; working of different institutions related to reward system like wage boards, pay commissions, role of trade unions in compensation management; tax planning.

References

- George T. Milkovich & J.M. Newman. 1999. *Compensation*. Tata McGraw Hill
- Henderson, R.O.2013. *Compensation Management*. Pearson Education
- Martocchio, J.J. 2015. *Strategic Compensation*. Pearson Education
- Armstrong, M and Murlis H. 2012. *Reward Management*. Kogan Page. UK



- Singh, B.D. 2002. *Compensation Reward Management*, Excel Books. New Delhi

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- <https://study.com/academy/lesson/what-is-compensation-management-definition-components.html>
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Course Name: Security Analysis & Portfolio Management

Course Code: 202312

Semester: 3rd

Credits: 05

L T P

4 1 0

Course Content

UNIT-I

Investment-Meaning, nature, process, and alternatives; return and risk; Concept and components of total risk; Measuring historical and expected return and risk; systematic and unsystematic risk. Measurement of systematic risk, Objectives and benefits of investment analysis and security valuation; theories of fixed and variable income securities; Efficient Market Theory; Fundamental Analysis - Economic, Industry and Company Analysis; Technical Analysis

Unit-II

Portfolio – Meaning, advantages and selection; Selection Problems: Markowitz portfolio theory; expected return and standard deviation for portfolios; the efficient frontier; the efficient frontier and investor utility; the selection of the optimal portfolio; Sharpe single-index model; Capital Asset Pricing Model; Arbitrage Pricing Theory. Bond portfolio management strategies – passive portfolio strategies, active management strategies; Portfolio revision – meaning, need, constraints and strategies; formula plans - constant-dollar-value plan, constant ratio plan, variable ratio plan; Portfolio performance evaluation: risk adjusted measures of performance.

References

- Reiley & Brown. 2015. *Investment Analysis & Portfolio Management*. ThomsonLearning. Bombay.



- Pandian.2012. *Security Analysis and Portfolio Management*. Vikas Publishing House. New Delhi
- Sharpe, Alexander & Wiley. 2013. *Investment*. Prentice Hall of India, New Delhi.
- Alexander, Gordon J. and Bailey, Jeffery V.1999. *Investment analysis and PortfolioManagement*. Dryden Press, Thomson Learning, Bombay.
- Bodie ZVI, Alex Kane, Marcus, Alan J & Mohanty Pitabas. 2006. *Investments*. TMH, NewDelhi,

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- <https://nptel.ac.in/courses/110/105/110105035/>
- <https://www.studocu.com/en-gb/document/university-of-strathclyde/portfolio-management-and-security-analysis/lecture-notes/notes-on-portfolio-management-and-security-analysis/1466679/view>
- <https://ocw.mit.edu/courses/mathematics/18-s096-topics-in-mathematics-with->

Course Name: Management of Financial Institutions

Course Code: 202313

Semester: 3rd

L T P

Credits: 05

4 1 0

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

Course Content

UNIT-I

Financial Institutions in India: An overview, types and their role in economic development, Banking system in India: An overview, structure of Indian banks: public, private and foreign banks, their role and performance, Reserve Bank of India: Its functions and role as a central bank. Development Banking in India: concept, evolution, types, function, structure, and promotional role. Micro-Financing: concept, models, and its role in poverty alleviation, banking sector reforms in India.

Unit –II

Mutual Funds: Evaluation, SEBI regulations, & different types of schemes. On-Banking Finance Companies (NBFCs): Introduction, evolution, progress and growth, regulatory framework, problems and prospects, Insurance Industry in India: evolution, growth, insurance



sector reforms. An overview of risks faced by FIs, types of risks: credit risk, liquidity risk, interest rate risk, market risk, foreign exchange risk, technology, and operational risk.

References

- Saunders Anthony & Cornett Marcia Million. 2009. *Financial Markets and Institution 3rd Edition s*. Tata McGraw-Hill Education Private Limited.
- Bhole L.M... 2009. *Financial Institutions and Markets. 5th Edition*. Tata McGraw-Hill Publishing Company Limited.
- Srivastava R.M. 2008. *Management of Indian Financial Institutions*. Himalaya Publishing House. Mumbai.
- Khan M.Y. 2007. *Indian Financial System. 5th Edition*. Tata McGraw-Hill Publishing Company Limited, New Delhi.

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- <https://www.investopedia.com/ask/answers/061615/what-are-major-categories-financial-institutions-and-what-are-their-primary-roles.asp>
- <https://www.docsity.com/en/management-of-financial-institutions/4547847/>
- <https://www.scribd.com/doc/26804098/Management-of-Financial-Institutions>.

Course Name: Taxation Laws & Planning

Course Code: 202314

Semester: 3rd

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

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Credits: 05

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Course Content

UNIT-I

Tax Management: Introduction to tax management, features and scope of tax management. Basic concepts of income tax, residential status and its incidence on tax liability, incomes exempt from tax; income from the had salary; income from house property, Profits and gains of business and profession including depreciation; capital gains; income from other sources. Clubbing of incomes, setting off and carrying forward of losses; general deductions from gross total income, assessment of individuals and companies, computation of tax liability.

Unit-II

Tax planning/avoidance/evasion; tax planning with reference to managerial decisions – own or lease, make or buy, export or local, close or continue etc.; tax planning in reference to



employees' remuneration; returns of income and assessment of income; deduction and collection of tax at source; income tax authorities and their powers.

References

- Singhania, V. S. (2013). *Students 'guide to Income Tax*. Taxmann Publications Pvt.
- Lal, B. B. (2010). *Income Tax*. Pearson Education India.
- Livingston, M. A., & Gamage, D. S. (2010). *Taxation: Law, Planning, and Policy*. LexisNexis.
- Gamage, D., & Livingston, M. A. (2018). *Taxation: Law, Planning*. Carolina Academic Press
- Ahuja, G., & Gupta, R. (2019). *Systematic Approach to Income Tax*. Wolters kluwer India Pvt Ltd.
- Singhania, Vinod K. and Kapil Singhania. (2006). *Direct Taxation*. Taxmann Publication Pvt Ltd, New Delhi. Mehrotra, H.C. (2015). *Income Tax Law*. Sahitya Bhawan, Agra.

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- <http://incometaxmanagement.com/Pages/Tax-Management-Procedure/5-4-Difference-Between-Tax-Planning-And-Tax-Management.html>
- <https://www.fincash.com/l/tax-planning>
- <https://cleartax.in/g/terms/tax-planning/amp>

ਓਰ ਕੈ ਪਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ
Course Name: Programming in C/C++

Course Code: 202315

Semester: 3rd

Credits: 05

L T P

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Course Content

UNIT-I

Defining the problem, designing the program, coding the program, testing, and debugging the program, and implementing the program. Introduction to Algorithm and flowchart. Overview of C: Brief history of C, comparison of C with other programming languages, general structure of a C program. Data Types, Operators & Expressions: Constants and variables, data types, declaring variables, storage classes, different types of expressions and



their evaluation, conditional expression, assignment statement, enumerated data type, defining/creating data types, library functions, type casting. Console Input/output: Standard input/output devices, unformatted input/output functions (character I/O functions and string I/O functions), formatted input/output functions (*scanf*) fun

Unit-II

Control Statements: Decision making using *if*, *if, else*, *else if* and *switch* statements, Looping using *for*, *while* and *do, while* statements, transferring program control using *break* and *continue* statements, programming examples to illustrate the use of these control statements. Pointers: What is pointer? Why pointers? Declaring pointers, pointer to pointer, array of pointers, pointer to array. Functions: Defining a function, local variables, *return* statement, invoking a function, specifying, and passing arguments to a function, function prototyping and use of header files, recursion. Arrays & Strings: Introduction to arrays, declaring arrays, Types of Arrays, initializing arrays, processing of arrays, passing arrays as arguments to a function. Structure and Union: Defining and processing a structure, user defined data types, structure, and pointers, passing structure to function, self-referential structure, and union. C programming applications: Sorting (Bubble sort, Selection sort), Searching (Binary search, Linear Search). Action and *printf* () function).

References

- Liberty, J. (2003). *Programming C*. O'Reilly Media, Inc.
- Petzold, C. (1992). *Programming Windows 3.1*. Microsoft Press.
- Cheng, J., Grossman, M., & McKercher, T. (2014). *Professional CUDA c programming*. John Wiley & Sons.
- Ritchie, D. M., Kernighan, B. W., & Lesk, M. E. (1988). *The C programming language*. Englewood Cliffs: Prentice Hall.
- Boutell, T. (1996). *CGI Programming in C & perl*. Addison-Wesley Professional.

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- <https://www.cprogramming.com/begin.html>
- <https://www.programiz.com/cpp-programming>
- <https://www.geeksforgeeks.org/c-plus-plus/>

Course Name: Database Management System

Course Code: 202316



Course Content

UNIT-I

Introduction: definition of data, uses & need of data in organizations. Basic concepts: entities & their attributes, advantages & disadvantages of DBMS. Data models: the hierarchical model, the network model & the relational model.

Unit-II

Relational databases: relations, tuples, domains & keys, normalization – 1nf, 2nf, 3nf, BCNF, SQL: SQL database creation & manipulation views & queries. Data protection: recovery, concurrency, security & integrity.

References

- Martin, J. (1976). *Principles of data-base management*. Prentice-Hall.
- Prakash, Naveen. (1993). *Introduction to Database Management*. TMH.
- Henry F. Korth, Abraham. (1997). *Database system concepts*. McGraw hill Inc.
- Date, C.J. (1997). *An introduction to database systems*. Narosa publishers
- Saxena, S. (1998). *A first course in computers*. Vikas Publishing House.

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- <https://www.guru99.com/what-is-dbms.html>
- <https://www.javatpoint.com/dbms-tutorial>
- <https://searchsqlserver.techtarget.com/definition/database-management-system?amp=1>

Course Name: Enterprise Resource Planning (ERP)

Course Code: 202317

Semester: 3rd

L T P

Credits: 05

4 1 0

Course Content

UNIT-I



Enterprise Resources Planning: Evolution of ERP-MRP and MRP II - problems of system islands need for system integration and interface-early ERP Packages-ERP products and Markets - opportunities and problems in ERP selection and implementation; ERP implementation identifying RP benefits team formation- Consultant intervention-Selection ERP-Process of ERP implementation. Managing changes in IT organization -Preparing IT infrastructure-Measuring benefits of ERP- Integrating with other systems: The emergence of reengineering concept- concept of business process rethinking of processes identification of re-engineering need-preparing for re- engineering -implementing change-change management-BPR & ERP.

UNIT-II

Supply Chain Management: The concept of value chain differentiation between ERP and SCM- SCM for customer focus-nee and specificity of SCM. SCM scenario in India- products and markets of Shell-issue in selection and implementation of SCM solution - CRM solutions. E- Business: Introduction to 1-Net Technologies-Evolution of E- Commerce, EDI, and E-Business - business opportunities basic and advanced business models on internet- internet banking and related technologies- security and privacy issues- technologies for E-Business. Future and Growth of E-Business's.

References

- Lange alter, A. Gary. (2000). *Enterprise Resources Planning and Beyond*. St. Lucie Press, USA
- Alexis, Leon. (2000). *ERP Demystified*. Tata McGraw Hill, 1st Ed.,
- Mary, Sumner (2010). *Enterprise Resource Planning*. Pearson Education
- Jaiswal, Mahadeo & Vanapalli, Ganesh (2005). *Textbook of Enterprise Resource Planning*. Macmillan Publishers India
- S Parthasarathy. (2007). *Enterprise Resource Planning- Managerial & Technical Perspective*. New Age International,

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- <https://www.gartner.com/en/information-technology/glossary/enterprise-resource-planning-erp>
- <https://www.netsuite.com/portal/resource/articles/erp/what-is-erp.shtml>
- <https://www.sap.com/india/products/what-is-erp.html>

Course Name: Health System Management

Course Code: 202318

Semester: 3rd



Course Content

Unit-I

Introduction – Health Care Management – Evolution of Health Care Systems in India & Abroad– Evolution of Present Health Care Services in India. Health Care Management: Success in Teamwork – In-service Training & Education. Law Related to Medical & Health Care – Consumer Protection Act, 1986, Right to Information Act, 2002.

Unit II

Development of Attitude & Motivation among Hospital Service Providers – Awareness of Health Insurance – Role of Hospital Administrator. Legal Medicine vis-à-vis Law Ethics

References

- Goal, S. L. (2009). *Health Care System and Hospital Administration: Organizational structure (Vol. 1)*. Deep and Deep Publications.
- Goal, S. L., & Kumar, R. (Eds.). (2004). *Hospital Preventive and Promotive Services: Hospital Administration in the 21st Century (Vol. 3)*. Deep and Deep Publications.
- Goel, S. L. *Hospital administration and management: Theory and practice*. Deep and Deep Publications, 2007.
- Goel, S. L., & Kumar, R. (2004). *Administration and Management of NGOs: Text and Case Studies*. Deep and Deep Publications

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- <https://www.fanshawec.ca/programs/hsy2-health-systems-management/next>
- <https://www.who.int/southeastasia/about/programmes/health-systems-management>
- http://www.powershow.com/view/845a5-NWMzZ/Health_Management_Systems_powerpoint_ppt_presentation

Course Name: Hospital Services Marketing

Course Code: 202319

Semester: 3rd

Course Contents

Unit-I



Core concepts of Marketing – Marketing Environment Analysis – Competition Analysis-The scope of Hospital Services Marketing. Service Characteristics and their strategic implications, Service Consumer Behavior – Service Marketing strategy – Market segmentation – targeting and positioning – Service Marketing Mix – Service Triangle. Designing health care service products – New Service Development process – PLC – Physical evidence – Pricing Strategies, Channel management in Hospitals, Franchisee management.

Unit II

Internal marketing – Importance and Objectives – Roles of a service employee – Internal marketing strategies; External marketing – Promotional mix – Promotional campaign design; Interactive marketing. Service distribution; Service Demand and Capacity Management; Service Quality Management – GAP model, SERVQUAL model – Service recovery strategies.

References

- Kotler, Philip. (2006). *Marketing Management* (Millennium Edition). PHI. New Delhi.
- Zeithaml, bitner, Yalarie A. (2007). *Service Marketing – Cases in Marketing Management*. MC Graw Hill, New York
- Srinivasan, R. (2006). *Services Marketing (The Indian Context)*, Prentice Hall India, New Delhi
- Bhattacharya. C. (2006). *Services Marketing*. Excel Books, New Delhi
- Shankar, Ravi (2004). *Services Marketing (Indian Perspective)*. Excel Books New Delhi

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- <https://www.linkedin.com/pulse/hospital-marketing-management-basics-ravi-singh>
- https://shodhganga.inflibnet.ac.in/bitstream/10603/58500/11/11_chapter%202.pdf
- <https://www.slideshare.net/Mrutyu-anu/service-marketing-in-healthcare-industry>

Course Name: Medical Audit and Quality Management

Course Code: 202320

Semester: 3rd

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Course Content

Unit-I

Introduction – Definition – Origins & Development in Medical Audit – Medical Audit Policy – Concept of Medical Audit – Medical Record, Medical Audit Relationship – Medical Audit related to Diagnosis, Investigations, and therapy. Use of Computers in Audit Process – Medical Audit – Global Perspective – Types of Medical Audit – Appraisal of Medical Audit – Methods of Medical Audit. Introduction – Concept – Definition – Origin & Growth of Quality Management – Importance and Significance of TQM for Hospitals – Prerequisites of Quality Management in Hospitals – Role of Medical Record in Quality Management – Quality Circles – Quality Assurance.

Unit II

Quality Management in Hospital: Front Office – OPD – Casualty – Labs – OT – CSSD – IP – Dietary, HK, ICU – Nursing – Laundry – Canteen – TQM team work – Employee involvement – Key result areas – leadership – TQM Tools – Quality function deployment – Concurrent engineering – FEMA – Deming's – P.C.D.A. Cycle – JIT (Just in Time) – Kaizen – 'O' defect program – Statistical Tools in TQM – flow diagram – Pareto Analysis – Cause and effect diagram – Control Charts – Bench Marking – Business Process Reengineering – TQM practices in Indian Hospitals. Accreditation – Introduction – Concept of Hospital Accreditation – Accreditation Scenario in India and abroad – Organizations, authorities for accreditations in India – Accreditation process – Role of the government in developing an accreditation system.

References

- Joshi, D.C., & Joshi, Mamta. (2011). *Hospital Administration*. JaypeeBrothers, Medical Publishers, New Delhi
- Prakash, Anjan. (2011). *Medical Audit*. Jaypee Brothers, Medical publishers (P) Ltd., New Delhi
- Sakharkar, B.M. (2010). *Principles of Hospital Administration and Planning*. Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi
- Oakland, J. S. (2014). *Total quality management and operationalexcellence: text with cases*. Routledge.



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- <https://www.slideshare.net/dharmendragahwai/role-of-medical-audit>
- <https://www.slideshare.net/ManjuPilania/final-medical-audit>
- <https://www.youtube.com/watch?v=cv15OSWdbaQ>

Course Name: Environmental Issues in Real Estate

Course Code: 202321

Semester: 3rd

Credits: 05

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Course Content

Unit-I

Sustainability in Real Estate Development; Applicability of Environmental Impact Assessment in Real Estate Development and Management; Methodologies, Environmental Assessment of Sites for Real Estate Development, Eia of Large-Scale Development I.E. Residential Complexes, Townships, Malls, Roads Etc.; Appropriate Technologies in Real Estate. Environmental Standards & Certification in Real Estate Development – Ashrae (Standard of the American Society of Heating, Refrigerating & Air-Conditioning Engineers), Leadership in Energy and Environmental Design (led) Green Building Rating System,

Unit II

Integrated Management Systems (IMS) Comprising of Iso 9001, Iso 14001 Certification in Environmental Management System, Ohsas 18001 Certification in Occupational Health and Safety Management System (Ohsas). Environmental Laws Applicable to Real Estate Development; Environmental Audit in Real Estate; Carbon Trading in Real Estate Development; Energy; Issues in Real Estate Development; Green Buildings.

References

- Goeters, J.E.2009. *Environmental Issues in Real Estate*. Amazon Books
- Witkin. J.B.2016. *Environmental Aspects of Real Estate Transactions*. Amazon Books

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- <https://astreallegal.com/impact-of-environmental-issues-on-real-estate/>
- <https://corporate.findlaw.com/litigation-disputes/environmental-issues- in-real-estate->



- <https://www.360training.com/blog/environmental-concerns-real-estate/>

Course Name: Land Economics

Course Code: 202322

Semester: 3rd

Credits: 05

L T P

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Course Content

Unit-I

Economic Concepts of land, theories of property rights and its meaning, institutional aspects of land economics, economics principles of land use and factors influencing them, Imperfections in land markets and its effect, Land Markets- Definition, types, and its variation from other markets, Land Policy, Housing Policy, and its impact on land market, Economic Reforms and urban land reforms – symmetries and asymmetries. Economic Development and Land Development,

Unit II

Land Development- location, cost and other parameters including finance. Land and Property Market- variations and their functioning. Actors, agents and their role in land and property markets. Concepts of Fringe, semi-urban and urban land and the role of actors, agents, and other institutions in these markets. Institutional arrangements for land delivery, legal tools financial tools, planning tools etc. Modern tools of land management- experiences from India and abroad. Access to land by various income groups and land management in India.

References

- E. Jowsey & J. Harvey. 2015. *Urban Land Economics*. Amazon Books
- Balchin, P.N. Isaac D. and Chen J.2012. *Urban Economics: A Global Perspective*. Macmillan Books.

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- <https://ocw.mit.edu/courses/urban-studies-and-planning/11-433j-real-estate-economics-fall-2008/lecture-notes/>



- <https://www.scribd.com/presentation/152682150/Land-Economics-Lecture-1a>
- <https://www.coursehero.com/file/12636691/Land-Economics-lecture-note/>

Course Name: Infrastructures Valuation

Course Code: 202323

Semester: 3rd

Credits: 05

L T P

4 1 0

Course Content

Unit-I

The valuer- his functions and responsibilities; the principal factors affecting the supply and demand for land and building; Principal types of landed property; the interest there in and the outgoings there on. Principles governing the rates of interest for different types of property; calculation of rental values-net income-virtual rent; valuation for sale and purchase of freehold & leasehold properties.

Unit II

Rental method of valuation, valuation on land & building basis, valuation for mortgage, valuation for acquisition, valuation for taxation of properties contemporary trends of valuation of property, compensation & betterment levy, dilapidation & depreciation; Easement rights and natural rights, the nature of arbitration and awards.

References

- Kahr J. & Thomsett, M.C. 2005. *R.E. Market valuation and analysis*. Wiley Publishers
- Gelbtuch, H.C. Mackmin, D. and Milgrim, M.R. 2008. *Real Estate Valuation in Global Markets*. Amazon Books.

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- bdo.co.uk/en-gb/insights/advisory/business-valuations/renewable-energy-infrastructure- valuations-introduction-to-valuing-infrastructure-assets
- <https://www.youtube.com/watch?v=QEZCZPP7S54>
- https://www.youtube.com/watch?v=llJnA8I_ovg

Course Name: Agro Input Industry

Course Code: 202324

Semester: 3rd



Course Content

Unit-I

Production and Consumption Efficacy, Marketing channels, Storage, Handling, Hazard Symptoms, Recovery measures, Legislation

Unit II

FCO Dealers Rules, Quality appraisal, Application principles, Export & Import, Terminology used in Trade.

References

- Koontz, H. & Wehrich. 1995. *Horticulture Management. 10 editions.* New York McGraw Hill
- Stoner, J. etc. 1996. *Horticulture Management. 6th Ed.* New Delhi. Prentice Hall of India.
- J.D. Drilon Jr. 2009. *Introduction to Agribusiness Management.* New Delhi. Prentice Hall of India.
- John, N. David & Ray. *Concept of Agribusiness Management.* New York McGraw Hill
- Kenneth D. Dull. 2013. *Principles of Management in Agri-Business.* Western Publication

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- <http://ecoursesonline.iasri.res.in/mod/page/view.php?id=123644>
- https://www.slideshare.net/mrbhatiwal/agro-based-industry-in-indian-economy?qid=efb9c26d-076a-4c96-86cd-f3cf195cd442&v=&b=&from_search=12.
- https://www.slideshare.net/ei1234/business-opportunity-in-food-processing-agro-processing-industry?qid=efb9c26d-076a-4c96-86cd-f3cf195cd442&v=&b=&from_search=10

Course Name: Advance Food Processing

Course Code: 202325

Semester: 3rd



Course Content

Unit-I

Production and Consumption Efficacy, Marketing channels, Storage, Handling, Hazard Symptoms, Recovery measures, Legislation,

Unit II

FCO Dealers Rules, Quality appraisal, Application principles, Export & Import, Terminology used in Trade.

References

- John, David N. & Ray. 2011. *Concept of Agribusiness Management*. Western Publication
- D. Dull Kenneth. 2013. *Principles of Management in Agri-Business*. Western Publication
- National Academies of Sciences, Engineering, and Medicine. (2019). *Science breakthroughs to advance food and agricultural research by 2030*. National Academies Press.
- Aguilera, J. M., & Stanley, D. W. (1999). *Microstructural principles of food processing and engineering*. Springer Science & Business Media.

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- <https://lecturenotes.in/m/25720-agriculture-food-processing-afp>
- <https://www.slideshare.net/davidmbwiga1990/lecture-1-29086286>
- <http://ecoursesonline.iasri.res.in/mod/page/view.php?id=795>

Course Name: Commodity Trading

Course Code: 202326

Semester: 3rd

L T P

Credits: 05

4 1 0

Course Content

Unit-I

History and evolution of commodity markets, Commodities Future Market, Trading, Sourcing Procurement, Economic Functions of commodity exchanges, Foreign Exchange, Role of Exchanges (MCX, NCDEX), Hedging and Speculation, Arbitrage



Unit II

Future trading and Future contract, Role of commodity trading in rural economic development and infrastructure growth, Risk Factors in Commodity Trading, Importance and need for risk management measures, Managing Commodities.

References

- Kaufman PJ. 1986. *The Concise Handbook of Futures Markets*. John Wiley & Sons.
- Leuthold RM, Junkus JC & Cordier JE. 1989. *The Theory and Practice of Futures Markets*. Lexington Books.
- Lofton T. 1993. *Getting Started in Futures*. 3rd Ed. John Wiley & Sons.
- Purcell WD. 1991. *Agricultural Futures and Options: Principles and Strategies*. Macmillan Publ. Wasendorf RR & McCafferty.

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- <https://www.investopedia.com/investing/commodities-trading-overview/>
- <https://www.angelbroking.com/amp/knowledge-center/commodities-trading/basics-of-commodity-trading-in-India>
- <https://www.cmcmarkets.com/en/trading-guides/how-to-trade-commodities>

Course Name: International Business and Regional Blocks

Course Code: 202327

Semester: 3rd

Credits: 05

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4 1 0

Course Content

Unit-I

Types of international business; basic structure of international business environment; risk in international business; motives for international business; barriers to international business. Theory of international trade, gains from international trade, changing pattern of world trade, Gravity model, Ricardian model of comparative advantage, Heckscher-Ohlin theory of trade, Leontief paradox, International economic integration gains from economic integration, stages of economic integration, factors driving economic integration

UNIT-II



Economic integration and endogenous growth, emergence of regional blocks, globalization vs regional blocks, resource allocation, environment problem, and technology transfer. Emergence of EU and its benefits, Euro zone and its benefits, NAFTA, ASEAN, WTO vs RTO, RRTAs as exception in WTO, polarization of trade.

References

- Jackson, J. 2002. *The World Trading System*. 2nd Edition. Cambridge, Mass: MIT Press.
- Krugman, Paul R. & Obstfeld, M. 2008. *International Economics: Theory and Policy*. 8th Edition. Pearson Education
- Bhalla, V.K. 1990 *World Economy in 90s: A Portfolio Approach*. Delhi, Anmol Pub. Pvt.Ltd.
- Dreze, Jean and Sen, Aamrtya. 1997. *Indian Development: Selected Regional Perspectives*, Delhi. Oxford University Press.
- Dana-Nicoletta Lascu. 2007. *International Marketing*. Biztantra press. New Delhi.

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- https://www.tutorialspoint.com/international_business_management/regional_trading_blocs.htm
- <https://www.wisdomjobs.com/e-university/international-business-management-tutorial-2652/regional-trading-blocs-26887.html>
- <https://www.youtube.com/watch?v=qdeA1eA1d9A>

Course Name: International Marketing

Course Code: 202328

Semester: 3rd

L T P

Credits: 05

4 1 0

Course Content

Unit-I

Nature & Scope of International Marketing, its differentiation from domestic marketing. Economic environment in International Marketing. Emergence of trading blocs like E. U. and steps/stages involved in their formation (Customs union to common currency). Constraints in International marketing i.e. Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers. Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements. India and World trade, Export & Import policy. Direction and Quantum of



India's Exports.

Unit-II

Institutional infrastructural framework for export promotion in India, i.e., EPCs, ECGC, Commodity Boards etc., Registration, Production, and clearance of goods for exports, Shipping and Transportation, Documentation for Exports, International Marketing mix-identification of markets, International Product Lifecycle, Promotion and Pricing in International marketing, Various forms of international business- Joint-ventures, Turnkey projects.

References

- Onkvisit & Shaw. 2004. *International Marketing-Analysis and Strategy. 4th Edition.* Prentice-Hall of India. New Delhi.
- Subash C. Jain. 2008. *International Marketing, 6th Edition.* Thomson Learning, Mumbai.
- Philip R. Cateora and John L. Graham, 2004. *International Marketing. 12th Edition.* McGraw Hill Company.

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- <https://www.youtube.com/watch?v=X3uQT8wiKMo>
- <https://www.youtube.com/watch?v=sR-qL7QdVZQ>
- <https://www.slideshare.net/Murray58/international-marketing-lecture-1>

Course Name: Multinational Financial Management

Course Code: 202329

Semester: 3rd

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L T P

Credits: 05

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Course Content

Unit-I

International Finance: Major dimensions and recent trends in the globalized financial markets. Foreign Exchange Market: Organization, Spot market and Forward market, Currency Quotes, Spread, Spot rates, Forward rates, Cross rates. Forward Contracts and their significant features, Premium and Discounts. International Parity Relationships and Forecasting Foreign Exchange Rates: Exchange Rate Theories (PPP, IRP, IFE). Currency Futures, Currency Options and Swaps

UNIT-II



Foreign Exchange Exposure and Management, Types of Exposure: Transaction Exposure, Translation Exposure and Economic Exposure. Measurement of Exposure, Strategies for Exposure Management, Exposure Management Techniques, Parameters and Constraints on Exposure Management, Cost of Capital for Foreign Investments, Capital Budgeting for MNCs. Financing Foreign Trade, Multinational Cash Management, International Taxation Environment

References

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- Julian Walmsley. 2000. *The Foreign Exchange and Money Markets Guide. 2nd Edition.* John Wiley & Sons. New York.

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Course Name: Strategic Management

Course Code: 202401

Semester: 4th

L T P

Credits: 05

4 1 0

Course Outcomes: On successful completion of this course, the students will be able to:

CO	Statement
CO1	Explore various perspectives and concepts in the field of strategic management
CO2	Enhance skills for applying these concepts to the solution of business problems
CO3	Demonstrate research and analytical skills by using both human and technological resources
CO4	Create mastery in analytical tools of strategic management.
CO5	Acquire expertise of linking theory and practice to develop strategic management tools to initiate and implement problem-solving processes.



Course Content

Unit I

Strategic Management Process: defining strategy, levels of approaches to strategic decision making, process of strategic management, roles of strategies, mission and objectives, strategic business unit, environment – concept, components and appraisal. Strategic Alliances: Introduction, Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances. Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal, SWOT analysis formulation – corporate level strategies and business strategies, strategy analysis and choice – the process, BCG matrix, GE matrix, SPACE approach, QSP matrix and strategic plan.

Unit II

Role of Creativity and Innovation in Business: Introduction, Creativity, Innovation, Creating and Building Creative and Innovative Business Culture, Business Practices Adopted to Promote Creativity and Innovation, Importance of Creativity and Innovation in Business, Challenges Involved in Creativity and Innovation. Strategy implementation: aspects, structures, design and change; behavioral implementation – leadership, culture, value and ethics. Functional implementation: functional strategies, plans and policies; marketing; financial, personal, operations, its plans and policies; strategic evaluation and control – an overview of strategic evaluation and control, techniques of strategic evaluation and control. Business Ethics and Corporate Social Responsibility: Introduction, Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct, Corporate Social Responsibilities(CSR), Business obligations, Social Audit and Corporate Governance

References

- Freeman, R. E. & Gilbert D.R. (1988). *Corporate strategy and the search for ethics (Vol. 1)*. Englewood Cliffs, NJ: Prentice Hall.
- Jouch & Gluick. 1988. *Strategic Management & Business Policy 3/e*. Tata McGraw-Hill
- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2017). *Strategic management and business policy (Vol. 55)*. Boston, MA: pearson.
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panel

- http://www.crectirupati.com/sites/default/files/lecture_notes/Strategic%20Management%20Notes-CREC.pdf
- Strategic Management: Definition, Purpose and Example | Indeed.com

Course Name: Project Management & Entrepreneurship

Course Code: 202402

Semester: 4th

L T P

Credits: 04

4 0 0

Course Content

Unit-I

Entrepreneur: definition, characteristics and skills. Generating and screening of business ideas. Govt. support to entrepreneurs, Entering/buying and Exit/selling a business, Entrepreneurial finance: venture capital. Entrepreneurial Development Programs- their relevance and achievements, Role of government in organizing such programs, Women Entrepreneurs: Present status in India; steps being taken for their promotion. small entrepreneur in international business; Steps for starting a small industry, registration as SSI, Role of SIDBI; advantages and problems of SSIs; Institutional Support mechanism in India; Incentives & Facilities, Govt. Policies for SSIs

Unit-II

Project: Definition and characteristics. Demand analysis and technical analysis. Environment Impact Analysis, Managerial Appraisal. Estimating project cost, Sources of finance, Preparation of projected financial statements: Cash Flow Statement, Income Statement and Balance Sheet. Project Investment Criteria. Implementation of projects: Graphic Representation of Project Activities, Network Analysis, Management & control of projects, Project scheduling, MIS in project, problems of project implementation, project audit. Risk analysis: Management risk, market risk, technical risk. Introduction to social benefit cost analysis, UNIDO and LM approach.

References

- Desai, V. (2020). *Project management and Entrepreneurship*. Himalaya Publishing House.



- Levy, S. M. (2018). *Project management in construction*. McGraw-Hill Education.
- Burke, R. (2013). *Project management: planning and control techniques*. John Wiley & Sons.
- Shtub, A., Bard, J. F., & Globerson, S. (1994). *Project management: engineering, technology, and implementation*. Prentice-Hall, Inc.
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- <http://nime.com.np/files/download/Enterpreneurship.pdf>

Course Name: Research Project

Course Code: 202403

Semester: 4th

L T P

Credits: 002

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- Identify complex issues inherent in selecting a research problem, research design, and research project.
- Write research papers for seminars, conferences, research journals
- Use the tools and techniques for exploratory, conclusive and causal research.
- Develop data analytical skills and meaningful interpretation of data to solve the business problems.

Course Name: Viva-Voce

Course Code: 202404

Semester: 4th

L T P

Credits: 002

NA

- Assess the understanding of various subjects studied during the last semester.
- Enhance the communication & presentation skills.
- Acquire comprehensive knowledge of subjects studied throughout the course.



- Face industrial internship program as well as jobs interviews.

Course Name: Marketing of Services

Course Code: 202405

Semester: 4th

Credits: 05

L T P

4 1 0

Course Content

Unit-I

Introduction to services marketing: role of services marketing; consumer behaviour in service encounters: customer interaction, purchase process, needs and expectations of customers; positioning services in competitive markets: search for competitive advantage; market segmentation, positioning vis-à-vis competitors. Creating the service product: identifying and classifying supplementary services, planning and branding service products, new service development; designing communication mix: branding and communication; effective pricing, objectives and foundations for setting prices; distributing services: options for service delivery, place and time decisions, delivery in cyberspace, role of intermediaries

Unit-II

Designing and managing service processes: service process redesign, customer misbehavior; balancing demand and capacity: fluctuations in demand, capacity constrain, planning the service environment: consumer responses to and dimensions of service environment; managing people for service advantage: service leadership and culture managing relationship and building loyalty: customer-firm relationship, analyzing and managing customer base; customer management relationship system in services marketing; customer feedback and service recovery: customer complaining behaviour, principles and responses to effective service recovery, service quality and the gap model, measuring and improving service quality, defining, measuring and improving service productivity; organizing for service leadership: search for synergy in service management, creating a leading service organization.

References

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- Ravi, S. (2002). *Services Marketing: The Indian Perspective.* Shanker, R. (Ed.). (1993). *Services Marketing, the Indian Experience*. Manas Publications.



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- http://ebooks.lpude.in/management/mba/term_4/DMGT510_SERVICES_MARKETING.pdfv

Course Name: Sales & Distribution Management

Course Code: 202406

Semester: 4th

Credits: 05

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Course Content

Unit-I

Objective of sales management; Personal selling objectives; theories of selling; personal selling process; size of sales force; social and ethical responsibilities in sales management; compensation and motivation of sales force. Prospecting, Sales Resistance, Closing Sales, Types of Personal- Selling Objectives, Analyzing Market Potential, And Sales Forecasting Methods: Qualitative Methods, Quantitative Methods. Sales meetings; sales contests; sales quotas; sales territories; evaluating and controlling the sales personnel; analysis of sales, costs and profitability.

Unit-II

Organization and Management of Sales: Force Functions of Salesperson, Qualities of Effective Sales Executive, Purpose of Sales Organization, Setting up a Sales Organization, Types of Sales Organization Structure, Centralization Versus Decentralization in Sales Force Management. Distribution management and marketing mix; marketing channels; channel institutions – wholesaling and retailing; designing channel system. Channel management; channel information system; market logistics and supply chain management; international sales management. Channels of Distribution and Strategy Marketing Channel, Types of Intermediaries, Contemporary Channel Scenario in India,



References

- Havaldar, Krishna K. & Cavale, Vasant M. (2007). *Sales and Distribution Management*. Tata McGraw Hill, New Delhi.
- Venugopal, P. (2008). *Sales and distribution management: an Indian perspective*. SAGE Publications India.
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- Cavale, K. K. H. V. M. (2006). *Sales and distribution management: text and cases*. Tata McGraw-Hill Education.
- Still, R. R. (2007). *Sales Management: Decision Strategy and Cases, 5/E*. Pearson Education India.

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Course Name: Rural Marketing

Course Code: 202407

Semester: 4th

Credits: 05

L T P

4 1 0

Course Content

Unit-I

Rural Marketing: nature, definition, scope & importance in India. Size & structure of rural markets. Rural Socio-Economic environment and impact of urbanization, industrialization and globalization on rural communities. Rural Market Environment. Rural Demand and Rural Market Index. Rural Marketing and Problems in Rural Marketing. Rural Marketing Strategies with special reference to: Rural Market segmentation. Product Strategies. Pricing Strategies. Distribution Strategies. Promotion Strategies. Marketing Communication in Rural Markets. Marketing Research.

Unit-II

Product marketing & service marketing in rural India: product planning, communication



media & message, distribution C channels, market research (with special reference to seeds, fertilizers, farm equipment, new techniques, agricultural output & other services.) Marketing of consumables & durables marketing of agricultural produce: regulated markets, cooperative marketing & processing societies. Rural Industry: Marketing of rural industry, cottage industry, and artisan products. Problems in rural marketing. Consumer education & consumer movement in rural India. Role of government & NGOs in rural marketing Economic of selling in rural markets. Formulation of rural marketing policies. Case studies relating to rural marketing of successful companies.

References

- Dogra Balram.2013. *Rural Marketing: Concepts and Practices*. Tata Mc-Graw Hill. New Delhi
- Krishnamacharyulu & Ramakrishnan Lalitha. 2006. *Cases in Rural Marketing*. Dorling Kindersley (India) Pvt Ltd.
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- http://www.pondiuni.edu.in/storage/dde/downloads/markiv_rm.pdf.The mapping of PO/PSO/CO attainment is as follows:

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Course Name: Training & Development

Course Code: 202408

Semester: 4th

L T P

Credits: 05

4 1 0

Course Content

Unit-I

Training – concept, and rationale; training process: role of stakeholders in training program; Organization and Management of training function; Training needs assessment – organizational analysis, operational analysis, person analysis; competency mapping. Designing the training program: process of learning in training program – attributes and



factors influencing; learning process; learning styles; training climate and pedagogy; developing training modules; Training aids. Training methods and techniques – role playing, business games, in basket exercises, laboratory training; incidents and cases; seminars, syndicates and group discussion; lecture, programmed instructions; inspirational techniques – brainstorming, mind mapping, creative problem solving.

Unit-II

Need for development – differences between training and development – management development program – career development program – counseling evaluation of programs – job evaluation – methods and techniques. Evaluation of training – need for evaluation, principles of evaluation, criteria and approaches; return on investment in training, process of calculating ROI in training; emerging trends in training and development; new perspectives on training – cross cultural training, e-learning, knowledge management.

References

- Agochiya, D. (2009). *Every trainer's handbook*. Sage Publications India.
- Sahu, R. K. (2009). *Training for development*. Excel Books India.
- Goldstein. (1993). *Training in Organization*. Thomson Learning, Bombay
- Rao, P. L. (2009). *Enriching human capital through training and development*. Excel Books India

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- <https://www.youtube.com/watch?v=BKbMmAPRL3E>
- https://shodhganga.inflibnet.ac.in/bitstream/10603/208279/15/11_chapter%203.pdf

Course Name: Advanced Industrial Psychology

Course Code: 202409

Semester: 4th

L T P

Credits: 05

4 1 0

Course Content

Unit I

Psychology: Nature and Scope, Psychology and Management, Industrial Psychology-



nature and scope, Industrial Psychology and its relation with Sociology, Social Psychology, General Psychology and Management, with special reference to Personnel Management, Advertising and Marketing, Individual differences and behaviour, Human needs and their implications for a work organization, Psychology applied to advertising, Marketing and Consumer Behaviour. Personnel Selection and importance of testing techniques, Psychological and Projective tests, Employees and Training Development, Performance Appraisal-Techniques and Problems, Job Satisfaction and its measurement, Creativity a work-element of creativity in leadership and decisionmaking.

Unit II

Organizational role Stress-managing stress, Burnout-causes, effect and coping, Gender biasness in Indian organizations, Women as a minority, Work Stress and women, Women as successful manager, Monotony, Boredom and Fatigue at work places, The Physical surroundings of work place-quality of work life. Attitudes: Meaning, Characteristics, Factors that Influence Development of Attitudes, Implication for organization, Industrial Morale: Meaning, Characteristics, Factors that Influence — Morale, Measures of Improving Morale. Monotony: Fatigue and Stress: Meaning, Impact, Causative Factors. Motivation: Meaning, Types, Applications in industry - MBO, Job design. Work Environment: The Arousal Hypothesis - Noise, Illumination, Color, Vibration, Miscellaneous Factors.

References

- Blum, M. L., Naylor, J. C., & Naylor, J. C. (1968). *Industrial psychology; its theoretical and social foundations*. Harper & Row.
- Ghosh & Ghorpade. (1981). *Industrial Psychology*. Himalaya Publisher
- Hodson, C. (2014). *Psychology and work*. Routledge.
- Myers, C. S. (2013). *Industrial psychology*. Read Books Ltd.
- Cooper, C. L. (1991). *Industrial and organizational psychology*. Edward Elgar Publishing.

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- http://www.maorhan.com/wp-content/uploads/2014/11/Handbook_of_Industrial_Work_and_Organizational_Psychology_Vol_2_2005.pdf.



Course Content

Unit-I

Industrial Relations: Concept, Scope, Objectives, emerging socio-economic and techno-economic profile; Impact of technological change on industrial relations; Role of State in managing industrial relations factors affecting industrial relations. Worker participation in Management- forms and level. ILO and Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Role and objectives of ILO. Prevention and settlement of disputes. Trade union finances and funds. Privileges of registered trade union.

Unit-II

Labor Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations. Co-ownership management; Concept and significance; Involvement of workers with management processes; Strategic implementation of WPM; Collective bargaining and empowerment: role, methods and significance to quality management. The Trade unions Act, 1926 {with amendments}, The Industrial Disputes Act, 1947 {with amendments}, Factories Act {with amendments}. Objective and scope of Acts: Mines Act 1952, Plantation labour Act 1951, Workmen Compensation Act 1923, Payment of Wages Act 1936 and Payment of Bonus Act 1956.

References

- Sharma, R. C. (2016). *Industrial relations and labour legislation*. PHI Learning Pvt. Ltd.
- Suri, R. K., & Chhabra, T. N. (2009). *Managing Human Resource: Techniques and Practices*. Pentagon Press.
- Sinha, P. R. N., Sinha, I. B., & Shekhar, S. P. (2017). *Industrial Relations, Trade Unions and Labour Legislation*. Pearson Education India.
- Venkataratnam, C. S., & Verma, A. (Eds.). (1997). *Challenge of change: Industrial relations in Indian industry*. Allied Publishers.
- Venkataratnam, C.S. *Industrial Relations*. Oxford University Press, New Delhi
- Dutta, S.K. *Guide to Disciplinary Action*. Tata McGraw Hill, New Delhi



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Course Name: Financial Services

Course Code: 202411

Semester: 4th

L T P

Credits: 05

4 1 0

Course Content

Unit-I

Financial Services: salient features, scope and problems; mutual funds; venture capital financing; regulatory and theoretical framework of leasing. Role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms. Credit rating; factoring and forfeiting; housing finance; merger/amalgamation and acquisition/takeover; debt securitization, Leasing-concept and development of leasing, business difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee. Factoring - development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India.

Unit-II

Plastic Money — Concept and different forms of plastic money - credit and debit cards, pros and cons. Credit process followed by credit card organizations. Factors affecting utilization of plastic money in India. Credit rating - the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects. Venture capital - concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital. Call money market: introduction, meaning, participation, location, volume of call loans, call rates, recent developments. Treasury bill market-introduction, 91 days, 182 days treasury bill market,



Commercial Bill market - introduction, bills of exchange, size of market, schemes, rates, factors Behind inter development Market for CPs and CDs : introduction, interest rate determination, Discount market and market for financial guarantees. Depository: Introduction, Concept, depository participants, functioning of depository systems, Demat, Remat, process of switching over to depository systems, benefits, depository systems in India.

References

- Mishkin, F. S., & Eakins, S. G. (2006). *Financial markets and institutions*. Pearson Education India.
- Khan, M. Y. (2004). *Financial services*. Tata McGraw-Hill Education.
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- Atack, J., & Neal, L. (Eds.). (2009). *The origins and development of financial markets and institutions: From the seventeenth century to the present*. Cambridge University Press.

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- <http://www.ddegjust.ac.in/studymaterial/mba/fm-404.pdf>

Course Name: Working Capital Management

Course Code: A202412

Semester: 4th

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Credits: 05

Course Content

Unit-I

Working Capital Management: Introduction, Concept of working Capital; importance of working capital, factors influencing W.C. requirements, operating cycle and cash cycle, levels of working capital investment, optimal level of W.C. investments, Overall W.C. Policy. Planning of working capital investment: introduction, need, determinants, computation of working capital. Financing and control of working capital- introduction, sources of finance including accruals, trade credit, W.C. Advance by commercial banks, regulation of bank finance, public deposits, ICDs, short term loans from FI's, right debentures for W.C., commercial papers and factoring. W.C. & banking policy (Tandon, Chore, Marathe



committee reports). Forecasting cash flows: introduction, methods of financial forecasting, forecasting daily cash flows, sources of uncertainty in cash forecasting, hedging cash balance uncertainties, hedging via interest rate, futures & options on futures.

Unit-II

Cash management system: introduction, motive for holding cash and marketable securities; factors determining the cash balance, the cash system; managing the cashflow; types of collection systems, mailed payment collection system, other collection systems, Cash concentration strategies; disbursement tools, investment in marketable securities; types of marketable securities. Window dressing, Certainty model by Baumol, Uncertainty model by Miller & Orr, Cash flow forecasting, Cash collection system. Receivable management: introduction, objectives, costs, benefits, credit policies, evaluation of the credit applicant, credit terms, collections from accounts receivable. Inventory management: introduction type of control required, cost of holding inventories, inventory control models, inventory control responsibility, other control devices, inventory management & evaluation.

References

- Mathur, S. B. (2007). *Working Capital Management and Control: Principles and Practice*. New Age International.
- Bhattacharya, H. (2021). *Working capital management: Strategies and techniques*. PHI Learning Pvt. Ltd.
- Sagner, J. (2010). *Essentials of working capital management* (Vol. 55). John Wiley & Sons.
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- https://www.slideshare.net/ganeshamc/financial-management-unit-4-working-capital-management?qid=266ac5e8-c97d-4d2d-8046-dcffc122cc0a&v=&b=&from_search=1
- http://ebooks.lpude.in/commerce/mcom/term_3/DCOM505_WORKING_CAPITAL_MANAGEMENT.pdf

Course Name: Management Control System

Course Code: 202413



Course Content

Unit-I

Management Control System: Basic concepts, nature and scope. Designing the Control process and Managerial controls. Control environment Concept of goals and strategies. Behavioral considerations. Organizational Context of Management controls: formal and Informal control systems. Management Control and Operational Control - Goal Congruence - Cybernetic Paradigm of Gris singer - Functions of the Controller. Responsibility Centers: Revenue and expense centers, Profit centers, Investment centers.

Unit-II

Transfer Pricing: Objectives and methods. Structure of Analysis, Measures of assets employed, EVA vs. ROI, Budgeting: Budget preparation, Types of budgets. Behavioral aspects of budgets. Variance analysis and reporting. Performance analysis and measurement. Impact on management compensation. Management Control of Multinational Companies. Modern control methods: JIT, TQM and DSS. Control inservice organizations.

References

- Anthony, R. N., Govindarajan, V., & Dearden, J. (2007). *Management control systems* (Vol.12). Boston: McGraw-Hill.
- Camillus, J. C. (1986). *Strategic planning and management control: Systems for survival And success*. Lexington Books.
- Houck, L. D. (1979). *A Practical Guide to Budgetary and Management Control Systems: AFunctional and Performance Evaluation Approach*. Lexington Books.

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- https://www.slideshare.net/AnkurThakur1/management-control-system-38097235?qid=e6d5e902-96f2-4389-9264-131992c5b583&v=&b=&from_search=2
- http://ebooks.lpude.in/management/mba/term_4/DMGT514_MANAGEMENT_CONTROL_SYSTEMS.pdf

Course Name: E-Commerce & IT Enabled Services

Course Code: 202414

Semester: 4th



Course Content

Unit-I

Internet Basics: What is internet? What Special about Internet? Dial Up Connection/Direct Connection; Slip or PPP; WWW: The Client Site, Server Site, Web Pages in HTML, Environment Variables, Difference between HTML and DHTML, ECOM and Portals. Internet Internals: Transmission Control Protocol/ Internet Protocol (TCP/IP), FTP, HTTP, WAIS (Wide Area Information Service), TELNET, Internet Addressing, IP Address, Electronic Mail Address, URL, E-Mail Basic. Domain Name System: Name for Machine, Flat Name Space, Hierarchical Names Internet Domain names, Domain Name Revolution.HTML (hypertext marking language) Basic HTML and tags, Language description, usability, static creation of HTML web pages. Creating tables, forms and their advantages.

Unit-II

ASP (Active Server Pages) Introduction to ASP technology. How to create dynamic web pages. Understanding ASP objects model, processing data using session variables. What is the purpose of global as file? Data base connectivity through ADO's. E- Business models, BPO, Electronic Business system, E-Business security, Introduction to CMM Note: A team of two examiners will evaluate the Final Research Project. Security in E Commerce Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Issues in E Commerce Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E- Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

References

- May, P., & May, P. R. (2000). *The business of ecommerce: From corporate strategy to technology (Vol. 1)*. Cambridge University Press.
- Bhasker, B. (2013). *Electronic commerce: framework, technologies and applications*. Tata McGraw-Hill Education.
- Korper, S., & Ellis, J. (2000). *The E-commerce Book: Building the E-empire*. Elsevier.



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- Choudrie, J., Kurnia, S., & Tsatsou, P. (Eds.). (2017). *Social Inclusion and Usability of ICT-enabled Services*. Routledge.

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- http://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf

Course Name: Data Warehousing and Data Mining

Course Code: 202415

Semester: 4th

Credits: 05

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Course Content

Unit I

Introduction – Data Mining – Functionalities – Classification of data mining systems – Major issues in data mining. Business Context of Data Mining Data Mining for process improvement, Data Mining as a research tool. Data mining for marketing, Data Mining for customer relationship management; Data warehouse and OLAP technology for data mining: What is a data warehouse – A Multi-dimensional model – Data Warehouse Architecture – Data Warehouse Implementation – Future development of Data cube technology? Data preprocessing: Data cleaning – Data integration and Transformation – Data reduction – Discretization and concept hierarchy generation. Data Mining Primitives: What defines a data mining tasks? Data Mining Tools: - Decision Trees; Neural Networks; Genetic Algorithms; Rough Sets and Fuzzy Logic

Unit II

Mining Association Rules in Large Databases: Association rule mining – Mining single dimensional Boolean association rule from transactional databases Mining Multidimensional association rules from relational databases and data warehouses. MBA Information Systems- 2011-12 & onwards -SDE, Classification and Prediction: What is classification – Issues regarding classification- Classification by decision tree induction – Bayesian



classification; Cluster Analysis: Types of data in cluster analysis, Categorization of major clustering methods– Portioning methods – Hierarchical Methods.

References

- Berson, A., & Smith, S. J. (1997). *Data warehousing, data mining, and OLAP*. McGraw-Hill, Inc.
- Chen, Z. (2001). *Intelligent Data Warehousing: From data preparation to data mining*. CRC press.
- Bhatia, P. (2019). *Data mining and data warehousing: principles and practical techniques*. Cambridge University Press.
- Gupta, G. K. (2014). *Introduction to data mining with case studies*. PHI Learning Pvt. Ltd.
- Taniar, D. (Ed.). (2008). *Data mining and knowledge discovery technologies*. IGI Global

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- https://www.youtube.com/watch?v=cLI_bIlq-oU&list=PL-JvKqQx2AteuF5RnKVD0ZuW1_Tuk8H60
- https://cdn.ttgtmedia.com/searchDataManagement/downloads/Data_Warehouse_Design.pdf

Course Name: Introduction to Computer Networks

Course Code: 202416

Semester: 4th

Credits: 05

L T P

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ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

Course Content

Unit-I

Network and Networking: Basic & overview; Network protocols and standards – OSI, TCP, IP, FTP, TELENET, AIM, WAP etc. Satellite Based Information Network. Network Services: Electronic Mail, File Transfer, Teleconferencing, Computer- Mediated Conferencing, Facsimile Transmission, Tele Text, videotext, etc. ISDN and Intelligent Network Security. Introduction to data communication, analog Vs Digital Communication, Band Width limitation, data rate of a channel, Error detection and correction; nature of errors, parity check, CRC, hamming code, Modulation; Multiplexing: SDM, FDM, TDM, STDM.

Unit-II

Introduction to computer networks and application; network hardware, network software, OSI reference model, TCP/IP model, network standardization, physical layer: circuit



switching, packet switching, message switching, terminal handling, telephone system, modems, connections, transmission media. Internet working, Network layer in Internet IP Protocol, IP Address, TCP/ IP Service Model, TCP Connection management.

References

- Davies, D. W., & Price, W. L. (1984). *Security for computer networks: an introduction to data security in teleprocessing and electronic funds transfer*. John Wiley & Sons Inc.
- Hammond, J. L., & O'Reilly, P. P. (Eds.). (1986). *Performance analysis of local computer networks*. Addison-Wesley Longman Publishing Co. Inc.
- Sloman, M., & Kramer, J. (1987). *Distributed systems and computer networks*. Prentice Hall International (UK) Ltd.
- Stallings, W. (1996). *Local and metropolitan area networks*. Prentice-Hall, Inc.
- Halsall, F. (1995). *Data communications, computer networks and open systems*. Addison Wesley Longman Publishing Co., Inc.

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- https://www.slideshare.net/maamirfarooq/lec-1introduction-to-computer-networks-internet?qid=faab59f5-a43f-4f34-963b-e08c27312ab5&v=&b=&from_search=9
- <http://intronetworks.cs.luc.edu/current/ComputerNetworks.pdf>

Course Name: Hospital Waste Management

Course Code: 202417

Semester: 4th

Credits: 05

L T P

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Course Content

Unit I

Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures. Hospital Hazards Management: Meaning – Need Principles – Purpose. Control of Hospital Acquired Infection: Types of Infection – Common Nosocomial Infection and their Causative Agents – Prevention of Hospital Acquired Infection Role of Central Sterile Supply Department – Infection Control Committee – Monitoring and Control of Cross-Infection – Staff Health.

Unit II

Biomedical Waste Management: Meaning – Categories of Biomedical wastes – Disposal of



biomedical waste products – Incineration and its importance – Standards for Waste Autoclaving, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage. Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier– Methods of Excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of Organic Matter – Modern Sewage Treatment – Drawbacks of improper disposal of wastes – Solid and liquid.

References

- Sharma .2006. *Holistic approach to Hospital Waste Management*. Hospital Administration AIIMS, New Delhi,
- Kumar, S. (Ed.). (2010). *Waste management*. BoD–Books on Demand.
- LaGrega, M. D., Buckingham, P. L., & Evans, J. C. (2010). *Hazardous waste management*. Waveland Press.

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- https://www.slideshare.net/sharrygajuryalnepal/hospital-waste-management-30528327?qid=e5823bf6-5427-48e6-b884-82a614659095&v=&b=&from_search=1
- https://applications.emro.who.int/imemrf/Professional_Med_J_Q/Professional_Med_J_Q_2013_20_6_988_994.pdf

Course Name: Risk and Disaster Management

Course Code: 202418

Semester: 4th

Credits: 05

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Course Content

Unit I

Security Organization and Management: Security Sensitive Areas –Functions of Hospital Security Department – Security Organization and Physical Security Measures - Need for Security Technology –Contract Security Agency –Effective Security Management in Hospitals – Security Committee – Periodic Security Audit, Hospital Acquired Infection (HAI): Objectives – Control and Prevention – Housekeeping – Central Sterile Supply Department (CSSD) – Nursing Care – Waste Disposal – Antibiotic Policy, – Hospital Infection Control committee – Composition – Role and Functions – Surveillance – High



Risk Procedures – Training and Education – Universal Precautions for Health Care Workers.
Fire Hazards: Elements of Fire – Fire Hazard Triangle – Causes of Hospital Fires – Fire Protection – Structure Planning and Design Considerations – Buildings: Electric Installations – Water Supply – Fire Points and Escape Routes – Fuel Store – Manual Call Points – Means of Escape and Evacuation – Risk Evaluation.

Unit II

Radiation – Biological Effects of Radiation – Radiation Protection and Safety – Principles in the Layout of a Diagnostic X-ray Room – Contrast Media – Magnetic Resonance Imaging – Planning Constraints – Preventive Measures Against Magnetic Field Hazards – Nuclear Medicine Department – Radiation Protection Aspects – Radioactive Waste Collection and Disposal – Procedure for Obtaining Clearance. Disaster Management – Basic Concepts – Disaster Classification – Disaster Process – Special Characteristics – Principles of Disaster Planning – Disaster and Health Problems – Organization for Medical Relief – Principles of Mass Casualty Management – Objectives of and Need for Hospital Disaster Plan – Disaster Committee – Organization – Role and Responsibilities – Organizing Disaster Facilities – Disaster Response – Alert and Recall – Deployment – Disaster Administration – Disaster Manual – Disaster Drill. TRIAGE.

References

- Coppola, D. P. (2006). *Introduction to international disaster management*. Elsevier.
- Paton, D. & Johnston D. (2017). *Disaster resilience: an integrated approach*. Charles C Thomas Publisher.

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- https://www.slideshare.net/aminvalley/ppt-on-disaster-risk-management-and-j-k-floods-2014-41959556?qid=23408262-08e3-4f99-8696-b65898faaafa&v=&b=&from_search=2
- <https://www.education.gov.pg/TISER/documents/pastep/ssd-ci-4-3-disaster-management-lecturer.pdf>

Course Name: Legal and Ethical Issues for Hospital

Course Code: 202419

Semester: 4th

L T P

Credits: 05

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Course Outcomes: On successful completion of this course, the students will be able to:



Course Content

Unit I

Establishment, Registration and Regulation of Health Care Organization: Registration and Regulation of Healthcare organization under Andhra Pradesh Private Medical Care Establishment Act 2002; Formation of Health care Organization under Partnerships and Corporate basis (private and public) and compliance with Medical Council of India Act. Hospitals and Labour Enactments: Hospital as an Industry – Unrest in Hospitals – Dispute Settlement Mechanism, Arbitration, Conciliations and Adjudication of Disputes; Role of Trade Unions, Unfair Labour Practices and Victimization – Disciplinary Actions – Requisitions of a valid disciplinary enquiry – Service Conditions – Retrial benefits – Social Security and Insurance.

Unit II

Hospital Services and Law: Contractual obligations in Hospital Services – Requisites of a valid contract – Hospital as a 'Bailee' – Physicians – Patient relations – duties towards patients by medical and Para-medical staff – medical ethics and code of conduct to be observed in rendering hospital services, MCI Guidelines, OATHS. Medico Legal Issues: Police Investigation – Giving evidence – Court deliberations organ transplantation – Euthanasia (mercy killing) – Diagnosis, prescriptions and administration of drugs – Post treatment serves – Anesthesia, Surgery and sale of drugs. Liability of Hospitals: contractual liability – Award of damages and principles relating thereto, criminal liability and defenses available to hospitals and medical staff. Tortuous liability and vicarious liability. Legal remedies available to patients. Remedies under contract law, tort, criminal law and consumer protection act. CP Act, RTI.

References

- S.L. Goel. (2010). *Healthcare Management and Administration*. Deep & Deep Publications Pvt. Ltd. New Delhi.
- Srinivasan A.V. 2009. *Managing a Modern Hospital*. Chapter 12. Response Books. New Delhi.
- Gunn, J. Taylor P. & Hutcheon I. D. (2014). *Forensic psychiatry: clinical, legal and ethical issues*. CRC Press.

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- <https://www.youtube.com/watch?v=i5Ncv80X9KY>
- <https://www.urmc.rochester.edu/MediaLibraries/URMCMedia/center-experiential-learning/Legal-implications-Document-A-Schneider.pdf>



Course Content

UNIT I

Introduction to Urban Planning Need for Urban Planning and Environmental Management, Evolution of settlements and Planning process; origin and growth of cities, planning process- goals, objectives, methodologies; types of plans. Planning Theory and Techniques: theories of developments, techniques of preparing base maps, land use classification regulation and optimization, techniques of research and surveys-social, physical and economic, techniques of presenting and analyzing data, spatial standards, development controls, statutory codes and regulations

UNIT II

Legislative Provisions; land Acquisition Act, Urban Land Ceiling Act, Land Economics and Feasibility Studies, Understanding Planning Process for a real estate development, Site analysis, site selection, project formulation, Design construction and completion. Housing, Urban Renewal and Community Development, Community and Economic Development, **Public Participation in Planning**

References

- Braken Ian. 2013. *Urban Planning Methods*. Routledge Publishers
- Kruekeberg D. A. & Silvers A. A. 2015. *Urban Planning Analysis*. John Willey and Sons Inc. Publications

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- https://www.slideshare.net/Waleedliaqat/Introduction-To-Town-And-Urban-Planning?Qid=0c68752b-0310-4eb4-B637-B45a4b55f215&V=&B=&From_Search=4
- <https://Caribbeansocieties.files.wordpress.com/2012/01/Lecture-1.Pdf>



Course Content

UNIT I

Quality concepts and stakeholder concerns for building and construction; Evolution of modern concept of Quality management process approach; Quality assurance & control; Quality management system and ISO 9000:2000 requirements; Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation, Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors and ISO 22000. Quality system standards for construction elements; Inspections & tests; Quality management tools; Environmental Management System Standards and their application in construction; EMS-QMS relationships; Concept and philosophy of TQM; Quality circle, Quality cost; Practical aspects of quality control of building projects. Good practices and managerial responsibilities.

UNIT II

New quality management tools – Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types. Quality Councils – Employee involvement – Motivation, Empowerment, Team and Teamwork, Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen – Supplier partnership – Partnering, Supplier selection, Supplier Rating. TQM Framework – Contributions of Deming, Juran and Crosby, Barriers to TQM

References

- Charantimath, M. Poornima. (2017). *Total Quality management*. Pearson Education
- Dale, H. Besterfield & Carol Besterfield. (2018). *Total Quality Management*. Pearson Education.
- Vijayan, V. & Ramakrishan, H. (2014). *Total quality Management*. S. Chand Publishing
- Sethi, Puneet. (2012). *Total Quality Management*. Gullybaba Publishing House (P) Ltd
- Naagarazan, R.S. (2015). *Total Quality Management*. New Age International Pvt Ltd

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- https://www.slideshare.net/oeconsulting/total-quality-management-by-operational-excellence-consulting?Qid=d139776a-6ef2-439383785858ebe8fe78&v=&b=&from_search=2



- <http://www.ddegjust.ac.in/2017/Uploads/11/POM-324.pdf>

Course Name: Legal Framework for Real Estate

Course Code: 202422

Semester: 4th

Credits: 05

L T P

4 1 0

Course Content

UNIT-I

Urban Economy and Property Market, Real Estate Marketing: Communication and Etiquettes, Real Estate Marketing – I Internship/project work Basics of Construction I: Legal Framework for Real Estate I and Entrepreneurship. Contract laws, agreements, dispute resolution, arbitration laws, contract documents and international contracting.

UNIT-II

Labour laws as applicable to real estate development, Land regulations and transfer of property Taxation laws as applicable to real-estate development, Real Estate Management and Sustainability, Real Estate Appraisal and Valuation, Leasing, Land and property ownership structures.

References

- Joshi, Piyush (2003). *Law Relating to Infrastructure Projects*. 2nd Edn. New Delhi: Butterworths
- Sunder, S. & Sarkar S. K. (2000). *Framework for Infrastructure Regulation*. New Delhi: TERI Press.
- Willis, D. J. (2013). *Real Estate Law & Asset Protection for Texas Real Estate Investors*. First Edition Design Pub.

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- https://www.slideshare.net/devinder14/legal-framework-of-real-estate?qid=afaf55d6-8fde-4a95-9642-ee2fffdcb206&v=&b=&from_search=2
- <https://taxguru.in/wp-content/uploads/2012/08/new-hd-on-real-estate.pdf>

Course Name: Seed Production and Certification

Course Code: 202423

Semester: 4th



Course Content

Unit I

Significance of seed in crop Production, Classification and characteristics of seed, Tests of purity, Seed health and viability, Dormancy type, causes and treatment of breaking dormancy, Production of cereals, oil seeds & pulses seed.

Unit II

Certification, packaging & storage of seeds, viability & tests, Seed Legislation / patents / WTO Seed marketing, Field inspection

References

- Zentes, J., Morschett, D., & Schramm-Klein, H. (2007). *Strategic retail management*. Verlag Dr. Th. Gabler GWV Fachverlage GmbH, Wiesbaden (GWV).
- Fernie, J., & Sparks, L. (Eds.). (2018). *Logistics and retail management: emerging issues and new challenges in the retail supply chain*. Kogan page publishers.
- Bhatia, S. C. (2008). *Retail management*. Atlantic Publishers & Dist.
- Mathur, U. C. (2010). *Retail management: text and cases*. IK International Pvt Ltd.
- Berman & Evans. (2008). *Retail Management: A Strategic Approach. 10th Ed.* Prentice Hall of India.

Course Name: Supply Chain Management

Course Code: 202424

Semester: 4th

Course Content

Unit I

Understanding the Supply Chain, Supply Chain Management (SCM)- Present need, conceptual model of SCM, Evolution of SCM, Concept and significance of physical logistics and distribution system as applicable in agribusiness, marketing and physical distribution process. Planning Supply & Demand, Managing Economics of Scale, Managing Uncertainty. Determining Optimal Level of Product Availability, Elements of physical distribution system, transportation and its relation to plant location, warehousing and inventory.

Unit II



Elements of physical distribution system, transportation and its relation to plant location, warehousing and inventory, Transportation, Facility Decision, Various models of supply chain management as followed by developed countries, Information Technology, Coordination, E- Business & the Supply Chain, Financial Evolution, Performance measurement and controls in agro supply chain management.

References

- Basu, R., & Wright, J. N. (2010). Total supply chain management. Routledge.
- Mangan, J., & Lalwani, C. (2016). Global logistics and supply chain management. John Wiley & Sons.
- Pagano, A. M., & Liotine, M. (2019). Technology in Supply Chain Management and Logistics: Current Practice and Future Applications. Elsevier.
- Christopher, M. (1992). Logistics and supply chain management (p. 12). Financial Times/Irwin Professional Pub.

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- https://www.slideshare.net/ialwaysthinkprettythings/scm-module-1?qid=e81da7eb-eb34-48ba-8d95-21b0f57e6db4&v=&b=&from_search=3
- http://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf

Course Name: Plantation Management

Course Code: 202425

Semester: 4th

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

Credits: 05

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Course Content

Unit I

Current scenario of major plantation industries in India, plantation field operations in estates of Tea, Coffee, Rubber, Spices, etc., (cultivation, harvest management, post-harvest management), manufacturing/processing operations in estates, quality control aspects, estate management and labour relations, legal aspects of plantation business, sustainable management in terms of environmental, social and economic aspects, managing technological innovation in terms of cultivation and processing in Tea, Coffee, Rubber, Spices and other relevant plantation crops.

Unit II



Marketing of plantation crops marketing channels, product development, branding, pricing and promotion, export environment for plantation crops, logistics management- purchase, stores and transport, financial management in plantations, cost-volume-profit analysis, relevant promotional agencies and cooperatives, problems and prospects of the major plantation sectors

References

- Tiffen, M., & Mortimore, M. (1990). *Theory and Practice in Plantation Agriculture*. Boulder: Westview Press.
- Banerjee, G., & Banerjee, S. (2008). *Sustainable tea plantation management*. International Book Distributing Co., Pub. Division.
- Kumari, P. S. (2004). *Advances in the Diseases of Plantation Crops and Spices*

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- <https://www.youtube.com/watch?v=mDZ67duB6h0>
- <https://newgenerationplantations.org/multimedia/file/5211b52c-c4f9-11e4-9137-005056986313>

Course Name: Export-Import Procedures, Documentation

Course Code: 202426

Semester: 4th

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

Credits: 05

L T P

4 1 0

Course Content

UNIT-I

Documentation Framework, Exim Documentation, International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement; Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP); Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance, Foreign Exchange Regulations and Formalities. Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures; Role of Clearing and Forward Agents; Excise Clearance of cargo; Custom Clearing and Forward Agents; Excise Clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo;



Custom Clearance of Import Cargo; Negotiations of Documents with Banks.

UNIT-II

Procedures and documentation for availing export incentives- Duty drawbacks, Import Licensing and other incentives; Processing of an Export Order. World Shipping: Structure, Liners, and Tramps, Conference System; Freight, and Structure. Containerization and other developments, International Agreements and Conferences on Sea Transport; Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization. Machinery for Consultation; Air Transport: International set up, Freight structure

References

- Johnson, T. E., & Bade, D. (2010). *Export/import procedures and documentation*. Amacom.
- Bade, D. (2015). *Export/import procedures and documentation*. Amacom.
- Weiss, K. D. (2007). *Building an import/export business*. John Wiley & Sons.

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- <http://www.pasc.edu.in/Econtent/CommerceNotes/EXIMPROCEDURES.pdf>
- <https://www.youtube.com/watch?v=GITFICog2h8>

Course Name: International Economic Organization

Course Code: 202427

Semester: 4th

Credits: 05

L T P

4 1 0

Course Content

UNIT-I

Distinction between International Trade and International Macroeconomics. Emergence of International Economic Organizations and Development Diplomacy, Historical Developments, Bretton woods and international monetary set-up, World Bank and its affiliates, International Bank for Reconstruction and Development (IBRD). International Development Agency (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA). Political Economy of Trade - Pros and Cons of government intervention - Strategic trade policy - Median voter theorem - Theory of



UNIT-II

World Bank and Developing countries, General Agreement on Tariffs and Trade (GATT), World Trade Organization (WTO), United Nations Conference on Trade and Development (UNCTAD), International Labour Organisation (ILO). Money, Interest Rates, and Exchange Rates - Aggregate money demand - Equilibrium interest rate - Money and exchange rate in the short run. Dornbusch overshooting model - Money, price level and exchange rate in the long run, international capital markets and emerging markets - The efficiency of international capital markets: theory and evidence - Problems in international banking - Problems of international finance for developing countries. Financial and economic crisis of 2008-09 - Recent financial crises: Mexico 1994, Asia 1997-98, Russia 1998. - What was the same, and what was different in 2008-09. - European crisis in 2010-15, Russian crisis in 2014-15, Covid 19 crisis 2020

References

- Simai, M. (1994). *The future of global governance: Managing risk and change in the international system*. US Institute of Peace Press.
- Cornelius, P., Schwab, K., & Porter, M. E. (Eds.). (2003). *The global competitiveness report 2002- 2003*. Oxford University Press
- Keohane, R. O. (2019). *The theory of hegemonic stability and changes in international economic regimes, 1967–1977 (pp. 131-162)*. Routledge

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- https://www.slideshare.net/AnjuAnnGeorge/international-economic-institution?qid=848f8255-a51f-41cc-899d-4f6733e54f08&v=&b=&from_search=1
- <https://www.csus.edu/indiv/d/dubess/ia216/Chapter2.pdf>.

Course Name: Global Human Resource Management

Course Code: 202428

Semester: 4th

L T P

Credits: 05

4 1 0

Course Content

UNIT-I



Global Business-Growth and Evolution, Environmental variables in global business, Human and cultural variables in Global organizations, Cross Cultural differences and managerial implications. Cross Cultural research methodologies and Hofstede's Hermes Study, Structural evolution of global organizations. Recruitment, Selection and Training practices in various countries Indian and US legal aspects involved when deploying an employee on an International Assignment, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

UNIT-II

Cross Cultural communication and negotiation; Cross Cultural leadership and decision making. Human Resources Management in global organizations: Ethics in international business, Western and Eastern management thoughts in the Indian context. Compensation: Objectives of International compensation, Key components of an international compensation program, Approaches to International compensation, Patterns in complexity. Expatriation and Repatriation, Convergence or divergence in personnel management in developed and developing economies

References

- Sparrow, P., Brewster, C., & Harris, H. (2004). *Globalizing human resource management*. Routledge.
- Briscoe, D., Schuler, R., & Tarique, I. (2012). *International human resource management: Policies and practices for multinational enterprises*. Routledge.
- Rao, P. L. (2008). *International human resource management: Text and cases*. Excel Books India.
- Harzing, A. W., & Pinnington, A. (Eds.). (2010). *International human resource management*. Sage.

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- https://www.slideshare.net/Nenemane/managing-global-human-resource-management?qid=dd25054d-1a08-49ee-97a1-34357a7337c5&v=&b=&from_search=1
- http://www.crectirupati.com/sites/default/files/lecture_notes/GHRM-notes.pdf

Total Number of Course	73
Number of Theory Course	63
Number of Practical Course	10
Total Number of Credits	327

Academic Instructions

Attendance Requirements

A student shall have to attend 75% of the scheduled periods in each course in a semester; otherwise, he / she shall not be allowed to appear in that course in the University examination and shall be detained in the course(s). The University may condone attendance shortage in special circumstances (as specified by the Guru Kashi University authorities). A student detained in the course(s) would be allowed to appear in the subsequent university examination(s) only on having completed the attendance in the program, when the program is offered in a regular semester(s) or otherwise as per the rules.

Assessment of a course

Each course shall be assessed out of 100 marks. The distribution of these 100 marks is given in subsequent sub sections (as applicable).

	Internal (50)						External (50)	Total
Components	Attendance	Assignment	Surprise Test	Presentation	MST1	MST2	ETE	
Weightage	10	10	10	10	30	30	50	
Average Weightage	10	10			30		50	100

Passing Criteria

The students have to pass both in internal and external examinations. The minimum passing marks to clear in examination is 40% of the total marks.