

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY****CIRCULAR NO.SU/Mgt.Sci./C.B.C. & G.S./P.G. Syll./27/2015**

It is hereby notified for information to all concerned that, on the recommendation of the Faculty of Management Science, the Academic Council at its meeting held on 30-05-2015 has decided that to adopt the **Choice Based Credit and Grading System** which are already run in University Campus from the Academic Year 2011-12, the same **Curriculum** should be implement to the affiliated colleges at Post Graduate level from the Academic Year 2015-2016 to the **Faculty of Management Science as under :-**

Sr. No.	Name of the Course	Semester
[1]	M.B.A.	I to IV
[2]	M.C.A.	I to IV

This is effective from the Academic Year 2015-16 & onwards as appended herewith.

All concerned are requested to note the contents of the circular and bring the notice to the students, teachers and staff for their information and necessary action.

University Campus,  
Aurangabad-431 004.  
REF.NO.SU/MGT.SCI./C.B.C.&G.S./  
P.G.Syll./2015/ 4992- 5441  
Date:- 15-06-2015.

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**Director,**  
**Board of College and**  
**University Development.**

**Copy forwarded with compliments to:-**

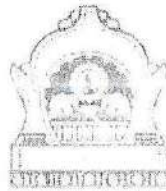
- 1] **The Principals, affiliated concerned colleges,**  
**Dr. Babasaheb Ambedkar Marathwada University**

**Copy to :-**

- 1] The Controller of Examinations,
- 2] The Director, [E-Suvidha Kendra], in-front of Registrar's Quarter, Dr. Babasaheb Ambedkar Marathwada University,
- 3] The Superintendent, [Professional Unit],
- 4] The Programmer [Computer Unit-1] Examinations,
- 5] The Programmer [Computer Unit-2] Examinations,
- 6] The Record Keeper.

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**REGULATIONS SPECIFIC TO**  
**M.B.A. PROGRAMME**  
**IN**  
**UNIVERSITY DEPARTMENT OF MANAGEMENT**  
**SCIENCE**



**Dr. Babasaheb Ambedkar Marathwada University,**  
**Aurangabad.**

**(2011-2012)**

**REGULATIONS**  
**Specific to**  
**M.B.A. Programme (Full Time)**

**1. ELIGIBILITY FOR ADMISSION:**

**Master of Business Administration**

- a) Candidates shall have passed any Bachelor degree examination of any recognized University with not less than 50% (45% for SC/ST category belonging to Maharashtra State only) in any discipline recognized by the Association of Indian Universities.
- b) The admissions will be on the basis of CAP (Centralized Admission Process) as per norms laid down by DTE.
- c) The Admissions to the vacant seats (If any) after CAP rounds will be on the basis of Departmental CET.
- d) A limited number of admissions is offered to Foreign Nationals and Indians Living Abroad in accordance with the rules applicable for such admission, issued from time to time, by Dr. BAMU.
- e) If, at any time after admission, it is found that candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation etc., this matter shall be reported to the respective committee, recommending revoking the admission of the candidate.
- f) The institute reserves the right to cancel the admissions of any student and ask him to discontinue his studies at any stage of his career on the grounds of unsatisfactory academic performance, indiscipline or any misconduct.

**2. DURATION**

The duration of study shall be a minimum of 2 years and maximum of 4 years.

**3. ADMISSION/PROMOTION CRITERIA**

If candidate gets selected for UDMS MBA course through DTE admission process, he/she have to apply on the application form of the University provided with the prospectus. Once the candidate is admitted to the MBA course, he/she will be promoted to next semester with full carryon; subject to the registration of candidate in every consecutive semester. Dropout student will be allowed to register for respective semester in which he/she has failed, subject to the condition that his/her tenure should not exceed more than twice the duration of MBA course from the date of first registration at UDMS. The admission of respective student will automatically get cancelled if he/she fails to complete the course in maximum period, (Four years).

**4. MEDIUM OF INSTRUCTION:**

The medium of instruction shall be in English.

**5. CREDITS AND DEGREES**



A candidate who has successfully completed all the Core courses, Elective courses and Service courses and optional Service courses approved by the University for the programme shall be eligible to receive the degree.

One credit hour means one teaching period of one hour per week for one semester (of 15 weeks) for theory courses.

## 6. COURSES

Three kinds of courses are offered-

- i. Core Course: A core course is course that a candidate admitted to particular P.G. programme must successfully complete to receive the degree.
- ii. Elective Course: Elective courses identified by the Departmental Committee of the department offering the programme. Means these courses given to the candidate as optional from which he/she have to opt for specialization.
- iii. Service Course: There shall be one/two service courses, one amongst the department of the School of Professional Studies and one amongst all university departments. The service courses will be offered in third and fourth semesters only.
- iv. Each course shall include lectures/tutorials/laboratory of field work/ seminar/practical training/assignments mid-term and term end examinations paper report writing or review of literature and any other innovative practice etc., to meet effective teaching and learning needs.
- v. Each course shall have a unique alphanumerical code.  
For eg.  
MANB402              Statistical Methods  
Here,  
    MAN means Management Science  
    B means MBA course  
    402 means Subject Code
- vi. The departmental committee shall design the core and elective courses including the detailed syllabus for this MBA programme offered by the department. The department committee shall have the freedom to introduce new courses and / or to modify / redesign existing courses and replace any existing course with a new course to facilitate better exposure and training for the candidates.
- vii. **Attendance:** A student must have 75% of attendance in each Core and Elective Course for appearing the examination. In the event of Non-Compliance of Attendance criteria(75%), students will have to seek admission next year so as to complete the course. However Student having 68% attendances with medical certificate can apply to the H.O.D. for condonation of attendance.

## 7. REGISTRATION FOR SERVICE COURSE

- i. The student will register the service course of his interest after the start of semester in the concerned department on official registration form. The teacher in charge of the respective course will keep the record of the students registered. Maximum 15 days period will be given from the date of admission for completion of registration procedure. The departmental committee shall follow a selection procedure after counseling to the students etc. to avoid overcrowding to particular courses at the expense of some other courses.

- ii. No student shall be permitted to register for more than one service course in a semester.
- iii. University shall prescribe the maximum number of students in each course taking into account the teachers and physical facilities available in the department.
- iv. The University may make available to all students a listing of all the courses offered in every semester specifying the credits, the prerequisites, a brief description or list of topics the course intends to cover, the instructor who is giving the courses, the time and place of the classes for the course. This information shall be made available on the University Website.
- v. Normally no service course shall be offered unless a minimum of 10 students are registered.
- vi. The Student shall have to pay the prescribed fee per course per semester/year for the registration as decided by the University.

#### **8. DEPARTMENTAL COMMITTEE**

As an autonomous department, MBA course is monitored by Departmental Committee. The Committee consists of H.O.D. (Director) as Chairman and some/all Respective Faculty of the Department as its members..

#### **9. GRIEVANCE REDRESSAL SCHEME**

The University shall form a Grievance Redressal Committee for this course in UDMS with the course teacher and HOD, which shall solve all grievances relating to the Assessment of the student.

#### **10. GRADEAWARDS**

- i. In order to pass the examination following credit based grading system will be followed. Ten point rating scale shall be used for evaluation of performance of the student to provide Letter Grade for each course and overall grade for this course. Grade points are based on the total number of marks obtained by him/her in all the heads of the examination of the course. These grade points and their equivalent range of the marks are shown separately in following:

Table – I: Ten Point grades and grade description

Sr. No.	Equivalent Percentage	Grade points for SGPA and CGPA	Grade	Grade Description
1.	90 – 100	9.00 – 10	O	Outstanding
2.	85 – 89.99	8.00 – 8.99	A++	Excellent
3.	80 – 84.99	7.00 – 7.99	A+	Exceptional
4.	75 – 79.99	6.00 – 6.99	A	Very Good
5.	70 – 74.99	5.50 – 5.99	B+	Good
6.	65 – 69.99	5.00 – 5.49	B	Fair
7.	60 – 64.99	4.50 – 4.99	C+	Average
8.	55 – 59.99	4.00 – 4.49	C	Below Average
9.	50 – 54.99	4.00	D	Pass
10.	Below 50	0.00	F	Fail

ii. Table – II: Classification for the degree is given as follows

Classification	Overall letter grade
First Class with distinction	A+ and above
First Class	A
Higher Second Class	B+
Second Class	B
Pass	C+ to D
Fail	F

- iii. In the event of student registered for the examination (i.e. Internal Tests and Semester Examination/Practical/Seminar/Project Viva-voce) non-appearance shall be treated as the student deemed to be absent in the respective course.
- iv. Minimum D grade shall be the limit to clear /pass the course/subject. A student with F grade will be considered as 'failed' in the concerned course and he/she has to clear the course by reappearing in the next successive semester examinations. There will be no revaluation or recounting scheme under this system.
- v. Using table – I, Semester Grade Point Average (SGPA) and then Cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and Cumulative Grade Card with CGPA will be given on completion of the course.

#### 11. COMPUTATION OF SGPA ( SEMESTER GRADE POINT AVERAGE) & CGPA (CUMULATIVE GRADE POINT AVERAGE)

The computation of SGPA and CGPA will be as below:

Semester Grade Point Average (SGPA) is the weighted average of points obtained by a student in a semester and will be computed as follows:

$$SGPA = \frac{\text{Sum(Course Credit * Number of Points in concern course gained by the student)}}{\text{Sum (Course Credit)}}$$

The SGPA for all the six semesters will be mentioned at the end of every semester.



- ii. The Cumulative Grade Point Average (CGPA) will be used to describe the overall performance of a student in all semesters of the course and will be computed as follows:

$$CGPA = \frac{\text{Sum(All Six semester SGPA)}}{\text{Total number of semesters}}$$

The SGPA and CGPA shall be rounded off to the second place of decimal.

## 12. EVALUATION SCHEME

Each theory course will be of 100 Marks and be divided in to Internal Examination (Sessional) of 20 Marks and Semester End Examination of 80 Marks, (ie. 20+80=100)

### a) For Theory Course

#### i. Internal Evaluation Scheme

There shall be two mid semester examinations. First Test based on 40 percent syllabus taught and Second Test based on 60 percent syllabus taught. Best performance out of the two will be considered for the preparation of final marks grade.

#### ii. Semester End Examination Evaluation Scheme

- English shall be the medium of instruction and examination.
- Examination shall be conducted at the end of each semester as per the academic calendar notified by department itself.
- The Semester End Examination theory question paper will have two parts (20 + 60 = 80) Marks

**PART A** will carry short question of 2 – 3 marks (fill in the blanks/multiple choice questions/match the columns/state true or false/answer in one sentence) as compulsory questions and it should cover entire syllabus (20 Marks).

**PART B** will carry 7 questions out of which there shall be at least one question from each unit. student will have to answer any five questions out of 7.

### b) For Implant Training and Project Work:

- At the end of second semester, all students will have to undergo Summer Training (MANB-551) of 6-8 weeks with an industrial, business or service organization. The condition of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organization as approved by the Departmental/Faculty from time to time. Each student will be required to submit the implant training report to the Department/faculty for the work undertaken during this period within three weeks of the commencement of the third semester for the purpose of evaluation in the third semester.

- ii. A candidate shall not be allowed to appear for III semester Examination of Full Time 2 years Course unless he/she completes the Inplant Training and submit the reports to the concerned teacher.
- iii. The final project study (MANB-552) shall commence from third semester and the report should be submitted towards the end of the fourth semester. The project topic should be selected in consultation with the guide allotted by the Department. The project report should cover the theoretical background, field study and comparative analysis. Alternatively the students may take up the problems from the industry and construct a case study. The case studies can also be submitted as project reports.
- iv. The project topic should be in the area of specialization and should necessarily include field work and library work.
- v. The student will be expected to make a presentation/viva-voce of the project work towards the end of the last semesters.
- vi. Out of aggregate 100 marks assigned to the project report, the report preparation will be assigned 50 marks, its presentation will carry 25 marks and viva voce will carry 25 marks. The project report, presentation and viva-voce will be evaluated jointly by the internal and external examiner.
- vii. Two typed copies of Project Report shall be submitted by the candidate to the concerned teacher for Evaluation.
- c) At the end of each semester the Committee of Department shall assign grades to the students and will prepare the result. Also, the Department will display the grade points and grades for the notice of students.
- d) Every student shall have the right to scrutinize answer sheets of mid semester/semester end examinations and seek clarifications from the teacher regarding evaluation of the sheets immediately thereafter or within 5 days of declaration of results.

### 13. RULE FOR OFFERING ELECTIVES

The number of students required for offering an Elective Specialization shall be a batch of minimum of 10 students.

### 14a.READMISSION FOR PURSUING ADDITIONAL ELECTIVE COURSES

- A student can be given readmission for pursuing additional electives, for MBA – DUAL, specialization, after completion of MBA programme subject to payment of requisite fees prescribed by the department. Such candidates must appear (Exams) for the subjects seeking such specialization in III<sup>rd</sup> Semester & for Project in IV<sup>th</sup> Semester and have to satisfy all the rules including attendance rule in vogue on par with regular students. However they are exempted from appearing in those subjects which they have already passed. The admission must be done within three years after completion of MBA programme.
- Such candidate shall be issued with a passing certificate for the additional elective, but the marks obtained in the additional elective will in no way affect his/her original performance for which he would get the degree.

### 14b.ADMISSION FOR PURSUING OPTIONAL FOREIGN LANGUAGE COURSE

A student can opt for foreign language course offered by University department concurrently with the regular course.



## 15. GRADE CARD

The University shall issue at the beginning of each semester a grade card for the student, containing the grades obtained by the student in the previous semester and his Semester Grade Point Average (SGPA)

The grade card shall list:

- (a) The title of the courses along with code taken by the student
- (b) The credits associated with the course.
- (c) The grade and grade points secured by the student.
- (d) The total credits earned by the student in that semester.
- (e) The SGPA of the student.
- (f) The total credits earned by the students till that semester and
- (g) The CGPA of the student (At the end of the IV<sup>th</sup> the Semester).

### (h) Cumulative Grade Card

The grade card issued on completion of the programme shall contain the name of the programme, the department / school offered the programme, the titles of the courses taken, the credits associated with each course, grades awarded, the total credits earned by the student, the CGPA and the class in which the student is placed.

## 16. GENERAL CLAUSE

It may be noted that beside the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Post-Graduate courses in Dr. Babasaheb Ambedkar Marathwada University will be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations.

**17. STRUCTURE OF MBA PROGRAMME UNDER CHOICE BASED  
CREDIT SYSTEM**

**MBA – I SEMESTER**

Courses/subjects	Instruction hrs/week	Duration of Exam	Marks			CREDITS
			IA	EXAM	TOTAL	
7 Core Subjects & 1 Project	8 x 4 = 32	3 hrs.	2 x 70 1 x 100	7 x 80	8 x 100 = 800	8 x 4
<b>TOTAL</b>	<b>32</b>		<b>240</b>	<b>560</b>	<b>800</b>	<b>32</b>

**MBA – II SEMESTER**

Courses/subjects	Instruction hrs/week	Duration of Exam	Marks			CREDITS
			IA	EXAM	TOTAL	
8 Core Subjects & 1 Project	9 x 4 = 36	3 hrs.	8 x 20 1 x 100	8 x 80	9 x 100	9 x 4 = 36
<b>TOTAL</b>	<b>36</b>		<b>260</b>	<b>640</b>	<b>900</b>	<b>36</b>

### MBA – III SEMESTER

Courses/subjects	Instruction hrs/week	Duration of Exam	Marks			CREDITS
			IA	EXAM	TOTAL	
2 Core Subjects	2x4	3 hrs.	2x20	2x80	2x100	4x2 = 8
6 Elective courses in finance/ Human Resource/ Marketing/ Production & Operation / IT	6x4	3 hrs.	6 x 20	6 x 80	6 x 100	6 x 4 = 24
1 Summer Implant Training	1x4		1x100		1x100	4
<b>TOTAL</b>	<b>36</b>		<b>260</b>	<b>640</b>	<b>900</b>	<b>36</b>

### MBA – IV SEMESTER

Courses/subjects	Instruction hrs/week	Duration of Exam	Marks			CREDITS
			IA	EXAM	TOTAL	
3 Core/Advanced Management subjects	3x4	3 hrs.	3x20	3x80	3x100	12
Final Project	1 x 4	-	1 x 100	-	1 x 100	4
<b>TOTAL</b>	<b>16</b>		<b>160</b>	<b>240</b>	<b>400</b>	<b>16</b>



First Semester

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-401	Management Practices. & Organizational Behavior	4	3	20	80	100	4
MANB-402	Statistical Methods	4	3	20	80	100	4
MANB-403	Managerial Economics	4	3	20	80	100	4
MANB-404	Environment Management	4	3	20	80	100	4
MANB-405	Research Methodology	4	3	20	80	100	4
MANB-406	Accounting for Managers	4	3	20	80	100	4
MANB-407	Managerial Skill Development	4	3	20	80	100	4
MANB-451	Project	4	3	100	-	100	4
Total				240	560	800	32

Second Semester

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-408	Corporate Governance & Ethics	4	3	20	80	100	4
MANB-409	Optimization Techniques	4	3	20	80	100	4
MANB-410	Human Potential Management	4	3	20	80	100	4
MANB-411	Financial Management	4	3	20	80	100	4
MANB-412	Marketing Management	4	3	20	80	100	4
MANB-413	Production & Operations Management	4	3	20	80	100	4
MANB-414	Business Legislation	4	3	20	80	100	4
MANB-415	International Business Environment	4	3	20	80	100	4
MANB-452	Project	4	3	100	-	100	4
Total				260	640	900	36

Third Semester - Group A - Finance

Subject Code	Subject Title	No. of Hours/ Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-501	Business Policies and Strategic Analysis	4	3	20	80	100	4
MANB-502	Decision Support System & Management Information System	4	3	20	80	100	4
MANB-521F	Project Planning, Analysis and Mgt.	4	3	20	80	100	4
MANB-522F	Working Capital Management	4	3	20	80	100	4
MANB-523F	Corporate Taxation	4	3	20	80	100	4
MANB-524F	Investment Management	4	3	20	80	100	4
MANB-525F	Financial Decision Analysis	4	3	20	80	100	4
MANB-526F	Management of Financial Institutions	4	3	20	80	100	4
MANB-551	Inplant Training Report	4	3	100	-	100	4
Total				260	640	900	36



Third Semester Group B - Marketing

Subject Code	Subject Title	No. of Hours/ Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-501	Business Policies and Strategic Analysis	4	3	20	80	100	4
MANB-502	Decision Support System & Management Information System	4	3	20	80	100	4
MANB-521M	Consumer Behaviour	4	3	20	80	100	4
MANB-522M	Advertising Management	4	3	20	80	100	4
MANB-523M	Industrial Marketing	4	3	20	80	100	4
MANB-524M	Brand Mgt.	4	3	20	80	100	4
MANB-525 M	Sales & Distribution Management	4	3	20	80	100	4
MANB-526 M	Marketing of Services	4	3	20	80	100	4
MANB-551	Inplant Training Report	4	3	100	-	100	4
Total				260	640	900	36

Third Semester- Group C - Human Resource Management

Subject Code	Subject Title	No. of Hours/ Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-501	Business Policies and Strategic Analysis	4	3	20	80	100	4
MANB-502	Decision Support System & Management Information System	4	3	20	80	100	4
MANB-521H	Management of Industrial Relations	4	3	20	80	100	4
MANB-522H	Human Resource planning and Development	4	3	20	80	100	4
MANB-523H	Training & Development	4	3	20	80	100	4
MANB-524H	Performance Management Systems	4	3	20	80	100	4
MANB-525 H	HRD – Strategies & Systems	4	3	20	80	100	4
MANB-526 H	Cross Culture & Global HRM	4	3	20	80	100	4
MANB-551	Inplant Training Report	4	3	100	-	100	4
Total				260	640	900	36

Third Semester Group D - Production & Operation

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-501	Business Policies and Strategic Analysis	4	3	20	80	100	4
MANB-502	Decision Support System & Management Information System	4	3	20	80	100	4
MANB-521P	Production Planning and Control	4	3	20	80	100	4
MANB-522P	Purchasing & Materials Management	4	3	20	80	100	4
MANB-523P	Service Operations Management	4	3	20	80	100	4
MANB-524P	Applied Operations Research	4	3	20	80	100	4
MANB-525P	Logistics Management	4	3	20	80	100	4
MANB-526P	World Class Manufacturer	4	3	20	80	100	4
MANB-551	Inplant Training Report	4	3	100	-	100	4
Total				260	640	900	36



Third Semester - Group E Information & Technology

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-501	Business Policies and Strategic Analysis	4	3	20	80	100	4
MANB-502	Decision Support System & Management Information System	4	3	20	80	100	4
MANB-521-I	Strategic Management & IT	4	3	20	80	100	4
MANB-522-I	System Analysis & Design	4	3	20	80	100	4
MANB-523-I	Database Management System	4	3	20	80	100	4
MANB-524-I	Internet Programming for E-commerce	4	3	20	80	100	4
MANB-525-I	RDBMS & SQL Concepts	4	3	20	80	100	4
MANB-526-I	Application Development using Oracle	4	3	20	80	100	4
MANB-551	Internship Training Report	4	3	100	-	100	4
Total				260	640	900	36

#### Fourth Semester

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-503	Entrepreneurship & Project Management	4	3	20	80	100	4
MANB-504	Quality Management	4	3	20	80	100	4
MANB-505	Indian Economy	4	3	20	80	100	4
MANB-552	Project Study	4	3	100	-	100	4
<b>Total</b>				160	240	400	16

Note :-

1. Maximum total no. of marks at the end of IV<sup>th</sup> semester = 800 + 900 + 900 + 400 = 3000
2. Maximum total no. of credits at the end of IV<sup>th</sup> semester = 32 + 36 + 36 + 16 = 120.

Subject Title	: Management Process, Leadership & Organizational Behaviour		
Subject Ref. No.	: MANB401	No. of Credits	: 4
		No. of Periods / Week	: 4
		Assignments / Sessionals	: 20
		Semester Examination	: 80
Course Objective	: The Subject intends to empower the students to understand the nuances of Organizational Functioning with special reference to Human Behavior, Group Dynamics, Organizational Learning & thereon; thereby making them capable of working in an organizational set-up.		
Pre Requisite	: The students are expected to be prepared with the theoretical aspects of the same, so that the mentor could facilitate the minds to absorb its practical aspects.		
Unit – I	: <b>Genesis of Management Thought &amp; Conceptualization:</b> Understanding of Management Concepts, Evolution of Management Thought, Systems and Contingency Approach for understanding organizations, Managerial Processes, Functions, Skills & roles of a Manager in an organization; Management by Objectives (MBO).		
Unit – II	: <b>Management of Individual Behavior in Organization – I:</b> Personality, Perceptions, Values, Attitudes, Learning.		
Unit – III	: <b>Management of Individual Behavior in Organization – II:</b> Work motivation & Employee Engagement, Individual decision making & problem solving		
Unit – IV	: <b>Group Dynamics:</b> Corporate Leadership, Emotional Intelligence, Understanding & managing group processes-Interpersonal and Group Dynamics - Communication, Group Decision-making, Organizational Design & Structure, Recreation & Work Stress		
Unit – V	: <b>Society vis-à-vis Organization:</b> Corporate Social Responsibility: Corporate Global Citizenship in the wake of Globalization		
Text Books	: 1. Luthans, F. <i>Organizational Behaviour</i> , 7 <sup>th</sup> ed., New York, McGraw Hill, 1995. 2. Robbins, S.P. <i>Management</i> , 5 <sup>th</sup> ed., New Jersey, Englewood Cliffs, Prentice Hall Inc., 1996. Robbins, S.P. <i>Organizational Behaviour</i> , 7 <sup>th</sup> ed., New Delhi, Prentice hall of India, 1996		
Additional Reference Books	: 1. Koonz, H. and Weachirch, H. <i>Management</i> , 10 <sup>th</sup> ed., New York, McGraw Hill, 1995. 2. Goleman, Daniel <i>Emotional Intelligence</i> . 3. Harvard Business Review's Leadership Manual <a href="http://www.hbpr.com">www.hbpr.com</a>		



Subject Title	: Statistical Methods	No. of Credits	: 4
Subject Ref. No.	: MANB402	No. of Periods / Week	: 4
		Assignments / Sessionals	: 20
		Semester Examination	: 80
Course Objective	: The objective of the course is to make student familiar with statistical techniques relevant to management science and focus on applied aspects of subject.		
Pre Requisite	: Basic knowledge of mathematics.		
Unit – I	: Measures of central tendency, mean-median-mode, measures of dispersion, means and standard deviation.		
Unit – II	: Correlation analysis and regression analysis.		
Unit – III	: Time series analysis: components, methods of measurement moving averages and methods of Least Squares.		
Unit – IV	: Probability and probability distribution, Business Forecasting		
Unit – V	: Statistical Reference: Test of Hypothesis, Chi square test, F-test and Analysis of variance.		
Text Books	: <ol style="list-style-type: none"> <li>1. Gupta S P, <i>Statistical Methods</i>, New Delhi S Chand and Co Ltd 2008</li> <li>2. Elhans D N, VeenaAgrawal, B M Fundamental of Statistics New Delhi, KitabMahal, 2002.</li> <li>3. Sharma S D, Operation's Research, KedarNath and Ram Nath and Co., Meerut, 2000</li> </ol>		
Additional Reference Books	: <ol style="list-style-type: none"> <li>1. C Sanyadevi, <i>Quantitative</i>, New Delhi S Chand and Co Ltd 2009</li> <li>2. Shrivastava V K, Shenoy G V, Sharma S C, <i>Quantitative Techniques and Managerial Decisions</i>, New Delhi, New Age International Ltd, 2005</li> <li>3. Shrivastav, <i>Statistics for Management</i>, Tata McGraw Hill, 2000</li> <li>4. Levin Richard I and Rubin David S Statistics for Management, New Prentice Hall Inc, 1995.</li> </ol>		

Subject Title	: Managerial Economics	No. of Credits	: 4
Subject Ref. No.	: MANB403	No. of Periods / Week	: 4
		Assignments / Sessionals	: 20
		Semester Examination	: 80
Course Objective	: The objective of the course is to acquaint the students with concepts and technologies needed in economics and to enable them to apply this knowledge in business decision making at firm level.		
Pre Requisite	: Basic understanding of concepts, theories of economics.		
Unit – I	: <b>Introduction:</b> <ul style="list-style-type: none"> <li>i. Basic concepts and Principles</li> <li>ii. Theory of firm</li> </ul>		
Unit – II	: <b>Theory of Demand:</b> <ul style="list-style-type: none"> <li>i. Demand and supply analysis</li> <li>ii. Consumer preference and choice</li> <li>iii. Elasticity of demand</li> <li>iv. Demand forecasting</li> </ul>		
Unit – III	: <b>Theory of Production and Cost:</b> <ul style="list-style-type: none"> <li>i. Production Theory</li> <li>ii. Cost concepts</li> </ul>		
Unit – IV	: <b>Market Structure:</b> <ul style="list-style-type: none"> <li>i. Perfect Competition</li> <li>ii. Monopoly</li> <li>iii. Oligopoly</li> </ul>		
Unit – V	: <b>Macro-Economic Aspects:</b> <ul style="list-style-type: none"> <li>i. National Income</li> <li>ii. Money Supply and Inflation</li> <li>iii. Business cycles</li> </ul>		
Text Books	: <ol style="list-style-type: none"> <li>1. M Adhikari, <i>Business Economics</i>, Excel Books New Delhi 2000</li> <li>2. Baumol . W J <i>Economics Theory and Operation Analysis 3<sup>rd</sup> Ed</i> New Delhi, Prentice Hall Inc, 1996</li> <li>3. Chopra O P <i>Managerial Economics</i> New Delhi, Tata McGraw Hills 1985</li> <li>4. Geetika . Ghosh. and Chaudhari Purba Roy. <i>Managerial Economics</i> Tata McGraw Hills</li> <li>5. Mithani <i>Managerial Economics</i></li> </ol>		

Subject Title : Environment Management  
 Subject Ref. No. : MANB404

No. of Credits : 4  
 No. of Periods / Week : 4  
 Assignments / Sessionals : 20  
 Semester Examination : 80

Course Objective : UNs Resolution for 2010 & the World Millennium Goals have Environment & Sustainable Development as the core objective. The course is designed to make the budding managers sensitized to Environment along with developing an understanding of inclusive & sustainable growth; thereby creating Managers that cater to the societal demands along with the organizational priorities.

Unit – I : Environment Management: Fundamentals-Sustainable Development, Natural Capitalism, Implications of human population growth, Limits to growth, Environment and Business Schools.

Unit – II : Energy Management: Fundamentals-Fossil Fuels use, Nuclear – Wind – Hydro Energy, Bio-fuel, Agro-ecology; Ecosystem Concepts; Basic Concepts and their application in Business, Industrial Ecology and Recycling Industry.

Unit – III : Environment Management System: EMS Standards, ISO 19011 & ISO 14000 Series, Bharat Stage – II & Euro – II, Eco-Management & Audit Scheme, Clearance/Permissions for establishing industry.

Unit – IV : Environmental Management and Valuation: Environmental Accounting, Economics, Environmental Taxes Shifts, Green Funding, Green Banking; Environment Ethics; Environmental Planning, Environmental Health & Protection; GATT WTO Provisions; Environmental Laws: Acts, Patents, IPRS, Role of NGO'S, PIL.

Unit – V : Pollution and Waste Management- Air, Water Land Pollution, Trade in Wastes; Water, Forest & Biodiversity Management; Water Resources, Dams and their role; forest products and Trade, Role of Biodiversity in International Trade; Approaches to corporate Ethics; Bio-ethics, Global-warming, Quito Protocol, Carbon Credit.

- Text Books :
1. Uberoi, N.K.: *Environmental Management*, Excel Books, A-45, Naraina Pahse-I, New Delhi, 2000.
  2. Pandey, G.N.: *Environmental Management*, Vikas Publishing House New Delhi, 1997.
  3. Gupta, N. Dass: *Environmental Accounting*, Wheeler Publishing 19, K.G. Marg, New Delhi, 1997.
  4. Mahanty, S.K. *Environment & Pollution Law Manual*, Universal Law Publishing, G.T. Karnal Road, New Delhi, 1996.
  5. Harley, Nick: *Environmental Economics*, MacMillan India Ltd., Ansari Road, New Delhi, 1997.
  6. Kolstad, Charles D.: *Environmental Economics*, Oxford University Press, 2000.
  7. Nigel Horan, : *Environment Waste Management: An European Perspective*, John Wiley & Sons, 1996.

Subject Title : Research Methodology  
 Subject Ref. No. : MANB405

No. of Credits : 4  
 No. of Periods / Week : 4  
 Assignments / Sessionals : 20  
 Semester Examination : 80

Course Objective : To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Pre Requisite : NA.

Unit – I : Nature and Scope of Research Methodology; Research Problem identification; Types of Problems; Problem solving process; Problem Formulation and Statement of Research Objectives; Research Applications.

Unit – II : Research process; Research designs-exploratory, descriptive & experimental research designs

Unit – III : Methods of Data Collection – Observational and Survey methods; Questionnaire Design; Attitude measurement Techniques; Motivational Research Techniques; Administration of Surveys;

Unit – IV : Sample Design; Selecting an Appropriate Statistical Technique; Field Work and Tabulation of Data;

Unit – V : Analysis of Data:- Use of SPSS and other Statistical Software Packages; Advanced Techniques for Data Analysis – ANOVA, Discriminant Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering Methods; Organization structure of research; Research Proposal; Purpose and types of Research Proposal.

- Text Books :
1. Research methodology methods & techniques by C.R. Kothari
  2. Statistical methods: Dr.S.P. Gupta-sultan Chand & sons New Delhi.
  3. Research methodology by Gupta
  4. Research methodology in social science by Giridhari
  5. Management Research Methodology by K.N. Krishnaswamy, Appalyersivakumar and M. Mathirajan.
  6. Management Research by Andrews, F.M. and S.B. Withey Social Indicators of Well Being, Plenum Press, NY. Bennet, Roger
  7. Survey Methods by Fowler, Floyd J.Jr.,
  8. Exploring Research by Salkind, Neil J.,



Subject Title : Accounting for Managers  
Subject Ref. No. : MANB406

No. of Credits : 4  
No. of Periods / Week : 4  
Assignments / Sessionals : 20  
Semester Examination : 80

Course Objective : The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decision making and control

Unit – I : **Financial Accounting** – Concepts, Importance and Scope, Generally Accepted Accounting Principles of Double Entry System of Book-Keeping, Ledger Posting, Preparation of Trial Balance sheet, Preparation of Final Accounts with simple Adjustments

**Management Accounting** – Meaning, Aims, Objectives, Functions, Advantages and Limitations of Management Accounting, Difference between Management Accounting and Financial Accounting, Financial Analysis Fund Flow and Cash Flow Statements.

Unit – II : **Cost Accounting** – Meaning, Concept, Relationship Between Cost Accounting and Financial Accounting, Cost Elements – Material Labour and Overheads, Preparation of Cost Sheet

Unit – III : **Budgeting** – Meaning, Concept, Types of Budgets- Functional, Master, Fixed and Flexible Budget; **Budget Control** –Performance Budgeting, Zero-Base Budgeting, Relevant Costing and Costing for Decision – Making.

Unit – IV : **Marginal Costing**, Absorption Costing and Breakeven Analysis, **Standards Costing** and Variance Analysis.

Unit – V : **Financial Accounting** – Concepts, Importance and Scope, Generally Accepted Accounting Principles of Double Entry System of Book-Keeping, Ledger Posting, Preparation of Trial Balance sheet, Preparation of Final Accounts with simple Adjustments.

Text Books : 1) "Advanced Accountancy" by Shukla and Grewal.  
2) "Advanced Financial Accounting" by R.L.Gupta  
3) "Advanced Accounting" by Jain and Naranmg.  
4) "Advanced Accounting" by Khan and Jain.  
5) "Advanced Accountancy" by S.N.Maheswari.

Additional  
Reference Books :

Subject Title	: Managerial Skill Development	No. of Credits	: 4
Subject Ref. No.	: MANB407	No. of Periods / Week	: 4
		Assignments / Sessionals	: 20
		Semester Examination	: 80
Course Objective	: The course is designed to instill in students the ethics, etiquettes & confidence of a Manager. The course complements the other Managerial Subjects to enhance the personality of a student's holistically.		
Pre Requisite	: The students are supposed to come along with the mental & physical prepare to stretch themselves in order to condition themselves.		
Unit – I	: <b>Fundamentals &amp; Elements of Performance – KSA:</b> Knowledge Enhancement Tools Skill Practice Tool, Positive Attitude Development Tool		
Unit – II	: <b>Attitude for Performance:</b> Optimistic Attitude Development Programme Mind Management Tools & Techniques, Activity		
Unit – III	: <b>Managerial Skills:</b> Analysis for Creative Problem-solving & Decision-making; Leadership; Team-work		
Unit – IV	: <b>Communication:</b> Written Communication – Formal Letters, Report Writing, Memo Drafting, Note Writing, Technical Writing etc, Oral Communication: Oral Presentations, Extempore, Speech Drafting, Body Language & other tools.		
Unit – V	: <b>Skill Assessment &amp; Self-Management Tools</b> Assessment of Skills – Action Plan for Holistic Development Self-Management – Time Management, Stress Management & other Lifestyle Techniques		
Text Books	: <ol style="list-style-type: none"> <li>1. Bowman Joel P and Branchaw, Bernadine P. <i>Business Communication from Process to Product</i> 1987 Dryden Press, Chicago.</li> <li>2. Hatch Richard, <i>Communication in Business</i> 1977 Science Research Association, Chicago.</li> <li>3. Murphy, Herta A and Peck, Charles E. <i>Effective Business Communication</i>, 2<sup>nd</sup> Ed, 1976, Tata McGraw Hill, New Delhi.</li> <li>4. Pearce C. Glenn etc. <i>Business Communications: Principles and Applications</i>, 2<sup>nd</sup> ed, 1988, John Wiley, New York.</li> <li>5. Treece, Maira. <i>Successful Business Communications</i> 3<sup>rd</sup> ed, 1987, Allyn and Bacon Boston.</li> </ol>		
Additional Reference Books	: <ol style="list-style-type: none"> <li>1. 50 Companies that Changed the World – Howard Rothman</li> <li>2. The Alchemist – Paulo Coelho</li> <li>3. Think &amp; Grow Rich – Napoleon Hill</li> <li>4. The Monk who Sold His Ferrari – Robin Sharma</li> <li>5. The Greatness Guide – Robin Sharma</li> <li>6. Thinking Big – Jim Collins</li> <li>7. Eat that Frog – Brian Tracy</li> </ol>		

Second Semester

Subject Code	Subject Title	No. of Hours / Week	Duration of Exam in hours	Marks for		Total Marks	Credits
				I.A.	Exam		
MANB-408	Corporate Governance & Ethics	4	3	20	80	100	4
MANB-409	Optimization Techniques	4	3	20	80	100	4
MANB-410	Human Potential Management	4	3	20	80	100	4
MANB-411	Financial Management	4	3	20	80	100	4
MANB-412	Marketing Management	4	3	20	80	100	4
MANB-413	Production & Operations Management	4	3	20	80	100	4
MANB-414	Business Legislation	4	3	20	80	100	4
MANB-415	International Business Environment	4	3	20	80	100	4
MANB-452	Project	4	3	100	-	100	4
Total				260	640	900	36

Subject Title	: Corporate Governance & Ethics	No. of Credits	: 4
Subject Ref. No.	: MANB408	No. of Periods / Week	: 4
		Assignments / Sessionals	: 20
		Semester Examination	: 80
Course Objective	: The subject aims at sensitizing the budding Managers to the significance of Values -- Morals & Ethics in Organizational & Business parlance; thereby conditioning them to a value-based Managerial life-style.		
Pre Requisite	: The students are expected to come prepared with the basic conceptualization & searching through the web / reference books for cases & instances of value-based Organizational Functioning		
Unit – I	: <b>Fundamentals &amp; Conceptualization:</b> Morals – Ethics – Values, Indian Heritage of Ethics, Fundamental principles of Ethics-Values in Business, Model of management in the Indian Socio-Political Environment, Need for values in Global change, Values for manager & Work Ethos, Holistic Approach for Managers in Decision Making, Indian Leaders on Business Ethics.		
Unit – II	: <b>Corporate Governance:</b> An overview, Concept, Significance in Indian Context, Issues in Corporate Governance, Historical Perspective of Corporate Governance.		
Unit – III	: <b>Practice of Corporate Governance:</b> Practice of Corporate Governance, Corporate Governance Mechanisms, Indian Model of Governance, Characteristics of Good Corporate Governance, Recommendation of Indian Committees, Agents and Institutions in Corporate Governance: Shareholders, investors, other stakeholders, Board of Directors, Auditors and Banks.		
Unit – IV	: <b>Legislative &amp; Regulatory Framework:</b> Facilitators and Regulations in Corporate Governance: SEBI, Government and Role of Public policies; Education System – Ancient & Modern, Indian Ethos & Management Education; Indian & Global Leaders on Business Ethics.		
Unit – V	: <b>Societal Aspect of Ethics &amp; Corporate Governance:</b> Corporate Social Responsibility & corporate Governance, Corporate Global Citizenship, Corporate Governance in Indian Scenario; Indian Heritage in Production and Consumption; Indian Insights into TQM, Stress in Business Management.		
Text Books	: <ol style="list-style-type: none"> <li>1. Chakraborty, S.K.: <i>Foundation of Managerial work-Contribution from Indian Thought</i>, Himalaya Publishing House Delhi 1998.</li> <li>2. Biswanath Ghose, Indian Ethos &amp; Values, Vikas Publishing, 2008.</li> <li>3. C.V. Baxi, Corporate Governance, Excel Books, 2007.</li> <li>4. A.C. Fernando, Corporate Governance, Pearson Education, 1<sup>st</sup> Edition, Mishra "Business Ethics", Tata McGraw Hill</li> </ol>		
Additional Reference Books	: <ol style="list-style-type: none"> <li>1. S.A. Sherlekar, Global Dharimic Management, Himalaya Publication House, 2<sup>nd</sup> Edition 2005.</li> <li>2. CVS Murthy, Business Ethics, Himalaya Publishing House, 2006</li> <li>3. N.M. Khandelwal, Indian Ethnos &amp; values for Manager, Himalaya</li> </ol>		



<b>Subject Title</b>	: Optimization Techniques	<b>No. of Credits</b>	: 4
<b>Subject Ref. No.</b>	: MANB409	<b>No. of Periods / Week</b>	: 4
		<b>Assignments / Sessionals</b>	: 20
		<b>Semester Examination</b>	: 80
<b>Course Objective</b>	: The objective of the course is to develop in understanding a basic optimization techniques and their role in Managerial Decision Making.		
<b>Pre Requisite</b>	: Students are required to revise knowledge of statistical methods.		
<b>Unit – I</b>	: Basics of Operation Research, Applications in Managerial decision making.		
<b>Unit – II</b>	: Linear Programming, Basic Concepts and methods of solution.		
<b>Unit – III</b>	: Assignment and transportation models, replacement theory.		
<b>Unit – IV</b>	: Queuing theory, game theory and simulation.		
<b>Unit – V</b>	: Decision theory, inventory management techniques, project management by PERT CPM.		
<b>Text Books</b>	: <ol style="list-style-type: none"> <li>1. Taha, H A Operations Research- An Introduction, New york, Mc-Miillan, 1989</li> <li>2. Narag A S. Linear Programming and Decision Making, New Delhi, Sultan Chand, 1995.</li> <li>3. Sharma S D, Operation's Research, KedarNath and Ram Nath and Co., Meerut, 2000</li> </ol>		
<b>Additional Reference Books</b>	: <ol style="list-style-type: none"> <li>1. KantiSwarup Gupta, P. K. Manmohan, Operations Research, Sultan Chand and Sons Edu. Publiishers, New Delhi 2003</li> <li>2. Gupta, Prem Kumar and Hira, D S Operations Research, New Delhi, S Chand and Co Ltd 2000</li> </ol>		



Subject Title : Human Potential Management  
 Subject Ref. No. : MANB410

No. of Credits : 4  
 No. of Periods / Week : 4  
 Assignments / Sessionals : 20  
 Semester Examination : 80

Course Objective : In a complex world of industry and business organizational efficiency is largely dependent on the contribution made by the members of the organization. The Objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the policies and practices of human resource management..

Pre Requisite : The Students are enshrined with the responsibility of referring the requisite articles, books, cases as suggested by the course faculty. Furthermore, the students are supposed to refer additional content for developing better understanding of the concepts & techniques.

Unit – I : **Conceptualization & Fundamentals:**Management in a Changing Environment: Corporate Objectives and Human Potential Management; HRM Architecture & its linkage with Organizational Vision, Concepts of Human Potential Management.

Unit – II : **Human Resource Planning:**Headcount Forecast, Job Analysis and Role Description: Methods of Manpower Search: Attracting and Selecting Human Resources: Mapping of Core Competency with Organizational Vision, Career and Succession Planning: Induction and Socialization Techniques.

Unit – III : **Manpower Training and Development:**Training Need Identification / Assessment, Training Process, Evaluation of Training Effectiveness.

Unit – IV : **Performance Appraisal & Potential Evaluation.**Job Evaluation & Wage Determination Techniques, Internal Job Profiling (IJP), HR Dashboard, HR & Technology – HRIS, Data Management Systems, Internet-aided Recruitment Systems.

Unit – V : **Employee Retention:**Employee Engagement Strategies, Grievance Management; Employee Empowerment, Exit Interviews.Employee Welfare; Industrial Relations & Trade Unions; Dispute Resolution.

Text Books : 1. Dessler, Gary *Human Resource Management*, Prentice Hall  
 2. Aswathappa K. *Human Resources and Personnel Management* Tata McGraw Hill New Delhi, 1997.  
 Awasthapa "Human Resource Management", Tata McGraw Hill.

Additional Reference Books : 1. De Cenzo, D A & Robbins S P *Human Resource Management*, 5<sup>th</sup> ed., New York, John Wiley, 1994.  
 2. Guy, V Mattock J, *The New International Manager*, London, Kogan Page.  
 3. Holloway, J ed. *Performance Measurement and Evaluation*, NDelhi, Sage.  
 4. Monappa, A & Saiyadain M. *Personnel Management*, 2<sup>nd</sup> ed, NDelhi, TMH.  
 5. Stone Lloyed and Leslie W. Rue, *Human Resource and Personnel Management* Richard D. Irwin, Illinois 1984.

Subject Title	: Financial Management	No. of Credits	: 4
Subject Ref. No.	: MANB411	No. of Periods / Week	: 4
		Assignments / Sessionals	: 20
		Semester Examination	: 80
Course Objective	: The purpose of this course is in creating awareness and understanding of three core areas of Financial Management- Investment Decisions, Financing Decisions and Dividend Decisions		
Pre Requisite	: Elementary Understanding of concepts related to Finance.		
Unit – I	: <b>Foundations of Finance:</b> Overview, Time value of money and Valuation of Bonds and Shares		
Unit – II	: <b>Analysis and Control:</b> Cash flow statement, Financial Statement Analysis, Cost-Volume-Profit Analysis, Budgeting and Profitability.		
Unit – III	: <b>Long Term Investment Decision:</b> Capital Budgeting, Cost of Capital, and Risk Analysis.		
Unit – IV	: <b>Current Asset Management:</b> Working Capital Management, Management of Cash, Receivables and Inventory, Working Capital Financing.		
Unit – V	: <b>Leverage Decisions, Capital Structure Decisions, Long-term Financing and Dividend Policies and Its Determinants</b>		
Text Books	: <ol style="list-style-type: none"> <li>1. <i>Financial Management</i>- Khan and Jain Sixth Ed- Tata McGraw Hill.</li> <li>2. <i>Financial Management</i>-Prasanna Chandra Seventh Ed, Tata McGraw Hill.</li> <li>3. <i>Financial Management- Principles and Practice</i>- G Sudarshana Reddy, Himalaya Publications</li> <li>4. <i>Financial Management</i>- R. M Shrivastav Himalaya Publications</li> <li>5. <i>Financial Management</i>-I M Pandey, Vikas Publications 10<sup>th</sup> Ed</li> </ol>		
Additional Reference Books	:		

<b>Subject Title</b>	: Marketing Management	<b>No. of Credits</b>	: 4
<b>Subject Ref. No.</b>	: MANB412	<b>No. of Periods / Week</b>	: 4
		<b>Assignments / Sessionals</b>	: 20
		<b>Semester Examination</b>	: 80
<b>Course Objective</b>	: The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.		
<b>Pre Requisite</b>	: The student should have basic knowledge of Management.		
<b>Unit – I</b>	: Nature and scope of marketing, corporate orientations towards the marketplace, The marketing environment and Environment scanning, Integrating Marketing with other Functions, Marketing information system and Marketing research.		
<b>Unit – II</b>	: Understanding consumer and Industrial markets, Market segmentation, Targeting and positioning; Product decisions-product mix, product life cycle, new product development, branding and packaging decisions.		
<b>Unit – III</b>	: Pricing methods and strategies, Promotion decisions-promotion mix, advertising, sales promotion, publicity and personal selling;		
<b>Unit – IV</b>	: Channel management-selection co-operation and conflict management, vertical marketing implementation and systems, Organizing and implementing marketing in the organization; Evaluation and control of marketing efforts;		
<b>Unit – V</b>	: New issues in marketing-Globalization Consumerism, Green marketing, Internet Marketing, Rural Marketing – Rural Marketing Environment & Strategy. Customer Relationship Management – Components of CRM. Measuring Customer Satisfaction. Marketing of Services – Growth of Services in India, social networking, Bluetooth marketing and Retailing – Nature & Scope.		
<b>Text Books</b>	: 1. Kotler, Philip. <i>Marketing Management, Analysis, Planning, Implementation and Control</i> . New Delhi, Prentice Hall of India. 2. Ramaswamy, V S and Namakumari, S. <i>Marketing Management: Planning Control</i> , New Delhi, Macmillan.		
<b>Additional Reference Books</b>	: 1. Enis, B M <i>Marketing Classics: A Selection of Influential Articles</i> , New York, McGraw Hill. 2. Station William, J. <i>Fundamentals of Marketing</i> , New York, McGraw Hill. 3. Nelamegham, S. <i>Marketing In India: Cases and Readings</i> , New Delhi, Vikas. Shah "Advertising and Promotion", Tata McGraw Hill.		



<b>Subject Title</b>	: Production and Operations Management	<b>No. of Credits</b>	: 4
<b>Subject Ref. No.</b>	: MANB413	<b>No. of Periods / Week</b>	: 4
		<b>Assignments / Sessionals</b>	: 20
		<b>Semester Examination</b>	: 80
<b>Course Objective</b>	: The Course is designed to acquaint the students with decision making in: Planning, scheduling and control of Production and Operation function in both manufacturing and services; Productivity improvement in operations through layout engineering and quality management etc.; Effective and efficient flow, replenishment and control of material with reference to both manufacturing and services organizations.		
<b>Pre Requisite</b>	: NA		
<b>Unit – I</b>	: Nature and Scope of Production and Operations Management; Types of Manufacturing Systems & Layouts; Layout Planning and Analysis; Make-or-Buy Analysis		
<b>Unit – II</b>	: Facility Location; factors influencing facility location; Capacity Planning; Types of capacity;		
<b>Unit – III</b>	: Materials Management -- Overview of Materials Management, Materials planning, Budgeting, Inventory control, JIT, MRP, Purchase Mgt., Stores Mgt; Vendor Evaluation; Materials Handling- Principles; Equipments; S-S, Kaizen; Kanban; Poka-Yoke; Toyota Production Systems; Line Balancing-Problems;		
<b>Unit – IV</b>	: Scheduling; Production Planning and Control-In Mass Production-In Batch/Job Order Manufacturing; Work Design- Work study, method study, work measurement- work sampling		
<b>Unit – V</b>	: Quality Management System- Quality Assurance- statistical process control - acceptance sampling; TQM-ISO 9000; Maintenance Mgt concepts- Maintenance Mgt; Work environment; Safety management;		
<b>Text Books</b>	: 1. Production and operations Management by KaniskaBedi 2. Production and operations Management by K. Ashwathappa and K. ShridharaBhat 3. Operations Management by E. Buffa 4. Production and Operations Management 6 <sup>th</sup> ed., by Adam, E E& Ebert, R.J.;		
<b>Additional Reference Books</b>	: 1. Manufacturing Organisation and Management by Amrine Harold T. 2. Purchasing and Materials Management, By Dobler, Donald W and Lee, Lamar, 3. Operations Management: Design, Planning and Control for Manufacturing & Services by Dilworth, James B. 4. Production/Operations Management by Moore, FG and Hendrick, T E. 5. Production and Operation Management by Chary, 6. Purchasing and Materials Management by K.C. Jain and Er. JeetPatidar 7. Operations Management and Control by Dr. Biswajit Banerjee		
<b>Subject Title</b>	: Business Legislation		

Subject Ref. No.	: MANB414	No. of Credits	: 4
		No. of Periods / Week	: 4
		Assignments / Sessionals	: 20
		Semester Examination	: 80
Course Objective	: The Course bears the onus of developing technical insights in students about the legislative framework of Indian Business Scene.		
Pre Requisite	: The students are required to refer Bare Acts, Law Codes & Supreme Court Precedents on the topics to be discussed in the lecture beforehand.		
Unit – I	: <b>The Indian Contract Act, 1872 (Section 1 – 100)</b> Fundamentals & Conceptualization, Essentials of a Valid Contract, Void-Voidable Contracts, Performance & Breach of Contracts, Remedies on Breach of Contract & Quasi Contracts.		
Unit – II	: <b>The Company Act, 1956</b> Concept, Nature & Types of Companies, Formation of Company, Memorandum of Association & Articles of Association, Prospectus, Allotment of Shares, Director & its Qualifications, Shares & Share Capital, Membership, Borrowing Powers, Management & Meetings, Winding-up of a Company.		
Unit – III	: <b>The Sale of Goods Act, 1930</b> Concept, Definitions, Solemnization of a Sale of Goods Contract, Paid & Unpaid Seller, Rights of an Unpaid Seller, Remedies on breach of Contract,		
Unit – IV	: <b>The Negotiable Instruments Act, 1881</b> Types & Nature of Instruments, Negotiation & Assignment, Holder-in-due Course, Dishonor & Discharge of Negotiable Instruments, Arbitration, & Consumer Protection Act		
Unit – V	: <b>Information Technology Act &amp; Cyber Laws</b>		
Text Books	: Bare Acts & Code Books		
Additional Reference Books	: Supreme Court Journals, Supreme Court Reports & other Reference Journals		



<b>Subject Title</b>	: International Business Environment	<b>No. of Credits</b>	: 4
<b>Subject Ref. No.</b>	: MANB415	<b>No. of Periods / Week</b>	: 4
		<b>Assignments / Sessionals</b>	: 20
		<b>Semester Examination</b>	: 80
<b>Course Objective</b>	: The objective of the course is to provide the student with a background of various environment factors that have major repercussions on business and sharpen their mind to watch and update the changes that occur constantly in this sphere.		
<b>Pre Requisite</b>	: NA		
<b>Unit – I</b>	: Meaning, nature, scope of Business Environment, Macro economic policies in India, Industrial policies of post 1991.		
<b>Unit – II</b>	: Structure of Industries – Major industries – Electronics, Automobiles, Textiles, Development of private sector, MNC's in India, , WTO and India, SWOT analysis of Indian Economy.		
<b>Unit – III</b>	: International business – an overview of international business, International business environment – Economic, Socio – cultural, Political, Natural environment. Theories of International business. Globalization - Meaning, Concept and scope, FDI & Globalization.		
<b>Unit – IV</b>	: Regional Economic Integration, Global monetary system, Foreign exchange market, Global capital market.		
<b>Unit – V</b>	: Strategies of International Business, modes of entering International business, WTO, Tariff and non tariff barriers, International Marketing, Global HRM, Global Production, CSR.		
<b>Text Books</b>	: Francis Cherunilam: Business Environment: Text and Cases, 17/e, Himalaya, 2007. - K.Aswathappa, Essentials of Business Environment, 9/e Himalaya, 2007. - P. Subbarao : International Business, Himalaya Publishing. - Charles Hill, International Business – Tata Mc. Graw Hill,		
<b>Additional Reference Books</b>	:		

New