



**GURU KASHI
UNIVERSITY**
PUNJAB - INDIA

Program Syllabus Booklet

MASTER OF BUSINESS ADMINISTRATION

(MBA-202)



Session: 2016-17

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					T
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				
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	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				T/P	L	T				
			T	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	202410	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	202412	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 Weekk)			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	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				T/P	L	T				
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





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**



Course Name: Principles & Practices of Management

Course Code: 202101

Semester: 1st

Credits: 04

L T P

4 0 0

Course Content

UNIT-I

Introduction: concept and nature of management; managerial competencies – communication, team work, planning and administrative, strategic and global competencies; evolution of management thoughts – traditional, behavioral, system, contingency and quality viewpoints

UNIT-II

Planning, decision making and organizing: nature and elements of planning, planning types and models, planning in learning organizations; strategic planning – an overview; decision making process, models of decision-making, increasing participation in decision-making, decision-making creativity; basic issues in organizing – work specialization, chain of command, delegation, decentralization, span of management, bases for departmentation

UNIT-III

Leading: recognition of human factor, motivation models / approaches; leadership styles/behaviors, personal characteristics of effective leaders, leadership development; leadership for learning organizations

UNIT-IV

Management control, managerial ethics and social responsibility: management control – concept and process, overview of control techniques, effective control system; factors affecting ethical choices; ethical dilemma; social responsibility; evaluating corporate social performance; managing company ethics and social responsibility.

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

L T P

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,

UNIT-II

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-III

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.

UNIT-IV

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%20SEM/BC A- 629%20OB.pdf
- 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

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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.

Unit-II

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-III

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

Unit-IV

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

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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.

Unit-II

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. Time series analysis - measurement of trend and seasonal variations; time series and forecasting.



Unit-III

Permutation and Combinations; Probability: basic concepts and approaches, addition, multiplication and Bayes' theorem. Probability distributions - meaning, types and applications, Binomial, Poisson and Normal distributions.

Unit-IV

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=PL34t5iLfZddvhKIEgNwn77gllAAUxkYh5>
- https://www.researchgate.net/publication/293816217_Introduction_to_quantitative_methods

Course Name: Managerial Economics

Course Code: 202105

Semester: 1st

Credits: 04

L T P

4 0 0

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.

Unit-II

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 Long Run, Price Discrimination. Imperfect Competition: Monopolistic Competition – Price output determination in short and long run,

Unit-III

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,

Unit-IV

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



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,

Unit-III

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,

Unit-IV

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.

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- <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

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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.

Unit-II

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 III

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.

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- <https://www.freebookcentre.net/business-books-download/Business-Communication.html>
- <https://youtu.be/h1fCJM1LMaY>

Course Name: Viva-Voce-I

Course Code: 202108

Semester: 1st

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.

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Course Name: Business Environment

Course Code: 202201

Semester: 2nd

Credits: 04

**L T P
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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.

Unit-II

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-III

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.

Unit-IV

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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- <https://youtu.be/thdikskYUcw>
- <https://examupdates.in/managerial-economics-notes/#Managerial-Economics-Notes-for-MBA>
- <https://www.studocu.com/in/>



Course Name: Financial Management

Course Code: 202202

Semester: 2nd

Credits: 05

L T P

4 1 0

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.

Unit-II

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-III

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.

Unit-IV

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 Company Ltd, New Delhi
- James, Van Horn & Dhamija, Sanjay. (2011). *Financial Management and Policy*. Pearson Education India

Website/Links/Online Portal/ICT

- <http://vcmdrp.tums.ac.ir>
- <https://examupdates.in>
- <https://youtu.be/kTCTqoBYPIM>

Course Name: Marketing Management

Course Code: 202203

Semester: 2nd

Credits: 04

L T P

4 0 0

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.

Unit-II

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-III

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, wholesaling and retailing.

Unit-IV

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
- 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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Course Name: Human Resource Management

Course Code: 202204

Semester: 2nd

Credits: 04

L T P

4 0 0

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

Course Content

Unit I

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

Unit II

Talent acquisition: Job analysis, description, specification & job evaluation, recruitment and selection strategies, career planning and management, succession planning, socialization and



induction of new employees; training and development, investment in training, training need assessment, designing and administering training program; Career Planning & development

Unit III

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

Unit IV

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; counseling for effective Human Resource Development. Human Relations: definition, objectives & approaches to human relations, Employee grievances and discipline, participation & empowerment

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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- <https://www.slideshare.net/mobile/versatileBschool/human-resource-management-full-notes>
- <https://www.ncertbooks.guru/mba>
- <https://www.geektonight.com>

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,

Unit-II

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-III

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,

Unit-IV

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://uotmba.in/operations-management-notes/>
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- <https://www.yourarticlelibrary.com>



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,

Unit-II

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-III

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).

Unit-IV

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.
- Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9, pp. 1-744). New York: McGraw-Hill.
- 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.
- Lucas, H. C. (1997). *Information technology for management*. McGraw-Hill.
- Earl, M. J. (1989). *Management strategies for information technology*. Prentice-Hall, Inc.



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- <https://www.rasmussen.edu>
- <https://searchdatacenter.techtarget.com>
- <https://marketbusinessnews.com>

Course Name: Viva-Voce-II

Course Code: A202208

Semester: 2nd

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: Operations Research

Course Code: 202301

Semester: 3rd

L T P

Credits: 04

4 0 0

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

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.

Unit-II

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-III

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.

Unit-IV

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

Credits: 04

Course Content

L T P

4 0 0

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.

Unit-II

Information system for strategic advantage, strategic role for information system, breaking business barriers, business process reengineering, improving business qualities.

Unit-III

Planning for MIS; System Development Methodologies; Conceptual and detailed designs of MIS. Information system analysis and design, information SDLC, hardware and software acquisition, system testing, documentation and its tools, conversion methods.

Unit-III

System implementation Strategies and process; System Evaluation and Maintenance. Applications – cross –functional MIWS; ERP; CRM; SCM; Transaction Processing; Artificial Intelligence technologies in business: neural network, fuzzy logic, virtual reality; Executive information system.

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://www.researchgate.net/publication/287205806_Management_Information_System_and_Decision-Making
- <https://youtu.be/hicHUmXkIyQ>
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Course Name: Seminar on Business Ethics & Environmental Science

Course Code: 202303



Credits: 002

0 0 4

- 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

L T P

Credits: 05

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, Engell Kollat-Blackwell and Nicosia Models of consumer decision-making

Unit-II

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 III

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,

Unit-IV

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



References

- Solomon, M., Russell-Bennett, R., & Previte, J. (2012). *Consumer behaviour*. Pearson Higher Education AU.
- 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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- <https://www.wisdomjobs.com/e-university/consumer-behaviour-tutorial-94/introduction-to-customer-behavior-definition-10446.html>
- <https://www.studocu.com/en-ca/document/athabasca-university/consumer-behaviour/lecture-notes/lecture-notes-consumer-behaviour-chapter-1-5/168389/view>

Course Name: Marketing Research

Course Code: 202307

Semester: 3rd

Credits: 05

L T P

4 1 0

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.

Unit-II



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-III

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.

Unit-IV

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, Philip, 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



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.

Unit-II

Product Positioning: Concept, Product Differentiation, Positioning Strategies, Preference Analysis, Benefit Segmentation. New Products: New Product Categories, Organization for Product Management. New Product Development Process: Concept Generation, Concept Screening, Concept Testing,

UNIT-III

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.

Unit-IV

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

Semester: 3rd

Credits: 05

L T P

4 1 0

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,

UNIT-II

Payment of Bonus Act, 1965, Workman's Compensation Act, 1923, Maternity Benefit Act 1961,

UNIT-III

Employees State Insurance Act, 1948, Provident Fund & Miscellaneous Provisions Act, 1951, Gratuity Act, 1972.

Unit-IV

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

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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,

UNIT-I

Human Process Interventions – T-group, process consultation, third party interventions, team building; organizational confrontation meeting, coaching and mentoring, role focused interventions.

UNIT-I

Techno structural Interventions – restructuring organization, reengineering, employee



involvement, work design. Strategic Interventions – Organization and environment relationships, organization transformation,

Unit-II

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

Role of compensation in organization: economic and behavioral theories related to compensation; strategic perspectives of compensation; compensation as motivational tool; compensation policy,

UNIT-II



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-III

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,

UNIT-IV

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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Course Name: Security Analysis & Portfolio Management

Course Code: 202312

Semester: 3rd

L T P

Credits: 05

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,

Unit-II

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-III

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.

Unit-IV

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*. Thomson Learning. 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 Portfolio Management*. Dryden Press, Thomson Learning, Bombay.
- Bodie ZVI, Alex Kane, Marcus, Alan J & Mohanty Pitabas. 2006. *Investments*. TMH, New Delhi,

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- <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>
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Course Name: Management of Financial Institutions

Course Code: 202313

Semester: 3rd

L T P

Credits: 05

4 1 0

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.

UNIT-II

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 –III

Non-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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Course Name: Taxation Laws & Planning

Course Code: 202314

Semester: 3rd

Credits: 05

L T P

4 1 0

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,

UNIT-II

Profits and gains of business and profession including depreciation; capital gains; income from other sources.

UNIT-III

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-IV

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

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- Gamage, D., & Livingston, M. A. (2018). *Taxation: Law, Planning*. Carolina Academic Press
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Course Name: Programming in C/C++

Course Code: 202315

Semester: 3rd

Credits: 05

L T P

4 1 0

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* if) 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 *print if ()* 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>
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Course Name: Database Management System

Course Code: 202316

Semester: 3rd

Credits: 05

L T P

4 1 0

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

Credits: 05

L T P

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.

UNIT-II

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-III

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.

UNIT-IV

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

L T P

Credits: 05

4 1 0

Course Content UNIT-I

Introduction – Health Care Management – Evolution of Health Care Systems in India & Abroad– Evolution of Present Health Care Services in India.

UNIT-II

Health Care Management: Success in Teamwork – In-service Training & Education.

UNIT-III

Law Related to Medical & Health Care – Consumer Protection Act, 1986, Right to



Unit IV

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>
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Course Name: Hospital Services Marketing

Course Code: 202319

Semester: 3rd

L T P

Credits: 05

4 1 0

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.

UNIT-II

Designing health care service products – New Service Development process – PLC – Physical evidence – Pricing Strategies, Channel management in Hospitals, Franchisee management.



Unit III

Internal marketing – Importance and Objectives – Roles of a service employee – Internal marketing strategies; External marketing – Promotional mix – Promotional campaign design; Interactive marketing.

UNIT-IV

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.slideshare.net/Mrutyu-anu/service-marketing-in-healthcare-industry>

Course Name: Medical Audit and Quality Management

Course Code: 202320

Semester: 3rd

L T P

Credits: 05

4 1 0

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.

UNIT-II

Use of Computers in Audit Process – Medical Audit – Global Perspective – Types of Medical Audit – Appraisal of Medical Audit – Methods of Medical Audit.

UNIT-III

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 IV

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

UNIT-V

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
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- 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>
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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.

UNIT-II

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 III



Strategy implementation: aspects, structures, design and change; behavioral implementation – leadership, culture, value and ethics.

Unit IV

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.

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.
- Rao, C. A., Rao, B. P., & Sivaramakrishna, K. (2009). *Strategic management and business policy*. Excel Books India.
- Kazmi, A. (1992). *Business policy*. Tata McGraw-Hill.

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- https://www.slideshare.net/ayushijain107/strategic-management-ppt-58012275?qid=8b1d6f10-e38d-4122-9881-1f9d1cb8df8c&v=&b=&from_search=7#likes-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. Family business: Opportunities, and problems of small business in India.

UNIT-II

Project: Definition and characteristics. Demand analysis and technical analysis. Environment Impact Analysis, Managerial Appraisal.

UNIT-III

Estimating project cost, Sources of finance, Preparation of projected financial statements: Cash Flow Statement, Income Statement and Balance Sheet. Project Investment Criteria

UNIT-IV

Risk analysis: Management risk, market risk, technical risk. Introduction to social benefit cost analysis, UNIDO and LM approach. Implementation: Project planning and control, project organization. Review and audit of Project cost and implementation time

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.
- Meredith, J. R., Shafer, S. M., & Mantel Jr, S. J. (2017). *Project management: a strategic managerial approach*. John Wiley & Sons.

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- https://www.slideshare.net/chumantrakali/entrepreneurship-and-project-management?qid=91ab99eb-c337-4629-bc5e-62df302418f4&v=&b=&from_search=3
- <http://nime.com.np/files/download/Enterpreneurship.pdf>

Course Name: Research Project

Course Code: 202403

Semester: 4th



L T P

Credits: 002

0 0 4

- 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

L T P

Credits: 05

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.



UNIT-II

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-III

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

UNIT-IV

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

- Rao, K. R. M. (2011). *Services marketing*. Pearson Education India.
- Ravi, S. (2002). *Services Marketing: The Indian Perspective.* Shanker, R. (Ed.). (1993). *Services Marketing, the Indian Experience*. Manas Publications.
- Fisk, R. P., Grove, S. J., & John, J. (2012). *Services marketing self-portraits: introspections, reflections, and glimpses from the experts*. Marketing Classics Press.
- Wirtz, J. (2012). *Essentials of services marketing*. FT Press.

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- https://www.slideshare.net/mssridhar/marketing-of-services-presentation?qid=a24406d0-8a77-4ac3-b9b0-efab650fa746&v=&b=&from_search=3
- http://ebooks.lpude.in/management/mba/term_4/DMGT510_SERVICES_MARKETING.pdfv



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.

UNIT-II

Sales meetings; sales contests; sales quotas; sales territories; evaluating and controlling the sales personnel; analysis of sales, costs and profitability.

Unit-III

Distribution management and marketing mix; marketing channels; channel institutions – wholesaling and retailing; designing channel system.

UNIT-IV

Channel management; channel information system; market logistics and supply chain management; international sales management.

References

- Havaladar, 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.
- Gupta, S. L. (2009). *Sales and distribution management*. Excel Books India.
- 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



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- <http://164.100.133.129:81/econtent/Uploads/Sales & Distribution Management.pdf>

Course Name: Rural Marketing

Course Code: 202407

Semester: 4th

Credits: 05

Course Content

L T P

4 1 0

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.

UNIT-II

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-III

Product marketing & service marketing in rural India: product planning, communication media & message, distribution channels, market research (with special reference to seeds, fertilizers, farm equipment, new techniques, agricultural output & other services.)

UNIT-IV

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.
- Ramakrishnan Ruchika. 2006. *Rural Marketing in India: Strategies and Challenges*. New Century Publications.

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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:

Course Name: Training & Development

Course Code: 202408

Semester: 4th

Credits: 05

L T P

4 1 0

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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.

UNIT-II

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.



UNIT-III

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-IV

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://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.

UNIT-II

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 decision making.

Unit III

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,

UNIT-IV

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_



Course Name: Industrial Relation & Labour Legislations

Course Code: 202410

Semester: 4th

Credits: 05

L T P

4 1 0

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.

Unit-II

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.

Unit-III

Labor Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations. Harmony and Discipline

Unit-IV

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}.

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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- https://www.slideshare.net/aliraza201/industrial-relations-labour-laws-a-brief-overview?qid=36cae925-a907-4b77-a66b-f6d88e7fda36&v=&b=&from_search=1
- <http://elearning.nokomis.in/uploaddocuments/Industrial%20Relations.%20&%20Labour%20laws/Chp%2016%20Labour%20Laws%20An%20Overview/PPT/Chapter%2016.pdf>

Course Name: Financial Services

Course Code: 202411

Semester: 4th

Credits: 05

L T P

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; issue management activities/procedures of merchant banking

UNIT-II

Credit rating; factoring and forfeiting; housing finance; merger/amalgamation and acquisition/takeover; debt securitization

UNIT-III

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. 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.

UNIT-IV



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, SEBI regulation.

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.
- Frederic, S. (2012). *Financial markets and institutions*. Pearson Education India.
- Mishkin, F. S., & Eakins, S. G. (2019). *Financial markets*. Pearson Italia.
- Attack, 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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- <https://www.youtube.com/watch?v=AERZOQIaT2U>
- <http://www.ddegjust.ac.in/studymaterial/mba/fm-404.pdf>

Course Name: Working Capital Management

Course Code: 202412

Semester: 4th

L T P

Credits: 05

4 1 0

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.



Unit-II

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).

Unit-III

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 collections systems, Cash concentration strategies; disbursement tools, investment in marketable securities; types of marketable securities.

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-IV

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, 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*. PHILearning Pvt. Ltd.
- Sagner, J. (2010). *Essentials of working capital management* (Vol. 55). John Wiley & Sons.
- Kumar, A. V. (2001). *Working capital management*. Northern book centre.
- Rangarajan, K., Rangarajan, K., & Misra, A. (2006). *Working capital management*. ExcelBooks India.

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- <https://www.slideshare.net/ganeshamc/financial-management-unit-4-working-capital-management?qid=266ac5e8-c97d-4d2d-8046->



- http://ebooks.lpude.in/commerce/mcom/term_3/DCOM505_WORKING_CAPITAL_MANAGEMENT.pdf

Course Name: Management Control System

Course Code: 202413

Semester: 4th

Credits: 05

L T P

4 1 0

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.

UNIT-II

Responsibility Centers: Revenue and expense centers, Profit centers, Investment centers. Transfer Pricing: Objectives and methods. Structure of Analysis, Measures of assets employed, EVA vs. ROI

UNIT-III

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

UNIT-IV

Modern control methods: JIT, TQM and DSS. Control in service 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: A Functional 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](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](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

Credits: 05

L T P

4 1 0

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.

UNIT-II

HTML (hypertext marking language) Basic HTML and tags, Language description, usability, static creation of HTML web pages. Creating tables, forms and their advantages.

UNIT-III

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.

UNIT-IV

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.

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.
- Chan, H., Lee, R., Dillon, T., & Chang, E. (2007). *E-commerce, fundamentals and applications*. John Wiley & Sons.
- Choudrie, J., Kurnia, S., & Tsatsou, P. (Eds.). (2017). *Social Inclusion and Usability of ICT-enabled Services*. Routledge.

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- <https://www.youtube.com/watch?v=UlwPMx6Sgak>
- http://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf

Course Name: Data Warehousing and Data Mining

Course Code: 202415

Semester: 4th

Credits: 05

L T P

4 1 0

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?

UNIT-II

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-III

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,

UNIT-IV

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_bllq-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

4 1 0

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.

UNIT-II



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-III

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.

UNIT-IV

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

L T P

Credits: 05

4 1 0

Course Content

UNIT-I

Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological –



Its Impact on Employees – Preventive measures.

UNIT-II

Hospital Hazards Management: Meaning – Need Principles – Purpose.

UNIT-III

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 IV

Biomedical Waste Management: Meaning – Categories of Biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Standards for Waste Autoclaving, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage.

UNIT-V

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

L T P

Credits: 05

4 1 0



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,

UNIT-II

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.

UNIT-III

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-IV

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.

UNIT-V

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



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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

4 1 0

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>.

Total Number of Course	55
Number of Theory Course	50
Number of Practical Course	10
Total Number of Credits	237

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GKU

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.