



*Where talent meets opportunity*

# **SRI SATYA SAI UNIVERSITY OF TECHNOLOGY AND MEDICAL SCIENCES**

## **SYLLABUS REVISION**

**Name of School-School of Management Studies**

**Department/Program- Management/(BBA & MBA)**

**2017-18 TO 2021-22**

[www.sssutms.co.in](http://www.sssutms.co.in)

Opp.Oilfed Plant, Bhopal-Indore Road,Sehore (M.P), Pin - 466001



(+91) 07562-292740 | 7562292720

# Minutes of the Board of Studies Committee Meeting)

Name of Department:-University Teaching Department, SSSUTMS

Minutes of Board of Studies Committee Meeting Date: 12/10/2017

The Board of Studies Committee Meeting was held in the room of Prof. Kanchan Shrivastava, UTD, SSSUTMS at 11:00AM on 12/10/2017. Following members were present.

1. Dr. Kanchan Shrivastava, Professor, Department of Economics
2. Dr. Neelam Tripathi, Associate Professor, Department of Botany
3. Dr. Deepak K. Mittal, Assistant Professor, Department of Zoology
4. Dr. Gajraj Singh Ahirwar, Assistant Professor, Department of Commerce
5. Dr. Reshma Ara, Assistant Professor, Department of History
6. Mr. Ankit Joshi Assistant Professor, Department of Library Science
7. Mr. Pradeep Maheshwari, Assistant Professor, Department of Management
8. Ms. Pooja Saxena, Assistant Professor, Department of Chemistry
9. Mrs. Amreen Khan, Assistant Professor, Department of Physics
10. Mrs. Snehlata Rajput, Assistant Professor, Department of Sociology
11. Mr. Abhishek Kuroliya, Assistant Professor, Department of Comp. Science
12. Mr. Zuber Khan, Assistant Professor, Department of Mathematics
13. Mrs. Shobha Vyas Assistant Professor, Department of Hindi
14. Mrs. Urmila Yadav Assistant Professor, Department of Sociology

The Chairman of Board of Studies Committee welcomes and appreciated the efforts put up by the faculty or progress of the departmental activities. The following Agenda points were discussed and resolved.

**Agenda 1:** Discussion of New pattern of Yearly syllabus and scheme 1<sup>st</sup> Year.

**Discussion (If any):** In the BOS meeting, all the 1<sup>st</sup> year syllabus and scheme of Yearly were discussed and revised in accordance with higher education and UGC guideline.

**Resolution of the Discussion:** Approved.

**Agenda 2:** Approval of Yearly syllabus and scheme of UG (1st year) BA, B.Sc., B.Com, BDA, BCA under the university Teaching Department (UTD).

**Discussion (If any):** As per the decision taken in the BOS meeting held on / / 2017 in the university teaching department, the 1<sup>st</sup> year syllabus and scheme were discussed and approved.

**Resolution of the discussion:** Approved.

The Chairman thanks the members for peaceful conduction of meeting.



Dr. Kanchan Shrivastava  
Dean, UTD, SSSUTMS

Registrar

Sri Saiya Sai University of Technology  
& Medical Sciences, Shore (M.P.)



# Sri Satya Sai University of Technology & Medical Sciences, Sehore

**BBA 1st YEAR 2017-18**

## ANNUAL SCHEME

SUBJECT CODE	GROUP	SUBJECT NAME	THEORY		GCU/INTERNAL		TOTAL MARKS		PRACTICAL		TOTAL	
			MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN
BBACY-101A)	<b>1</b>	PRINCIPLES OF MANAGEMENT	40	13	10	4	50	17	0	0	100	33
BBACY-101B)			40	13	10	4	50	17	0	0	100	33
BBACY-102A)	<b>2</b>	MICRO ECONOMICS	40	13	10	4	50	17	0	0	100	33
BBACY-102B)			40	13	10	4	50	17	0	0	100	33
BBACY-103A)	<b>3</b>	FINANCIAL ACCOUNTING	40	13	10	4	50	17	0	0	100	35
BBACY-103B)			40	13	10	4	50	17	0	0	100	35
<b>TOTAL</b>			240		60		300				300	



  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)



**BBA II<sup>nd</sup> YEAR  
ANNUAL SCHEME**

SUBJECT CODE	GROUP	SUBJECT NAME	THEORY		CCE / INTERNAL		TOTAL MARKS		PRACTICAL		TOTAL	
			MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN	MAX	MIN
BBAA(Y-201A)	1	Marketing Management	40	13	10	4	50	17	0	0	100	33
BBAA(Y-201B)		Marketing Research	40	13	10	4	50	17	0	0	100	33
BBAA(Y-202A)	2	Financial Management	40	13	10	4	50	17	0	0	100	33
BBAA(Y-202B)		Project Management	40	13	10	4	50	17	0	0	100	33
BBAA(Y-203A)	3	Human Research Management	40	13	10	4	50	17	0	0	100	33
BBAA(Y-203B)		Organizational Behaviour	40	13	10	4	50	17	0	0	100	33
<b>TOTAL</b>			<b>240</b>		<b>60</b>		<b>300</b>				<b>300</b>	



*Registrar*  
Sri Satya Sai University of Technology  
& Medical Sciences (M.P.)



**Sri Satya Sai University of Technology and Medical Science, Seclore**

**BBA III rd. Year**

**Annual Scheme**

S.n.	Subject Code	Subject Name	Theory		CCE/Internal		Practical		Project/Internship		Total
			Max	Min	Max	Min	Max	Min	Max	Min	
1	BBA(Y-301)	Paper-I Entrepreneurship Development	40	13	10	4					100
		Paper-II Management Information Systems	40	13	10	4					
		Paper-I Business Environment	40	13	10	4					
		Paper-II Business Law	40	13	10	4					100
<b>Elective Subject - Select Any One Specialization group</b>											
3	BBA(Y-303A)	Marketing Management Group (A): Paper-I Consumer Behaviour	40	13	10	4					100
		Marketing Management group (A): Paper-II Advertising Management & Sales Promotion	40	13	10	4					
		Finance Management Group (B): Paper-I Working Capital Management	40	13	10	4					
		Finance Management group (B): Paper-II Corporate Taxation	40	13	10	4					100
4	BBA(Y-303C)	Human Resources Management Group (C): Paper-I Human Resources Development	40	13	10	4					100
		Human Resources Management group (C): Paper-II Wages And Salary Administration	40	13	10	4					
		Project/Internship					100	33			



  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Science, Seclore (M.P.)

**Faculty of Management**

**Class B.B.A – I YEAR**

**GROUP I**

**(PAPER I)**

**PRINCIPLES OF MANAGEMENT**

**PAPER CODE-BBA(Y-101A)**

**UNIT - I**

Definition and meaning of management, functions and responsibilities of management, Principles of Management, Schools & Thoughts of Management.

**UNIT - II**

Planning: Process types and significance, planning V/S forecasting, objective, strategies and Policies, MBO, Decision making: Process & Significance.

**UNIT - III**

Organizing: Nature and purpose of organizing, Importance and process of organizing, Departmentation Organizational structures – Type and relevance, Line and staff relationship.

**UNIT - IV**

Direction: Principles & Techniques, motivation: Types & Significance, Maslow's need Hierarchy, theory X & Y motivation. Leadership: styles and importance.

**UNIT - V**

Controlling: The system and process of controlling, Control techniques, Co-Ordination: meaning, Principles and importance. External and internal Co-Ordination.

**Suggested Readings:-**

- S.M. Shukla : Principles of management, Sahitya Bawan, Agra (UP)
- Koonuz D and welhrich : Management, international student edition, Tokyo 1980.
- R.D. Agrawal : Organization & Management MC Graw Hill, New Delhi 1982.
- Newman and Warran: The process of management; Concepts, Behavior and practices, PHI.



**Faculty of Management**

**Class: B.B.A – I YEAR**

**GROUP I (PAPER I)  
COMMUNICATION SKILLS  
Paper code- BBA(Y-101B)**

**UNIT – I**

Definition and process of communication. Essentials of effective communication. Barriers to communication. Role of communication in organizational effectiveness.

**UNIT – II**

Public Speech – Composition, principles, speech delivering skills. Group discussion Do's and Don'ts of GD's communication in committees, seminars and conference.

**UNIT – III**

Non verbal communication: Meaning, types and importance, listening: Difference between listening and hearing.

**UNIT – IV**


Drafting of notices, Agendas, Minutes, job application letters preparation of curricular vitae.

**UNIT – V**

Business correspondence essentials of effective business correspondence. Structure of business letter types of business letter – Enquiry reply orders complaints circular letter.

**Suggested Readings:-**

- Rao N. and Das R.P., Communication skills, Himalaya publishing house, Mumbai
- Mehta D. & Mehta N.K., A handbook of communication skills practices, Radha pub., New Delhi
- Sirha K.K., Business communication, Galgotia publishing House, New Delhi
- Murphy A. & Pech Charles E., Effective business communication, Tata McGraw Hill, New Delhi

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



**Faculty of Management**

**Class: B.B.A – I YEAR**

**GROUP II  
(PAPER I)  
MICRO ECONOMICS  
PAPER CODE- BBA(Y-102A)**

**UNIT- I**

Introduction to economics, Definition of economics, nature and scope of economics, significance and evaluation of Micro economics, Function of managerial economist.

**UNIT- II**

Concept and law of demand, law of supply, concept of market equilibrium, elasticity of demand, demand determinates.

**UNIT – III**

Utility analysis, marginal concept of utility, indifference curve analysis; assumptions, properties of indifference curve, theory of consumer surplus.

**UNIT- IV**

Elements of cost, factor of production; Theory of rent, theory of interest, theories of profit.

**UNIT – V**

National Income: Estimates and analysis (GNP, NNP, GDP, and FDI) methods of measurement of national income, types of market structure, perfect v/s imperfect market, trade cycles.

**Suggested Reading:-**

Sinha V.C., Principles of Economics, Sahitya bhawan publication, Agra  
Adhikary, M., Business economics, Excel books, New delhi,  
Chpora, O.P. Managerial Economics, New delhi, TMH, 1985  
Koutosyiannis, A., Modern micro economics, Mac Millian, New York

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)





**Faculty of Management**

**Class: B.B.A – 1 YEAR**

**GROUP II  
(PAPER II)**

**BUSINESS STATISTICS  
PAPER CODE –BBA(Y-102B)**

**UNIT-I**

Meaning and definition of statistics, statistical investigations, laws of statistics, scope of statistics, limitation of statistics.

**UNIT-II**

Collection of data, presentation of data, frequency distribution, primary and secondary data.

**UNIT-III**

Measure of central tendencies: Mean, Median, Mode, Geometric mean, Harmonic Mean.

**UNIT-IV**

Measure of variation: Standard deviation, Mean Deviation and skewness.

**UNIT-V**

Correlation analysis Karl Pearson's Co-efficient of correlation, Spearman's rank Correlation, Index numbers.

**Suggested Readings:-**

- D.N. Elhance : Fundamental of statistics, Kitab mahal , Allahabad
- Gupta, S.P. : Business statistics, sultan chand and sons, New Delhi.

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



**Faculty of Management**

**Class: B.B.A – I YEAR**

**GROUP III**

**(PAPER I)**

**FINANCIAL ACCOUNTING**

**PAPER CODE-BBA(Y-10JA)**

**UNIT –I**

Accounting and its place in business and relationship with other financial areas, Double entry system, Book keeping – meaning, advantages, concepts and conventions.

**UNIT –II**

Types of books of accounts and their preparation. Journal, Ledger, Trial Balance, Depreciation.

**UNIT –III**

Preparation of final account; Trading account, profit & Loss account, balance sheet.

**UNIT-IV**

Bank Reconciliation statement, Royalty accounts, Accounting record in the book of lease & landlord (When royalty is less than & More than minimum rent).

**UNIT-V**

Fire Purchase accounts; Accounting record in the book of purchase and vendor.

**Suggested Readings:-**

- Grewal, T.S. Double entry book keeping accountancy principles, sultanchand & sons, New delhi
- Gupta, R.L. advanced accounting, sultanchand & Sons, New Delhi,
- Anthony R N and Reece, J.S., Accounting principles 6<sup>th</sup> ed., Homewood, Illinois, Richard D Irvin.

Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



**Faculty of Management**

**Class: B.B.A – I YEAR**

**GROUP III**

**(PAPER II)**

**BUSINESS MATHEMATICS**

**PAPER CODE –BBA(Y-103B)**

**UNIT –I**

Introduction to sets, forms and types of set, Venn diagram , basic operations on set, union and intersection of set, DE Morgan's law for two sets.

**UNIT-II**

Linear equations in two variable, solution of linear equation, linear equalities, solution set for equalities, Graphical solution, Quadratic equations, Root and coefficient Quadratic equations, Relation between root and coefficients.

**UNIT –III**

Determinants and Matrices, Matrix- Definition, types, basic operation on matrices. Transpose of matrix, Determinants, minors and Co factor, adjoint and inverse of matrix.

**UNIT – IV**

Limits, Continuity and logarithm, differential calculus: Differentiations of Algebraic, Exponential and logarithmic function (Introductory), Logarithm- use of logarithmic formulae,

**UNIT –V**

Calculus integral calculus: standard formulas on Algebraic, Exponential and logarithmic integral, Definite and indefinite integral (Introductory), Maxima and minima functions.

**Suggested Readings:-**

- V. Sundaresan and S.B. Jeysoelan: An introduction to business mathematics, S. Chand & Co. Pvt. Ltd, New Delhi.
- M. Raghavanchari: Mathematics for management- An Introduction, Tata McGraw Hill Publishing company Ltd, New Delhi

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



Faculty of Commerce & Management  
BBA II Year

GROUP I (PAPER I)

MARKETING MANAGEMENT (विपणन प्रबंध)  
CODE: BBA(Y-201A)

UNIT - I

Nature and scope of marketing, Selling v/s Marketing, basic concepts and approaches, marketing management philosophies.

विपणन की प्रकृति एवं क्षेत्र विक्रय बनाम विपणन मूल विचारधारा एवं पहुंच विपणन प्रबंध दर्शन।

UNIT - II

Market segmentation, marketing mix, Marketing environment, Marketing system, marketing research.

बाजार विभक्तिकरण विपणन मिश्रण विपणन वातावरण विपणन प्रणाली विपणन शोध।

UNIT - III

Product classification & Product mix, Branding and Packaging decision, Promotion mix: Advertising, Publicity, Selling, Sales promotion and public relations.

मूल्य निर्णयन मूल्य निर्धारण की विधियां मूल्य विधियां मूल्य निर्धारण व सूचना उत्पाद संबंधन उपमांकता व व्यवहार एवं निर्णयन।

UNIT - IV

Pricing decision, methods of setting prices, pricing strategies product promotion, Consumer Behavior and Decision making.

उत्पाद वर्गीकरण एवं उत्पाद मिश्रण ब्रांडिंग एवं पैकेट निर्णय समृद्धि मिश्रण विज्ञापन प्रचार विक्रय विक्रय संबंधन एवं लोक संबंध।

UNIT - V

Channel of distribution, Factor affecting choice of channel, Types of intermediaries and their roles, Types of Retailing.

वितरण वाहिकाएं वाहिका पसंदगी को प्रभावित करने वाले तत्व व मध्यस्थों के प्रकार एवं उनकी भूमिका खुदरा व्यापार के प्रकार।

Suggested Readings:

- Philip Kotler, Principles of Marketing, Prentice Hall of India.
- William J. Stanton, Fundamentals of Marketing, McGraw, New Delhi.
- Ramaswami, Marketing management, McMillan, New Delhi

GROUP I (PAPER II)

MARKETING RESEARCH (विपणन शोध)  
CODE: BBA(Y-201B)

UNIT - I





**Faculty of Commerce & Management**  
**BBA II Year**

Problem formulation and statement of research, Research process, Research design – exploratory research, descriptive research and experimental research designs.

समस्या का निरूपण एवं शोध विवरण, शोध प्रक्रिया, अनुसंधान अभिकल्प, खोजपरक शोध, वर्णोक्त मूल शोध एवं प्रयोगात्मक अनुसंधान अभिकल्प।

**UNIT – II**

Methods of data collection – observational and survey methods, Questionnaire design attitude measurement techniques.

समयक संकलन की विधियाँ-अवलोकन मूल एवं सर्वेक्षण विधियों पर नाबली रूपरेखा, मनोवृत्ति मापन विधियाँ।

**UNIT- III**

Administration of surveys, sample design, selecting an appropriate statistical technique, tabulation and analysis of data, scaling techniques.

सर्वेक्षण प्रशासन, नमूना-निर्धारण अभिकल्प, उचित सांख्यिकीय तकनीकी का चयन सारणीयन एवं आंकड़ों का विश्लेषण, स्केलिंग तकनीकें।

**UNIT – IV**

Concept and objectives of Marketing research, Advantages and limitations of Marketing Research, Problems and Precautions in marketing research.

विपणन शोध की अवधारणा एवं उद्देश्य, विपणन शोध की गुण एवं सीमाएँ, विपणन में समस्याएँ एवं सावधानियाँ।

**UNIT – V**

Types of marketing Research: Consumer Research, Product research, sales research and advertising research, various issues involved and ethics in marketing research.

विपणन शोध के प्रकार : उपभोक्ता शोध, उत्पाद शोध, विक्रय शोध एवं विज्ञापन शोध, विपणन शोध में शामिल होने वाले विभिन्न मुद्दे एवं नीति शास्त्र।

- Suggested Readings:**
- Kothari, C R, Research methodology, Kalyani Publications, New Delhi
  - Fowler, Floyd J Jr, Survey methods, Sage pub, New Delhi.
  - Malhotra NC, Marketing research, Pearson, New Delhi

**GROUP II (PAPER I)**

**FINANCIAL MANAGEMENT (वित्ततीय प्रबंधन)**  
**CODE: BBA(Y-202A)**

**UNIT – I**

Finance function and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization.



**Faculty of Commerce & Management**  
**BBA II Year**

वित्तीय कार्य एवं इसके उद्देश्य, वित्तीय विश्लेषण की तकनीकें, पूंजीकरण, अतिपूंजीकरण  
विश्लेषण, अल्प पूंजीकरण।

**UNIT – II**

Ration analysis, funds flow and cash flow analysis, Meaning Interpretations of ratio's,  
classification of ration,

अनुपात विश्लेषण, कोष प्रवाह एवं रोकड़ प्रवाह विश्लेषण, अनुपाती का अर्थ एवं  $\pi$  याचक या,  
अनुपातों का वर्गीकरण।

**UNIT – III**

Working capital management, Capital structure, source of capital, financial leverage, Optimum  
capital structure, Theories of capital structure, Factors influencing capital structure,  
Classification of working capital, Adequate factor determining the working capital, requirement  
management of working capital,

कार्यशील पूंजी प्रबंधन, पूंजी संरचना, पूंजी के स्रोत, वित्तीय उद्वेलक, अनुकूलतम पूंजी  
ढाँचा, पूंजी ढाँचा के सिद्धांत, पूंजी ढाँचा को प्रभावित करने वाले तत्व, कार्यशील पूंजी का  
वर्गीकरण, कार्यशील पूंजी की आवश्यकता का निर्धारण करने वाले प्रमुख तत्व, कार्यशील पूंजी  
का प्रबंधन।

**UNIT – IV**

Capital budgeting, methods of investments evaluation, payback period and accounting rate of  
return, discounted cash flow method and internal rate of return.

पूंजी बजटन, विनियोग मूल यांकन की विधियाँ, पूर्णमुगतान अवधि एवं लेखांकन की प्रति वाय  
दर, कर्ताकीकर रोकड़ प्रवाह विधियाँ एवं आंतरिक प्रति वाय दर।

**UNIT – V**

Capital structure decision of the firm, dividend payment and valuation of Firms dividend policy  
of the firm, Determinants of dividend policy & Types of dividend policy

फर्म के लिए पूंजी ढाँचा निर्णय, फर्म का मूल यांकन एवं लाभोश मुगतान, फर्म की लाभोश  
नीति, लाभोश नीति की निर्धारक एवं लाभोश नीति के प्रकार।

**Suggested Readings:-**

- Van Horne, James C : Financial Decision making, Prentice Hall, New Delhi
- Bhatta V.K. : Financial Management and policy, Anmol Pub. New Delhi,

**GROUP II (PAPER II)**

**PROJECT MANAGEMENT (परियोजना प्रबंधन)**

**CODE: BBA(Y-202B)**

**UNIT – I**

Generation and screening of project Idea, Capital expenditure, Importance & Difficulties.

परियोजना विचार की उत्पत्ति एवं जांच, पूंजी व्यय, महत्व एवं कठिनाईयाँ।

**UNIT – II**



Faculty of Commerce & Management  
BBA II Year

Market demand & Situational analysis, technical analysis, analysis of project risk, social cost benefit analysis.

बाजार मांग एवं स्थितिजन्य विश्लेषण, तकनीकी विश्लेषण, जोखिम का विश्लेषण, सामाजिक लागत लाभ सिद्धांत।

UNIT -III

Multiple projects & constraints, network techniques for project management, project review & Administrative aspects.

विभिन्न परियोजनाएं एवं बाधाएं, परियोजना प्रबंधन के नेटवर्क तकनीकें, परियोजना समीक्षा एवं प्रशासकीय पक्ष।

UNIT -IV

Project financing in India, problem of time & Cost overrun in public sector enterprises in India.

भारत में परियोजना वित्त व्यवस्था, भारत में सार्वजनिक क्षेत्र के उपक्रमों में समय एवं लागत बढ़ोतरी की समस्या।

UNIT -V

Assessment of tax burden of various projects, making comparative analysis, Environmental appraisal of projects, financial & Technical environment.

विभिन्न परियोजनाओं के कर भार का निर्धारण, तुलनात्मक विश्लेषण, परियोजनाओं का पर्यावरणीय मूल यांकन- वित्तीय एवं तकनीकी पर्यावरण।

Suggested Readings:-

- Chandra, Prasanna, project: Preparation, appraisal, Budgeting & Implementation.
- Ahuja, G.R. & Gupta ravi, Systematic approach to income tax, Allahabad, Bharatlaw house, 1997. 3. Bhalla V.K. Modern Working capital management, New Delhi, Anmol, 1997.

GROUP III (PAPER I)

HUMAN RESOURCES MANAGEMENT (मानव संसाधन प्रबंधन)

CODE: BBA(Y-203A)

UNIT -I

Concept and functions of Human Resource Management, Structure & role of Personnel management in an organization, implementation of personnel policy.

मानव संसाधन प्रबंधन की अवधारणा एवं कार्य, संगठन में कार्मिक प्रबंधन की भूमिका एवं संरचना, कार्मिक नीति का क्रियान्वयन।

UNIT -II



**Faculty of Commerce & Management**  
**BBA II Year**

Staffing policy and process: Management planning, job analysis, Job description, Job specification, Recruitment, Selection, Induction, Placement, Promotion.

स्टाफिंग नीति एवं प्रक्रिया, प्रबन्धन नियोजन कार्य विश्लेषण कार्य विवरण विशिष्टीकरण शर्तों चयन, प्रवर्तन, रूपायना एवं पदोन्नति।

**UNIT -III**

Manpower Training & Development, Employment training and development, Employee training, Performance appraisal and potential appraisal.

मानवशक्ति प्रशिक्षण एवं विकास, रोजगार प्रशिक्षण एवं विकास, कर्मचारी प्रशिक्षण, निष्पादन मूल यांकन एवं कार्यक्षमता मूल यांकन।

**UNIT -IV**

Wage & Salary administration, Job Evaluation & Designing, Salary structure.

मजदूरी एवं वेतन प्रशासन, कार्य मूल यांकन एवं डिजाइनिंग, वेतन संरचना।

**UNIT -V**

Industrial disputes and participative management, Grievance V/s Dispute grievance handling procedure, Disciplinary action.

औद्योगिक विवाद एवं सहभागिता प्रबंधन, परीवेदना बनाम विवाद, परिवेदना निवारण प्रक्रिया, अनुशासनात् मक कार्यवाही।

**Suggested Readings:-**

- Rustons Dayer, Personnel management & Industrial relations, Vani Books, New Delhi.
- Edwin Phillip, Principles of Personnel management, McGraw Hill, New Delhi
- C.B. Mammoria, Personnel Management, Tata McGraw Hill, New Delhi.

**GROUP III (PAPER II)**

**ORGANISATIONAL BEHAVIOUR (संगठनात् मक व यवहार)**

**CODE: BBA(Y-203B)**

**UNIT -I**

Concepts of organizational behavior, contributing disciplines to organizational behavior: Background/ Historical perspective and framework of OB.

संगठनात् मक व यवहार की अवधारणा, संगठनात् मक व यवहार का क्षेत्रात् मक योगदान, संगठनात् मक व यवहार की पृष्ठ ठाङ्गि/ऐतिहासिक परिपेक्ष य एवं रूपरेखा।

**UNIT -II**

Individual behavior – Perception- Perceptual selectivity, perceptual organization, social perception and impression management, attitudes and values.



**Faculty of Commerce & Management**  
**BBA II Year**

द्वयक्तिगत व व्यवहार- धारणा, अवधारणात मक चयनात मकता, अवधारणात मक संगठन सामाजिक धारणा एवं प्रभाव प्रबंधन, मनीवृत्ति एवं मूल या।

**UNIT -II**

Leadership- Concept and Theories of leadership, Qualities of a good leader, Group Dynamics - Group formation, nature of groups, reasons for joining groups, functions of group within organization.

नेतृत्व व- अवधारणा एवं नेतृत्व व के सिद्धांत, अष्ट छे नेता के गुण, समूह गतिशीलता, समूह निर्माण, समूहों की प्रकृति, समूह में शामिल होने के कारण, संगठन के अंतर्गत समूह के कार्य।

**UNIT -IV**

Stress management - Meaning, cause, effect and coping strategies for stress.

तनाव प्रबंधन- अर्थ, कारण, प्रभाव एवं तनाव से उबरने की रणनीतियां।

**UNIT - V**

International dimensions of organizational behavior: Equal employment opportunities.

संगठनात मक व व्यवहार के अंतरराष्ट्रीय आयाम, समान राजगार अवसर।

**Suggested Readings:-**

- Robbins S.P., Organizational behavior, 7<sup>th</sup> ed., New Delhi, PHI, 1996
- Singh Dalip, Emotional Intelligence at work, response books, sage publications, Delhi, 2001
- Huse, F E and cunnings, T G, Organisation development and change, 3<sup>rd</sup> ed., New York, West, 1985
- Shekharan Uma, Organizational behavior, Text & Cases, New Delhi THM, 1989.



Faculty of Commerce and Management  
Class -BBA Third Year  
Group I (Paper I)  
Subject-Entrepreneurship Development  
Code- BBA(Y-301)

**UNIT -I**

Concept and nature of entrepreneurship, Entrepreneurial trait, types and significance role and importance of entrepreneur in economic growth.

**UNIT - II**

Entrepreneurial development programmes in India, History, Support, Objectives Stages of performance, entrepreneurial environment, EDP and their valuation.

**UNIT- III**

Entrepreneurial behavior and entrepreneurial motivation, achievement and management success. Innovation and entrepreneur, entrepreneurial success in rural areas.

**UNIT - IV**

Establishing entrepreneur system, search for business idea, sources of ideas, Idea processing, input requirement.

**UNIT - V**

Sources and criteria of financing, fixed and working capital assessment, technical assistance, marketing assistance, sickness of units and remedial assistance.

**Suggested Readings:**

- Desai Vasant; Small scale industrial & Entrepreneurship, Himalaya Pub, House, Mumbai,
- M.B. Shukla : Entrepreneurship & small Business management, Kitab Mahal Allahabad
- Proceedings of XXI Biennial conference proceedings on entrepreneurship development book well publishers, New Delhi.

  
HOD-UGBT  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



Faculty of Commerce and Management  
Class –BBA Third Year  
Group I (Paper II)  
Management Information System  
Code- BBA(Y-301)

**Unit –I**

Managerial information system definition basic concepts frame work, major trends in technology application of information technology.

**UNIT - II**

Systems approach to MIS, Operating elements of MIS, MIS and decision making.

**UNIT- III**

MIS structures on the basis of management activity and organizational functions, synthesis of MIS structure and its evaluation, role of MIS, at various levels viz operational, planning and control.

**UNIT – IV**

Need of information, levels of information handling, and characteristics of information of various control levels advantages of computerization.

**UNIT – V**

Data flow diagram, data dictionary, data base management system, and word processing electronic spread sheet and managerial application, use of computer in managerial operations.

**Suggested Readings:**

- Olson Davis, management information system TMH New Delhi.
- Laudon & Laudon, management information system, Pearson pub. New Delhi.

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



**Faculty of Commerce and Management**

**Class –BBA Third Year**

**Group II (Paper I)**

**Subject -Business Environment**

**CODE- BBA(Y-302)**

**UNIT –I**

Introduction to business environment, classification of business environment, factors affecting business, Role of environment in business, strategy to change environment.

**UNIT – II**

Economics & political environment: Economics policy- Old & new economic policy, Industrial policy, Role of government in business.

**UNIT – III**

Technological environment: Introduction, How technology affects business technological factors affecting business, ways to adopt technology.

**UNIT –IV**


Culture & Business: Introduction, Role & Effect of culture on business, social responsibility of business organization.

**UNIT –V**

Global business environment: Global market, strategies for going global, Pro's & Con's global markets.

**Suggested Readings:-**

- Aswathappa, K, Essentials of business environment, Himalaya Pub. House, Mumbai
- Dutta & Sundaram L Indian Economy, S. Chand Pub, New Delhi
- Sinha V.C. Business environment, SBD Pub. House, Agra.

  
Prof. Dr. B. S. Rao  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)





**Faculty of Commerce and Management  
Class –BBA Third Year  
Group II (Paper II)  
Subject-Business Law  
CODE- BBA(Y-302)**

**UNIT –I**

Contract Act: Essentials of valid contract, capacity to contract (Contract minor), free consent, unlawful and void agreements, Discharge of contract, remedies for breach of contract.

**UNIT –II**

Bailment & Pledge, Agency, Law of consumer protection, Consumer and consumer dispute, Consumer protection councils, Consumer disputers' redressal agencies,

**UNIT –III**

Company: Formation of a company, prospectus, Memorandum and articles of association, share capital and shareholders, Meeting and resolution Directors.

**UNIT –IV**

Law of sales of goods: Conditions and warranties, Transfer of property & title performances of the contract, Rights of an unpaid seller and suits for breach of contract.

**UNIT –V**

Negotiable instruments Act 1881 Nature & their types, FEMA.

**Suggested Readings:-**

- Bulchandani K.R.: Business laws, Himalaya, Bomba.
- Maheshwari R.P.: Business Law, National Pub., New Delhi.
- Reddy P.N.: Essential of company Law, Himalaya, Bombay.
- Sharma N.k.: Company law & Secretarial Practice sahitya bhawan, Agra
- B.K. Acharya: Company law & Secretarial Practice, Himalaya, Bombay.

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



Faculty of Commerce and Management  
Class –BBA Third Year  
Group I (Paper I)  
Specialization – Marketing Management  
Subject-Consumer Behaviour  
CODE- BBA(Y-303A)

**UNIT –I**

Introduction to consumer behavior, concept, scope and their applications, information search process, evaluative criteria and decision rules.

**UNIT –II**

Consumer decision making process, four views of consumer decision rules: Economic man, passive man, emotional man, cognitive man, models of consumer decision making, Nicosia mode.

**UNIT –III**

Consumer motivation needs and goals, positive and negative motivation, dynamic nature of motivation, consumer perception, and conceptual frame work.

**UNIT-IV**

Consumer attitude and change influence of personality and self-concept on buying behavior, diffusion of innovations, diffusion process, and the adoption process.

**UNIT –V**

Reference group influence, profile of consumer's opinion leadership, Industrial buying behavior.

**Suggested Readings:**

- Schiffman L.G., Kanuk, II Consumer Behavior, PHI, New Delhi.
- Chunnawala: Consumer Behavior Pub. S. Chand, New Delhi.
- Kazmi and S. Batra Satish : Consumer Behavior excel Books New Delhi.

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



Faculty of Commerce and Management  
Class – BBA Third Year  
Group I (Paper II)  
Specialization – Marketing Management  
Advertising Management and Sales promotion  
CODE-BBA(Y-303A1)

**UNIT –I**

Definition, objectives, functions and classification of advertisement, advertising as a component of marketing mix, advertising as a marketing communication process, use of marketing for stimulating primary and secondary demand.

**UNIT –II**

Advertising Vs other forms of mass communication, communication mix, DAGMR approach, determination of target audience, building of advertising programme – Message, Headlines, copy, Logo, Illustration, Appeal, Layout,

**UNIT –III**

Media Planning – Media characteristics, Media selection, media scheduling, social and economic relevance of advertising, ethics and truth in advertising.

**UNIT-IV**

Sales promotion- Meaning and importance of sales promotion, Objective and strategies for sales promotion, consumer oriented sales promotion, Trade oriented coupons, Deals, Premiums, Contest etc.

**UNIT –V**

Trade oriented sales promotion – Allowance and discount, training of distributors, sales force contest and rewards.

**Suggested Readings:**

- Aaker David, Advertising management, PHI, New Delhi.
- Manendra Mohan, Advertising management, TMH, New Delhi.

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



**Faculty of Commerce and Management  
Class –BBA Third Year  
Group II (Paper I)  
Specialization – Finance Management  
Working Capital Management  
CODE-BBA(Y-303B)**

**UNIT –I**

**Working capital management: Concepts of working capital and its determinants, Risk-Returns trade off.**

**UNIT –II**

**Cash management and marketable securities, Cash planning.**

**UNIT –III**

**Credit management, Optimum credit policy, recent trends in credit market in India.**

**UNIT-IV**

**Inventory management: Need and objectives of inventory management, inventory management techniques, selective inventory control.**

**UNIT –V**

**Short term financing, money market in India, Monetary system, Debt financing bank financing.**

**Suggested Readings:**

- S.C. Kuchal: Financial management, Chhataniya publishing House, Allahabad.
- Khan & Jain: Financial Management, Tata McGraw Hill New Delhi.
- I.M. Pandey: Financial Management, Vikas Publishing House, New Delhi.
- Basant Raj: Corporate financial Management, Tata McGraw Hill, New Delhi.

  
Regular  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



Faculty of Commerce and Management  
Class –BBA Third Year  
Group II(Paper II)  
Specialization – Finance Management  
Corporate Taxation  
CODE-BBA(Y-303B)

**UNIT –I**

Basic concepts of income Tax, computation of Income under different heads of income, Deduction of tax at source.

**UNIT –II**

Company's Tax management, rational of company taxation, Residential status of a company, set off and carry forward of losses, advance payment of tax.

**UNIT –III**

Tax planning: Concept, significance and problem of planning, distinction between tax avoidance and tax evasion, Division of income claiming, maximum deduction, Rebates, Relieves and restoring tax free incomes.

**UNIT-IV**

Tax Administration Filing of returns, self-assessment of tax, default and penalties, concept of VAT, conceptual framework of GST, government initiatives and Emerging trends.

**UNIT –V**

Tax consideration in respect of special managerial decisions, Make or buy, own or lease, close or continue, Export or domestic sales return or replace, tax planning in respect of managerial remuneration.

**Suggested Readings:**

- Ahuja, GK & Gupta, Ravi Systematic Approach to Income tax, Bharat law house, Allahabad.
- Singhania, VK Direct taxes: Law and Practices, Taxman Delhi.
- Srinivas, EA. Handbook of Corporate tax Planning, TMH, New Delhi.

  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)





Faculty of Commerce and Management  
Class –BBA Third Year  
Group III (Paper I)  
Specialization – Human Resources Management  
Human Resources Development  
CODE-BBA(Y-303C)

**UNIT –I**

Human Resources development- Goals, Concepts and importance, HRD climate and practices in India, HRD Functions and Strategies.

**UNIT –II**

Manpower Planning training and development, Assessment of training need, Training effectiveness, designing and administering training, Feedback.

**UNIT –III**

Performance appraisal- Concept, need and methods, differentiate between performance appraisal and potential appraisal, career planning and management.

**UNIT-IV**

HR System- Designing and administration, HRD from workers, HRD approaches for coping with organization change, HRD in Indian organization, objective and functions of HRD professionals.

**UNIT –V**

HR report, Audit and research, quality of work life, TQM, HRD strategies, HRD in organization, Human resource information system.

**Suggested Readings:**

- Rao, TV alternative approaches & Strategies of HRD, Rawat. Pub. Jaipur.
- Pareek, U. Managing transitions, The HRD response, TataMcGraw hill, New Delhi.
- Rao, TV recent experiences in HRD, TMH, New Delhi.
- Bedia DD& Padmawat A, Talent management, Zenith Pub, New Delhi.

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



**Faculty of Commerce and Management  
Class –BBA Third Year  
Group III (Paper II)  
Specialization – Human Resources Management  
Wages and Salary Administration  
CODE-BBA(Y-303C)**

**UNIT –I**

Job evaluation, wages and salary administration, method of wages administration, factor affecting wages administration, importance of wage administration in Indian context, wage theories.

**UNIT –II**

Wage differentials- Concept and its determinants, internal & external equity in wages differentials, understanding different components of wage packages.

**UNIT –III**

Employee's benefits programme, incentives, fringe benefits- Nature and Importance.

**UNIT-IV**

Wage Board and laws, working of different institution related to reward system- Wage board, pay commission.

**UNIT –V**

Wage and salary administration act- minimum wages, salary and employee welfare act.

**Suggested Readings:**

- Srivastava S.C. Industrial relations and labour laws, Vikas Pub., New Delhi.
- Malhotra OP, the law of industrial disputes, Vol. I & II, Bombay.
- Seth DD, Industrial disputes Act 1947m Vol. I & II, Bombay.

Recd. by  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



Faculty of Commerce and Management  
Class -BBA Third Year  
Group I (Paper I)  
Subject-Entrepreneurship Development  
Code- BBA(Y-301)  
**UNIT -I**

Concept and nature of entrepreneurship, Entrepreneurial trait, types and significance role and importance of entrepreneur in economic growth.

**UNIT - II**

Entrepreneurial development programmers in India, History, Support, Objectives Stages of performance, entrepreneurial environment, EDP and their valuation.

**UNIT- III**

Entrepreneurial behavior and entrepreneurial motivation, achievement and management success, Innovation and entrepreneur, entrepreneurial success in rural areas.

**UNIT - IV**

Establishing entrepreneur system, search for business idea, sources of ideas, Idea processing, input requirement.

**UNIT - V**

Sources and criteria of financing, fixed and working capital assessment, technical assistance, marketing assistance, sickness of units and remedial assistance.

**Suggested Readings:**

- Desai Vasant: Small scale industrial & Entrepreneurship, Himalaya Pub. House, Mumbai.
- M.B. Shukla : Entrepreneurship & small Business management, Kitab Mahal Allahabad
- Proceedings of X/XI Biennial conference proceedings on entrepreneurship development book well publishers, New Delhi.

  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



Faculty of Commerce and Management  
Class -BBA Third Year  
Group I (Paper II)  
Management Information System  
Code- BBA(Y-301)

**Unit -I**

Managerial information system definition basic concepts frame work, major trends in technology application of information technology.

**UNIT - II**

Systems approach to MIS, Operating elements of MIS, MIS and decision making.

**UNIT- III**

MIS structures on the basis of management activity and organizational functions, synthesis of MIS structure and its evaluation, role of MIS, at various levels viz operational, planning and control.

**UNIT - IV**

Need of information, levels of information handling, and characteristics of information of various control levels advantages of computerization.

**UNIT - V**

Data flow diagram, data dictionary, data base management system, and word processing, electronic spread sheet and managerial application, use of computer in managerial operations.

**Suggested Readings:**

- Olson Davis, management information system TMH New Delhi.
- Laudon & Laudon, management information system, Pearson pub. New Delhi.

  
Responsible  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



**Faculty of Commerce and Management**

**Class –BBA Third Year**

**Group II (Paper I)**

**Subject -Business Environment**

**CODE- IIBA(Y-302)**

**UNIT –I**

**Introduction to business environment, classification of business environment, factors affecting business, Role of environment in business, strategy to change environment.**

**UNIT – II**

**Economics & political environment; Economics policy- Old & new economic policy, Industrial policy, Role of government in business.**

**UNIT – III**

**Technological environment; Introduction, How technology affects business technological factors affecting business, ways to adopt technology.**

**UNIT –IV**

**Culture & Business; Introduction, Role & Effect of culture on business, social responsibility of business organization.**

**UNIT –V**

**Global business environment; Global market, strategies for going global, Pro's & Con's global market.**

**Suggested Readings:-**

- Aswathappa, K, Essentials of business environment. Himalaya Pub. House, Mumbai
- Dutt & Sundaram L. Indian Economy, S. Chand Pub. New Delhi
- Sinha V.C. Business environment, SBD Pub. House, Agra.

  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)





**Faculty of Commerce and Management  
Class –BBA Third Year  
Group II (Paper II)  
Subject-Business Law  
CODE- BBA(Y-302)**

**UNIT –I**

Contract Act: Essentials of valid contract, capacity to contract (Contract minor), free consent, unlawful and void agreements, Discharge of contract, remedies for breach of contract.

**UNIT –II**

Bailment & Pledge, Agency, Law of consumer protection, Consumer and consumer dispute, Consumer protection councils, Consumer disputes' redressal agencies.

**UNIT –III**

Company: Formation of a company, prospectus, Memorandum and articles of association, share capital and shareholders, Meeting and resolution Directors.

**UNIT –IV**

Law of sales of goods: Conditions and warranties, Transfer of property & title performances of the contract, Rights of an unpaid seller and suits for breach of contract.

**UNIT –V**

Negotiable instruments Act 1881 Nature & their types, FEMA.

**Suggested Readings:-**

- Bulchandani K.R.: Business laws, Himalaya, Bomba.
- Maheshwari R.P.: Business Law, National Pub., New Delhi.
- Reddy P.N.: Essential of company Law, Himalaya, Bombay.
- Sharma N.K.: Company law & Secretarial Practice sahitya bhawan, Agra
- B.K. Acharya: Company law & Secretarial Practice, Himalaya, Bombay.

  
PROFESSOR  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



Faculty of Commerce and Management  
Class –BBA Third Year  
Group I (Paper I)  
Specialization – Marketing Management  
Subject-Consumer Behaviour  
CODE- BBA(Y-303A)

**UNIT –I**

Introduction to consumer behavior, concept, scope and their applications, information search process, evaluative criteria and decision rules.

**UNIT –II**

Consumer decision making process, four views of consumer decision rules: Economic man, passive man, emotional man, cognitive man, models of consumer decision making, Nicosia mode.

**UNIT –III**

Consumer motivation needs and goals, positive and negative motivation, dynamic nature of motivation, consumer perception, and conceptual frame work.

**UNIT-IV**

Consumer attitude and change influence of personality and self-concept on buying behavior, diffusion of innovations, diffusion process, and the adoption process.

**UNIT –V**

Reference group influence, profile of consumer's opinion leadership, Industrial buying behavior.

**Suggested Readings:**

- Schiffman L.G., Kanuk, II Consumer Behavior, PHI, New Delhi.
- Chaturwala: Consumer Behavior Pub. S. Chand. New Delhi.
- Kazmi and S. Beta Satish : Consumer Behavior excel Books New Delhi.

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



Faculty of Commerce and Management  
Class –BBAThird Year  
Group I (Paper II)  
Specialization – Marketing Management  
Advertising Management and Sales promotion  
CODE-BBA(Y-303A)

**UNIT –I**

Definition, objectives, functions and classification of advertisement, advertising as a component of marketing mix, advertising as a marketing communication process, use of marketing for stimulating primary and secondary demand.

**UNIT –II**

Advertising Vs other forms of mass communication, communication mix, DAGMR approach, determination of target audience, building of advertising programme – Message, Headlines, copy, Logo, Illustration, Appeal, Layout.

**UNIT –III**

Media Planning – Media characteristics, Media selection, media scheduling, social and economic relevance of advertising, ethics and truth in advertising.

**UNIT-IV**

Sales promotion- Meaning and importance of sales promotion, Objective and strategies for sales promotion, consumer oriented sales promotion, Trade oriented coupons, Deals, Premiums, Contest etc.

**UNIT –V**

Trade oriented sales promotion – Allowance and discount, training of distributors, sales force contest and rewards.

**Suggested Readings:**

- Aaker David, Advertising management, PHI, New Delhi.
- Manendra Mohan, Advertising management, TMH, New Delhi.

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



**Faculty of Commerce and Management  
Class -BBA Third Year  
Group II (Paper I)  
Specialization - Finance Management  
Working Capital Management  
CODE-BBA(Y-303B)**

**UNIT -I**

Working capital management: Concepts of working capital and its determinants, Risk>Returns trade off.

**UNIT -II**

Cash management and marketable securities, Cash planning.

**UNIT -III**

Credit management, Optimum credit policy, recent trends in credit market in India.

**UNIT-IV**

Inventory management: Need and objectives of inventory management, inventory management techniques, selective inventory control.

**UNIT -V**

Short term financing, money market in India, Monetary system, Debt financing bank financing.

**Suggested Readings:**

- S.C. Kuchel: Financial management, Chataniya publishing House, Allahabad.
- Khan & Jain: Financial Management, Tata McGraw Hill New Delhi.
- I.M. Pandey: Financial Management, Vikas Publishing House, New Delhi.
- Basant Raj: Corporate financial Management, Tata McGraw Hill, New Delhi.

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



Faculty of Commerce and Management  
Class –BBA Third Year  
Group II(Paper II)  
Specialization – Finance Management  
Corporate Taxation  
CODE-BBA(Y-303B)

**UNIT –I**

Basic concepts of income Tax, computation of Income under different heads of income, Deduction of tax at source.

**UNIT –II**

Company's Tax management, rational of company taxation, Residential status of a company, set off and carry forward of losses, advance payment of tax.

**UNIT –III**

Tax planning: Concept, significance and problem of planning, distinction between tax avoidance and tax evasion, Division of income claiming, maximum deduction, Rebates, Relieves and restoring tax free incomes.

**UNIT-IV**

Tax Administration Filing of returns, self-assessment of tax, default and penalties, concept of VAT, conceptual framework of GST, government initiatives and Emerging trends.

**UNIT –V**

Tax consideration in respect of special managerial decisions, Make or buy, own or lease, close or continue, Export or domestic sales return or replace, tax planning in respect of managerial remuneration.

**Suggested Readings:**

- Ahuja, GK & Gupta, Ravi Systematic Approach to Income tax, Bharat law house, Allahabad.
- Singhania, VK Direct taxes: Law and Practices, Taxman Delhi.
- Srinivas, EA. Handbook of Corporate tax Planning, TMH, New Delhi.

  
PROFESSOR  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)





Faculty of Commerce and Management  
Class –BBA Third Year  
Group III (Paper I)  
Specialization – Human Resources Management  
Human Resources Development  
CODE:HRM(Y-303C)  
UNIT –I

Human Resources development- Goals, Concepts and importance, HRD climate and practices in India, HRD Functions and Strategies.

**UNIT –II**

Manpower Planning training and development, Assessment of training need, Training effectiveness, designing and administering training. Feedback.

**UNIT –III**

Performance appraisal- Concept, need and methods, differentiate between performance appraisal and potential appraisal, career planning and management.

**UNIT-IV**

HR System- Designing and administration, HRD from workers, HRD approaches for coping with organization change, HRD in Indian organization, objective and functions of HRD professionals.

**UNIT –V**

HR report, Audit and research, quality of work life, TQM, HRD strategies, HRD in organization, Human resource information system.

**Suggested Readings:**

- Rao, TV alternative approaches & Strategies of HRD, Rawat, Pub. Jaipur.
- Pareek, U. Managing transitions, The HRD response, TataMcGraw hill, New Delhi.
- Rao, TV recent experiences in HRD, TMH, New Delhi.
- Bedia DD& Padmawati A, Talent management, Zenith Pub, New Delhi.

  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



**Faculty of Commerce and Management  
Class –BBA Third Year  
Group III (Paper II)  
Specialization – Human Resources Management  
Wages and Salary Administration  
CODE-BBA(Y-303C)**

**UNIT –I**

Job evaluation, wages and salary administration, method of wages administration, factor affecting wages administration, importance of wage administration in Indian context, wage theories.

**UNIT –II**

Wage differentials- Concept and its determinants, internal & external equity in wages differentials, understanding different components of wage packages.

**UNIT –III**

Employee's benefits programme, incentives, fringe benefits- Nature and Importance.

**UNIT-IV**

Wage Board and laws, working of different institution related to reward system- Wage board, pay commission.

**UNIT –V**

Wage and salary administration act- minimum wages, salary and employee welfare act.

**Suggested Readings:**

- Srivastava S.C. Industrial relations and labour laws, Vikas Pub., New Delhi.
- Malhotra OP, the law of industrial disputes, Vol. I & II, Bombay.
- Seth DD, Industrial disputes Act 1947m Vol. I & II, Bombay.

  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)





(Established under Govt. of M.P. Registered under UGC 2(F) 1956)

Shop: Indore Road, Opp. Pachama oilfield plant, Pachama, Dist -Sehore M.P. PIN-466001  
Ph: 07562-223647, Fax : 07562-223644, Web: www.sssutms.co.in, info@ssutms.co.in

## MINUTES OF BOARD OF STUDIES MEETING

Name of Department:- Commerce and Management

Minutes of Board of Studies Committee Meeting, held on Dated on 22/11/2021

The Board of Studies Committee Meeting was held in the room of Department of commerce and Management at 11:00 AM. on 22/11/2021, Following members were present.

1. Dr.Gajraj Singh Ahirwar, Dept. Of Commerce And Mngement -Chairman
2. Dr. D.K Dubey, Proferror S.V College Bairagarh-External
3. Dr.Jaya Sharma, Professor, Govt PG College, Sehore- External
4. Dr. Meenakshi Pathak, Professor ,Yoga and Meditation
5. Dr. Kanchan Shrivastava, Professor, Economics, Sssutms
6. Dr. Tabassum Khan ,Professor , Hindi
7. Dr. Babina Bohra, Assist. Professor, English
8. Mr. Rajkumar Mishra, Assitant Professor, Commerce
9. Mr. Pradeep Maheshwari, Assistant Professor, Management
10. Mr. Abhishek Kuroliya, Assistant Professor, Computer
11. MS. Khushboo Vaidhya, Assit, Professor , Environment Science

The chairman of Board of Studies Committee welcomes and appreciated the efforts put up by the faculty for progress of the departmental activities. The following Agenda points were discussed and resolved.

**Agenda:** 1 The new syllabus and scheme of the UG (B.com, BBA) courses is discussed by the members of the Board of Studies. In which it is discussed that in the First Year of B.Com and BBA syllabus have been taken from the syllabus published by Madhya Pradesh Higher Education dept. according to National Education Policy, 2020.

**Discussion:** All members discussed the agenda one scheme and syllabus of B.COM and BBA for the Academic Session 2021-22. All members agree to implement the proposed scheme and syllabus as per New National Education Policy 2020.



*[Handwritten signature]*

*[Handwritten signature]*  
Pradeep Maheshwari

*[Handwritten signature]*  
Sehore University of Management & Technology  
& Madhya Pradesh Sehore (M.P.)

**Resolution:** It is resolved that the new syllabus and scheme of the UG (B.com and BBA) courses is recommended by all members of relative subjects present in the Board of Studies meeting.

The new syllabus and scheme were recommended for implementation from academic session 2021-22 for the student admitted in session 2021-22. Minutes of the meeting may be placed before the academic council for approval.

The Chairman thanks the members for peaceful conduction of meeting.

**Signature of All members (Including Chairperson)**



*[Handwritten signature]*

*[Handwritten signature]*  
Registrar  
Seeshree Sai University of Technology  
& Medical Sciences, Sehore (M.P.)

*[Handwritten signature]*

*[Handwritten signature]*

FACULTY OF EDUCATION  
DEPARTMENT OF COMMERCE & MANAGEMENT  
ANNUAL SCHEME OF BBA 1ST YEAR  
SESSION 2021-22

Group / S.N	Course Code	Subject	Course Title	Credit	Pre-Requirement (If Any)	Theory		CCE/Internal				Practical/Project		Total Mark
						Max	Min	Class Test	Assignment/Presentation		Max.	Min.		
									Max.	Min.				
<b>Core Course / Major Subject (Select Any One Group)</b>														
A	MI- BBAA1T	Business Management	Business Management	6	Open For All	75	25	15	5	10	3	-	-	100
	MI- BBAA2T	Communication Skills	Communication Skills	6	Open For All	75	25	15	5	10	3	-	-	100
B	MI- BBAB1T	Micro Economics	Micro Economics	6	Open For All	75	25	15	5	10	3	-	-	100
	MI- BBAB2T	Business Statistics	Business Statistics	6	Open For All	75	25	15	5	10	3	-	-	100
	MI- BBAC1T	Financial Accounting	Financial Accounting	6	Open For All	75	25	15	5	10	3	-	-	100
	MI- BBAC2T	Business Mathematics	Business Mathematics	6	Open For All	75	25	15	5	10	3	-	-	100



*[Signature]*

*[Signature]*  
Registrar  
Sri Satya Sai University of Technology & Medical Sciences, Sehore (M.P.)



**Minor Subject (Select Any One Other Than Major Subject In Group)**

MI- BBAA2T	Communication Skills	Communication Skills	6	Open For All	75	25	15	5	10	3	-	-	100
MI- BBAB2T	Business Statistics	Business Statistics	6	Open For All	75	25	15	5	10	3	-	-	100
MI- BBAC2T	Business Mathematics	Business Mathematics	6	Open For All	75	25	15	5	10	3	-	-	100

**Elective Subject-Select Any One Subject Other Than Major & Minor Core Subject  
OR Open Elective (Generic Elective Course)- Select Any One Subject**

MI- BBAA2T	Communication Skills	Communication Skills	6	Open For All	75	25	15	5	10	3	-	-	100
MI- BBAB2T	Business Statistics	Business Statistics	6	Open For All	75	25	15	5	10	3	-	-	100
MI- BBAC2T	Business Mathematics	Business Mathematics	6	Open For All	75	25	15	5	10	3	-	-	100
AI-URBAN2G	Rural Banking	Banking institutions in India	4	Open For All	75	25	15	5	10	3	-	-	100
CI-COIB-IG	Business Organization	Business Organization	6	Open For All	75	25	15	5	10	3	-	-	100



Registrar

Sri Satya Sai University of Technology & Medical Sciences, Sehore (M.P.)

*(Handwritten Signature)*

		and management	and management		except B.com (Honour s)														
		NCC	NCC Awareness	4	Open For All	75	25	15	5	10	3								100
		NCC Practical	NCC Training	2	Open For All	-	-	-	-	-	-								100
NSS101		NSS	Concept Of National Service Scheme	4	Open For All	75	25	15	5	10	3								100
NSS102		NSS Practical/Project	Project/Tricks Of NSS	2	Open For All	-	-	-	-	-	-								100

Vocational Subject (Select Any One)

VI-COM-TALT	Accounting & Tally Course	Accounting & Tally Course	4	Open For All	50	17	-	-	-	-	-								100
VI-PSY-DEVT	Personality Development	Personality Development	4	Open For All	50	17	-	-	-	-	-								100
VI-COM-FIANT	Export / Import Management	Export / Import Management	4	Open For All	50	17	-	-	-	-	-								100
VI-COM-FINT	Financial Services &	Financial Services &	4	Open For All	50	17	-	-	-	-	-								100



*[Handwritten Signature]*

*[Handwritten Signature]*  
Registrar

VI-COM-RENT	Insurance Retail Management	Insurance Retail Management	4	Open For All	50	17	-	-	-	50	17	100
<b>Foundation Course (Compulsory)</b>												
VI-FCEAIT	Foundation Course	Hindi Language	2	Open For All	50	17	-	-	-	-	-	50
XI-FCCHIT	Foundation Course	English Language and Indian Culture	2	Open For All	50	17	-	-	-	-	-	50
XI-FCACIT	Foundation Course	Environmental Education	2	Open For All	50	17	-	-	-	-	-	50
AI-YOSCIF	Yogic Science	Yoga And Meditation	2	Open For All	50	17	-	-	-	-	-	50
<b>Inter/Intra Faculty (Compulsory)</b>												
	Field/Project Internship	Field/Project Internship	4	Open For All	-	-	-	-	-	100	33	100
<b>TOTAL CREDIT</b>										<b>TOTAL MARKS</b>		



*(Signature)*

*(Signature)*

Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



Part A Introduction		
Program : Certificate	Class : BBA I Year	Year : 2021 Session : 2021-2022
<b>Subject : BUSINESS MANAGEMENT</b>		
1	Course Code	MI-BBAA1T [Group-I]
2	Course Title	<b>BUSINESS MANAGEMENT</b>
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)
4	Pre-Requisite (if any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> <li>1. Student will be able to assess the global context for planning, coordinating, and monitoring managerial behavior.</li> <li>2. Through various planning and decision-making techniques, students can learn about how businesses ensure to remain in a competitive market.</li> <li>3. Students will understand various forms of organizational structures and their importance.</li> <li>4. Students can learn about various strategies used by businesses to maintain and improve employee efficiency.</li> <li>5. Students will be able to understand how organizations use different leadership styles to stay competitive.</li> </ol>
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33
Part B - Content of the Course		
<b>Total No. of Lectures - Tutorials - Practical (in hours per week) : 3 Hours</b>		
Unit	Topics	No. of Lectures
1	Management in Indian Culture and tradition, Definition and meaning of management, functions and responsibilities of management. Principles of Management. Schools & Thoughts of Management.	18
2	<b>Planning:</b> Process types and significance, planning V/S forecasting, objective, strategies and Policies, MBO. Decision making: Process & Significance, Planning for Start-ups.	18
3	<b>Organizing:</b> Nature and purpose of organizing, Importance and process of organizing, Departmentation Organizational structures - Type and relevance, Line and staff relationship.	18
4	Authority - Delegation, Decentralization - Difference between Authority and power - Responsibility. Recruitment sources, selection, training, Direction - Nature and purpose.	18

<b>5</b>	<b>Leadership:</b> Meaning, importance, Types of Leadership, leadership styles, Motivation: Types & significance, Maslow's Need Hierarchy, theory X & Y of motivation. An overview of strategic management, SWOT analysis, strategic analysis, alternative choice & evaluation future management- challenges and skills.	<b>18</b>
----------	--	-----------

**Part C- Learning Resources**  
**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Management – James A.F. Stoner, R. Edward Freeman – Pearson Prentice Hall – 6<sup>th</sup> Edition
- Principles of Management – PC Tripathi & PN Reddy – TMH – 5<sup>th</sup> Edition – 2012
- Koontz D and Weihrich : Management, International student Edition, Tokyo 1980.
- Newman and Warran: The Process of Management: Concepts, Behaviour and Practices, PHI.
- S.M. Shukla: principles of management, Sahityabhawan, Agra (UP) (Latest Edition). (Hindi & English Medium).
- Dr. Rajeev Kumar Jhalani & Dr. Yogita Chandel, Principles of management, Devi Ahilya Prakashan, Indore (Hindi Medium)
- Dr. C.M. Mehta, Business organization, Ram Prasad and sons, Bhopal, (Hindi Medium)

**Suggested web links:**

[https://www.dphu.org/upload/attachements/books/books\\_5284\\_0.pdf](https://www.dphu.org/upload/attachements/books/books_5284_0.pdf)

<https://education.stateuniversity.com/pages/cwlev9c9ib/An-Introduction-to-the-Principles-of-Management.html>

**Suggested equivalent online courses:**

**Part D- Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100

**Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks**

<b>Internal Assessment:</b>	<b>Class Test</b>	<b>15</b>
<b>Continuous Comprehensive Evaluation (CCE) : 25</b>	<b>Assignment/Presentation</b>	<b>10</b>
<b>External Assessment:</b>	<b>Section (A): Three Very Short Questions (50 Words Each)</b>	<b>03 x 03 = 09</b>
<b>University Exam Section: 75</b>	<b>Section (B): Four Short Questions (200 Words Each)</b>	<b>04 x 09 = 36</b>
<b>Time: 02.00 Hours</b>	<b>Section (C): Two Long Questions (500 Words Each)</b>	<b>02 x 15 = 30</b>
		<b>Total 75</b>

Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.



  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)

Part A Introduction		
Program : Certificate	Class : BBA I Year	Year : 2021 Session : 2021-2022
Subject : COMMUNICATION SKILLS		
1	Course Code	M1-BBAA2T (Group-I)
2	Course Title	<b>COMMUNICATION SKILLS</b>
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)
4	Pre-Requisite (if any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> <li>1. Imagination, Ethical theory and skills to interact, students can learn how to do this ethically and effectively.</li> <li>2. Students can learn and practice group communication, interviews, and conferences.</li> <li>3. Students can learn nonverbal communication, listening and organizational culture.</li> <li>4. Students can be equipped with knowledge of professional communication through the basic principles of writing professional papers and other documents.</li> </ol>
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33
Part B - Content of the Course		
Total No. of Lectures - Tutorials - Practical (In hours per week) : 3 Hours L-T-P: 90		
Unit	Topics	No. of Lectures
1	Historical background of communication, definition and process of communication, essentials of effective communication, barriers to communication, role of communication in organizational effectiveness.	18
2	Public speech - composition principles, speech delivering skills, group discussion: Do's and Don'ts of group discussion, communication in committees, seminars and conference.	18
3	Non-Verbal communication: Meaning, types and importance, Listening, difference between listening and hearing.	18
4	Business correspondence, Essentials of effective business correspondence, structure of business letter, types of business letter: enquiry, reply orders, complaints and circular letter.	18
5	Drafting of notices, agendas, Minutes, job application letters, preparation of Curriculum Vitae.	18

  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)





**Part C- Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Ace of soft skills attitude communication and etiquette for success by Gopaldaswamy Ramesh, Pearson India.
- Rao N. And Das R.P., Communication skills, Himalaya Publishing House, Mumbai.
- Mehta D. & Mehta N.K.MA Handbook of communication skills practices, Radha Pub., New Delhi.
- Sinha K.K.M Business Communication, Galgoda Publishing House, New Delhi.
- Murphy A. & Peck Charles E, Effective business communication, Tata McGraw Hill, New Delhi.
- Dr. Praveen Kumar Agrawal & Dr. Avineesh Kumar Mishra, Communication Skills, SahityaBhawan, Agra (Hindi Medium)

**Suggested web links:**

[https://books.google.co.in/books/about/Effective\\_Business\\_Communication.html?id=Dzp1igUVoC](https://books.google.co.in/books/about/Effective_Business_Communication.html?id=Dzp1igUVoC)

**Suggested equivalent online courses:**

**Part D- Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks: 100**

**Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks**

<b>Internal Assessment:</b>	<b>Class Test</b>	<b>15</b>
<b>Continuous Comprehensive Evaluation (CCE) : 25</b>	<b>Assignment/Presentation</b>	<b>10</b>
<b>External Assessment:</b>	<b>Section (A): Three Very Short Questions (50 Words Each)</b>	<b>03 x 03 = 09</b>
<b>University Exam Section: 75</b>	<b>Section (B): Four Short Questions (200 Words Each)</b>	<b>04 x 09 = 36</b>
<b>Time: 02.00 Hours</b>	<b>Section (C): Two Long Questions (500 Words Each)</b>	<b>02 x 15 = 30</b>
		<b>Total 75</b>

Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.



*AS*  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)

Part A Introduction			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021-2022
Subject : MICRO ECONOMICS			
1	Course Code	M1-BBAH1T (Group-I)	
2	Course Title	MICRO ECONOMICS	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)	
4	Pre-Requisite (If any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> <li>1. Students will understand the importance of basic principles of micro economics.</li> <li>2. Students will be able to understand the basics of demand supply rules and elasticity. They will also learn how to implement it.</li> <li>3. Utility, apathy analysis and market surplus, students will be able to understand.</li> <li>4. Students will be able to understand production principles, classify costs and incomes.</li> <li>5. Students will be able to understand the comparison of different market systems.</li> <li>6. Students will be able to understand how national income is calculated.</li> </ol>	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	

**Part B - Content of the Course**

Total No. of Lectures - Tutorials - Practical (In hours per week) : 3 Hours  
L-T-P: 90

Unit	Topics	No. of Lectures
1	Introduction to economics, Definition of economics, nature and scope of economics, significance and evaluation of Micro economics, Function of managerial economics.	10
2	Concept and law of demand, law of supply, concept of market equilibrium, elasticity of demand, demand determinates.	15
3	Utility analysis, marginal concept of utility, indifference curve analysis: assumptions, properties of indifference curve, theory of consumer surplus.	20
4	Elements of cost, factor of production: Theory of rent, theory of interest, theories of profit.	20
5	National Income: Estimates and analysis (GNP, NNP, GDP, HDI)	



methods of measurement of national income, types of market structure, perfect v/s Imperfect market, trade cycles.	25
---	----

**Part C- Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Maddala & Miller, Microeconomics Theory and applications, 13<sup>th</sup> Reprint 2017,
- Sinha V.C., Principles of Economics Sahitya Bhawan Publication, Agra
- Adhikary, M., Business Economics, Excel Books, New Delhi.
- Chopra, O P, Managerial Economics, New Delhi, TMH, 1985.
- Koursoylannis, A., Modern Micro Economics, Mac Millan, New York.
- Dr. J C Pant & Dr. J P Mishra, Micro Economics, Sahitya Bhawan, Agra (Hindi Medium)
- Dr. C.M. Mehta. Micro Economics, Ram Prasad & Sons, Bhopal (Hindi Medium)

**Suggested web links:**

**Suggested equivalent online courses:**

**Part D- Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100

**Continous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks**

Internal Assessment:	Class Test	15
Continous Comprehensive Evaluation (CCE) : 25	Assignment/Presentation	10
External Assessment:	Section (A): Three Very Short Questions (50 Words Each)	03 x 03 = 09
University Exam Section: 75	Section (B): Four Short Questions (200 Words Each)	04 x 09 = 36
Time: 02.00 Hours	Section (C): Two Long Questions (500 Words Each)	02 x 15 = 30
		Total 75

Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.



*[Handwritten Signature]*  
 Sri Satya Sai University of Technology & Medical Sciences, Sehore (M.P.)



Part A Introduction		
Program : Certificate	Class : BBA I Year	Year : 2021 Session : 2021-2022
Subject : BUSINESS STATISTICS		
1	Course Code	M1-BBAB2T (Group-II)
2	Course Title	BUSINESS STATISTICS
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)
4	Pre-Requisite (if any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	1. Statistical Research tools will increase student's ability to understand how to perform social researches. 2. Students will be equipped with knowledge about analyzing professional reports and will be able to make decisions based on the reports analyzed. 3. Students will learn about Quantization, analysis of performance relationship.
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33

**Part B - Content of the Course**

**Total No. of Lectures - Tutorials - Practical (In hours per week) : 3 Hours**  
L-T-P: 90

Unit	Topics	No. of Lectures
1	Meaning and definition of statistics, statistical investigations, laws of statistics, scope of statistics, limitation of statistics.	15
2	Collection of data, presentation of data, frequency distribution, primary and secondary data.	17
3	Measure of central tendencies: Mean, Median, Mode, Geometric mean, Harmonic Mean.	18
4	Measure of variation: Standard deviation, Mean Deviation and skewness. Time series analysis.	20
5	Correlation analysis Karl Pearson's Co-efficient of correlation, Spearman's rank Correlation, and Index numbers.	20

**Part C:- Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Fundamentals of statistics, S.C. Gupta, Himalaya publishing House.
- Basic Business statistics: Concept & Applications, Berenson and Levine, Pearson Education,
- Business Statistics, N.D. Vohra, TATA McGraw Hill.
- D.N. Elhance: Fundamental of statistics, KitabMahal, Allahabad.

*(Signature)*  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



- Statistical Analysis, Dr. P.C. Tulsian, S. Chand Publications, Delhi.
- Business Statistics, Dr. S.M. Shukla&Sahal, SahityaBhawan Publications, Agra (Hindi & English, both medium)
- Business Statistics, R.S. Bhardwaj, Excel Books.

**Suggested web links:**

[http://cs.ioc.eg/ITKStat/files/I intro.pdf](http://cs.ioc.eg/ITKStat/files/I%20intro.pdf)

**Suggested equivalent online courses:**

**Part D- Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks: 100**

**Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks**

<b>Internal Assessment:</b>	<b>Class Test</b>	<b>15</b>
<b>Continuous Comprehensive Evaluation (CCE) : 25</b>	<b>Assignment/Presentation</b>	<b>10</b>
<b>External Assessment:</b>	<b>Section (A): Three Very Short Questions (50 Words Each)</b>	<b>03 x 03 = 09</b>
<b>University Exam Section: 75</b>	<b>Section (B): Four Short Questions (200 Words Each)</b>	<b>04 x 09 = 36</b>
<b>Time: 02.00 Hours</b>	<b>Section (C): Two Long Questions (500 Words Each)</b>	<b>02 x 15 = 30</b>
		<b>Total 75</b>

**Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.**

*[Signature]*  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)



Part A Introduction		
Program : Certificate	Class : BBA I Year	Year : 2021 Session : 2021-2022
Subject : FINANCIAL ACCOUNTING		
1	Course Code	M1-BBAC1T (Group-III)
2	Course Title	FINANCIAL ACCOUNTING
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)
4	Pre-Requisite (if any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> <li>1. Statistical Research tools will increase student's ability to understand how to perform social researches.</li> <li>2. Students will be equipped with knowledge about analyzing professional reports and will be able to make decisions based on the reports analyzed.</li> <li>3. Students will learn about Quantization, analysis of performance relationship.</li> </ol>
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33

**Part B - Content of the Course**

Total No. of Lectures - Tutorials - Practical (In hours per week) : 3 Hours  
L-T-P: 90

Unit	Topics	No. of Lectures
1	Accounting and its place in business and relationship with other financial areas, Double entry system. Book keeping - meaning, advantages, concepts and conventions. Difference between financial accounting, Cost accounting & management accounting.	10
2	Types of books of accounts and their preparation. Journal, Ledger, Trial Balance, Depreciation. Computerized accounting software (Cloud books, Wave & Tally).	20
3	Preparation of final account: Trading account, profit & Loss account, and balance sheet. Preparation of EMI Chart.	20
4	Bank Reconciliation statement, Branch Accounts & Department accounts.	20
5	Royalty Accounts, Hire Purchase accounts: Accounting record in the book of purchase and vendor.	20

**Part C- Learning Resources**

Text Books, Reference Books, Other resources

**Suggested Readings :**

- Mukherjee Hanif, Financial Accounting, Tata McGraw hills, New Delhi.





- Shukla & Grewal, Financial Accounting, S Chand Publishing, 2019, New Delhi.
- J.R. Batliboi, Double-entry book keeping: A complete treatise on the fundamentals of accounting written specifically for Indian students and businessmen, standard accountancy publications, 1987, 29<sup>th</sup> edition, Mumbai.
- Gupta, R L. Advanced accounting, Sultan Chand & Sons, New Delhi.
- Anthony R N and Reece, J S, Accounting Principles, 6<sup>th</sup> ed., Homewood, Illinois, Richard D Irwin, 2005.
- S.M. Shukla, Financial Accounting, Sahitya Bhavan Publication, Agra latest publication (Hindi & English Medium).
- Accounting Principles, Anthony R N, and Reece, J S, 6<sup>th</sup> ed, Homewood Richard D Irwin publication, Illinois, US

**Suggested web links:**

[http://books.google.co.in/books/about/financial\\_accounting.html?id=g7W0ZELBRv8C&redir\\_esc=y](http://books.google.co.in/books/about/financial_accounting.html?id=g7W0ZELBRv8C&redir_esc=y)

<https://corporatefinanceinstitute.com/resources/knowledge/accounting/trial-balance/>

<https://www.accountingtools.com/articles/the-four-basic-financial-statement.html>

**Suggested equivalent online courses:**

**Part D- Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks: 100**

**Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks**

Internal Assessment: Continuous Comprehensive Evaluation (CCE) : 25	Class Test Assignment/Presentation	15 10
External Assessment: University Exam Section: 75 Time: 02.00 Hours	Section (A): Three Very Short Questions (50 Words Each) Section (B): Four Short Questions (200 Words Each) Section (C): Two Long Questions (500 Words Each)	03 x 03 = 09 04 x 09 = 36 02 x 15 = 30 Total 75

Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.

  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)



Part A Introduction		
<b>Program :</b> Certificate	<b>Class :</b> BBA I Year	<b>Year :</b> 2021 <b>Session :</b> 2021-2022
<b>Subject : BUSINESS MATHEMATICS</b>		
1	<b>Course Code</b>	M1-BBAC2T (Group-III)
2	<b>Course Title</b>	<b>BUSINESS MATHEMATICS</b>
3	<b>Course Type (Core Course/Elective/Generic Elective/Vocational)</b>	[Core Course]
4	<b>Pre-Requisite (if any)</b>	Not Required (Open for All)
5	<b>Course Learning outcomes (CLO)</b>	Students will learn to prepare and calculate Invoice, Ratio, simultaneous equation in two or three variables, Metrics, Logarithm, formulate word problems in order to solve the problems using various methods, Commission, Discount, and Brokerage, Profit & Loss, and then interpret and clearly convey the results in real-world scenarios.
6	<b>Credit Value</b>	(Credit) 6
7	<b>Total Marks</b>	<b>Max. Marks :</b> 25+75 / <b>Min. Passing Marks :</b> 33

**Part B - Content of the Course**

**Total No. of Lectures - Tutorials - Practical (in hours per week) : 3 Hours**  
**L-T-P: 90**

Unit	Topics	No. of Lectures
1	<b>Ratio</b> – Gaining and Sacrificing Ratio, Proportion, Percentage, Averages – simple and Weighted Averages.	15
2	<b>Simultaneous Equations</b> – Meaning, Characteristics, Types and Calculations, Preparation of Invoice.	10
3	<b>Determinants and Matrices, Matrix</b> – Definition, Types Basic Operations on Matrices, Transpose of Matrix, Determinants – Minors and Co factor, Adjoint and Inverse of Matrix.	20
4	Practical approach and application of Vedic Maths, Logarithms and Antilogarithms – Principles and Calculations, Simple and Compound Interest.	20
5	Commission, Discount, Brokerage and Profit & Loss.	17

**Part C- Learning Resources**

Text Books, Reference Books, Other resources

**Suggested Readings :**

- Spooner H.A. and D.A.L Wilson, The essence of Mathematics for Business, Prentice Hall of India Private Limited, New Delhi latest edition.
- S.M. Shukla: Business Mathematics, SahityaBhawan, Agra latest edition (Hindi and English Medium)

- V. Sundaresan and S.B. Jeysoelan: An Introduction to Business mathematics, S. Chand & Co. Pvt. Ltd, New Delhi Latest edition.
- M. Raghavachari: Mathematics for management. An Introduction Tata McGraw hill Publishing Company Ltd. New Delhi latest edition.
- Dr. J P Mishra, Business Mathematics, Sahitya Bhawan, Agra (Hindi Medium).
- Dr. Alok Kumar, Vedic Mathematics, Upkar Prakashan, Agra, U.P. (Hindi Medium).

**Suggested web links:**

**Suggested equivalent online courses:**

**Part D- Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks: 100**

**Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks**

<b>Internal Assessment:</b>	<b>Class Test</b>	<b>15</b>
<b>Continuous Comprehensive Evaluation (CCE) : 25</b>	<b>Assignment/Presentation</b>	<b>10</b>
<b>External Assessment:</b> University Exam Section: 75 Time: 02.00 Hours	<b>Section (A):</b> Three Very Short Questions (50 Words Each)	03 x 03 = 09
	<b>Section (B):</b> Four Short Questions (200 Words Each)	04 x 09 = 36
	<b>Section (C):</b> Two Long Questions (500 Words Each)	02 x 15 = 30
		<b>Total 75</b>

**Any remarks / suggestions:** Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.

  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)





Part A Introduction			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021-2022
Subject : COMMUNICATION SKILLS			
1	Course Code	M1-BBAA2T (Group-I)	
2	Course Title	COMMUNICATION SKILLS	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	[Core Course]	
4	Pre-Requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	1. Imagination, Ethical theory and skills to interact, students can learn how to do this ethically and effectively. 2. Students can learn and practice group communication, interviews, and conferences. 3. Students can learn nonverbal communication, listening and organizational culture. 4. Students can be equipped with knowledge of professional communication through the basic principles of writing professional papers and other documents.	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	
Part B - Content of the Course			
Total No. of Lectures - Tutorials - Practical (In hours per week) : 3 Hours L-T-P: 90			
Unit	Topics		No. of Lectures
1	Historical background of communication, definition and process of communication, essentials of effective communication, barriers to communication, role of communication in organizational effectiveness.		10
2	Public speech - composition principles, speech delivering skills, group discussion: Do's and Don'ts of group discussion, communication in committees, seminars and conference.		18
3	Non-Verbal communication: Meaning, types and importance, Listening, difference between listening and hearing.		10
4	Business correspondence, Essentials of effective business correspondence, structure of business letter, types of business letter: enquiry, reply orders, complaints and circular letter.		10
5	Drafting of notices, agendas, Minutes, job application letters, preparation of Curriculum Vitae.		10

Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



<b>Part C- Learning Resources</b>		
<b>Text Books, Reference Books, Other resources</b>		
<b>Suggested Readings :</b>		
<ul style="list-style-type: none"> <li>• Ace of soft skills attitude communication and etiquette for success by Gopaldaswamy Ramesh, Pearson India.</li> <li>• Rao N. And Das R.P., Communication skills, Himalaya Publishing House, Mumbai.</li> <li>• Mehta D. &amp; Mehta N.K.M.A Handbook of communication skills practices, Radha Pub., New Delhi.</li> <li>• Sinha K.K.M Business Communication, Galgotia Publishing House, New Delhi.</li> <li>• Murphy A. &amp; Peck Charles E., Effective business communication, Tata McGraw Hill, New Delhi.</li> <li>• Dr. Praveen Kumar Agrawal &amp; Dr. Avineesh Kumar Mishra, Communication Skills, Sahitya Bhawan, Agra (Hindi Medium)</li> </ul>		
<b>Suggested web links:</b>		
<a href="https://books.google.co.in/books/about/Effective_Business_Communication.html?id=Dzo11oIVcIC">https://books.google.co.in/books/about/Effective_Business_Communication.html?id=Dzo11oIVcIC</a>		
<b>Suggested equivalent online courses:</b>		
<b>Part D- Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks: 100</b>		
<b>Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks</b>		
<b>Internal Assessment:</b>	<b>Class Test</b>	<b>15</b>
<b>Continuous Comprehensive Evaluation (CCE) : 25</b>	<b>Assignment/Presentation</b>	<b>10</b>
<b>External Assessment:</b>	<b>Section (A): Three Very Short Questions (50 Words Each)</b>	<b>03 x 03 = 09</b>
<b>University Exam Section: 75</b>	<b>Section (B): Four Short Questions (200 Words Each)</b>	<b>04 x 09 = 36</b>
<b>Time: 02.00 Hours</b>	<b>Section (C): Two Long Questions (500 Words Each)</b>	<b>02 x 15 = 30</b>
		<b>Total 75</b>
<b>Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.</b>		



  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)

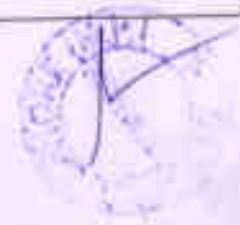


Part A Introduction		
Program : Certificate	Class : BBA I Year	Year : 2021 Session : 2021-2022
<b>Subject: BUSINESS STATISTICS</b>		
1	Course Code	M1-BBAB2T (Group-II)
2	Course Title	<b>BUSINESS STATISTICS</b>
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)
4	Pre-Requisite (If any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	1. Statistical Research tools will increase student's ability to understand how to perform social researches. 2. Students will be equipped with knowledge about analyzing professional reports and will be able to make decisions based on the reports analyzed. 3. Students will learn about Quantization, analysis of performance relationship.
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33

Part B - Content of the Course		
Total No. of Lectures - Tutorials - Practical (in hours per week) : 3 Hours L-T-P: 90		
Unit	Topics	No. of Lectures
1	Meaning and definition of statistics, statistical investigations, laws of statistics, scope of statistics, limitation of statistics.	15
2	Collection of data, presentation of data, frequency distribution, primary and secondary data.	17
3	Measure of central tendencies: Mean, Median, Mode, Geometric mean, Harmonic Mean.	18
4	Measure of variation: Standard deviation, Mean Deviation and skewness. Time series analysis.	20
5	Correlation analysis Karl Pearson's Co-efficient of correlation, Spearman's rank Correlation, and Index numbers.	20

Part C - Learning Resources	
<b>Text Books, Reference Books, Other resources</b>	
<b>Suggested Readings :</b>	
<ul style="list-style-type: none"> <li>• Fundamentals of statistics, S.C. Gupta, Himalaya publishing House.</li> <li>• Basic Business statistics: Concept &amp; Applications, Berenson and Levine, Pearson Education.</li> <li>• Business Statistics, N.D. Vohra, TATA McGraw Hill.</li> <li>• D.N. Elhance: Fundamental of statistics, KitabMahal, Allahabad.</li> </ul>	

  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)



Registrar  
Sri Sanyal University of Technology  
& Medical Sciences, Sehore (M.P.)



<p>Statistical Analysis, Dr. P.C. Tulsian, S. Chand Publications, Delhi.</p> <p>Business Statistics, Dr. S.M. Shukla&amp;Sahal, SahityaBhawan Publications, Agra (Hindi &amp; English, both medium)</p> <p>Business Statistics, R.S. Bhardwaj, Excel Books.</p>	
<p><b>Suggested web links:</b></p> <p><a href="http://cs.jocce/TKStat/files/1_intro.pdf">http://cs.jocce/TKStat/files/1_intro.pdf</a></p> <p>Suggested equivalent online courses:</p>	
<p><b>Part D- Assessment and Evaluation</b></p>	
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>Maximum Marks: 100</p> <p>Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks</p>	
<p>Internal Assessment:</p> <p>Class Test 15</p>	<p>Continuous Comprehensive Evaluation (CCE) : 25</p>
<p>Continuous Comprehensive Evaluation (CCE) : 25</p>	<p>Assignment/Presentation 10</p>
<p>External Assessment:</p> <p>University Exam Section: 75</p> <p>Time: 02.00 Hours</p>	<p>Section (A): Three Very Short Questions (50 Words Each) <math>03 \times 03 = 09</math></p> <p>Section (B): Four Short Questions (200 Words Each) <math>04 \times 09 = 36</math></p> <p>Section (C): Two Long Questions (500 Words Each) <math>02 \times 15 = 30</math></p> <p>Total 75</p>
<p>Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.</p>	



Registrar  
Sri Satyasai University of Technology  
& Medical Sciences, Sehore (M.P.)

Part A Introduction		Program :	Class : BBA I Year	Year : 2021	Session : 2021-2022
<b>Subject : BUSINESS MATHEMATICS</b>					
1	Course Code	M1-BBACT (Group-III)			
2	Course Title	<b>BUSINESS MATHEMATICS</b>			
3	Course Type (Core Course/Elective/General)	(Core Course)			
4	Pre-Requisite (if any)	Not Required (Open for All)			
5	Course Learning Outcomes (CLO)	Students will learn to prepare and calculate Invoice, Ratio, simultaneous equation in two or three variables, Metrics, Logarithm, formulate word problems in order to solve the problems using various methods, Commission, Discount and Brokerage, Profit & Loss, and then interpret and clearly convey the results in real-world scenarios.			
6	Credit Value	(Credit) 6			
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33			
<b>Part B - Content of the Course</b>					
Total No. of Lectures - Tutorials - Practical (in hours per week) : 3 Hours L-T-P: 90					
Unit	Topics	No. of Lectures			
1	Ratio - Gaining and Sacrificing Ratio, Proportion, Percentage, Averages - simple and Weighted Averages.	15			
2	Simultaneous Equations - Meaning, Characteristics, Types and Calculations, Preparation of Invoice.	18			
3	Determinants and Matrices, Matrix - Definition, Types Basic Operations on Matrices, Transpose of Matrix, Determinants - Minors and Co factor, Adjoint and Inverse of Matrix.	20			
4	Practical approach and application of Vedic Maths, Logarithms and Antilogarithms - Principles and Calculations, Simple and Compound Interest.	20			
5	Commission, Discount, Brokerage and Profit & Loss.	17			
<b>Part C- Learning Resources</b>					
Text Books, Reference Books, Other resources					
<b>Suggested Readings :</b> • Spooner H.A. and D.A.L. Wilson, The essence of Mathematics for Business, Prentice Hall of India Private Limited, New Delhi latest edition. • The Student: Business Mathematics, SahityaBhawan, Agra latest edition (Hindi and English)					





Suggested web links:

- Sundaresan and S.B. Jaysojan: An Introduction to Business mathematics, S. Chand & Co. Pvt. Ltd, New Delhi latest edition.
- M. Raghavachari: Mathematics for management An Introduction Tata Mcgraw hill Publishing Company Ltd, New Delhi latest edition.
- Dr. J. P Mishra, Business Mathematics, SahityaBhawan, Agra (Hindi Medium).
- Dr. Alok Kumar, Vedic Mathematics, UpkarPrakashan, Agra, U.P. (Hindi Medium).

Suggested equivalent online courses:

**Part D - Assessment and Evaluation**

Suggested Continuous Evaluation Methods:		Maximum Marks: 100
Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks		
Internal Assessment:	Class Test	15
Continuous Comprehensive Evaluation (CCE) : 25	Assignment/Presentation	10
External Assessment:	Section (A): Three Very Short Questions (50 Words Each)	03 x 03 = 09
University Exam Section: 75	Section (B): Four Short Questions (200 Words Each)	04 x 09 = 36
Time: 02.00 Hours	Section (C): Two Long Questions (500 Words Each)	02 x 15 = 30
Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.		<b>Total 75</b>

Registrar  
Sri Satyasa University of Technology  
& Medical Sciences, Sehore (M.P.)

Part A Introduction		
<b>Program :</b> Certificate	<b>Class :</b> BBA I Year	<b>Year :</b> 2021 <b>Session :</b> 2021-2022
Subject : COMMUNICATION SKILLS		
1	<b>Course Code</b>	M1-BBAA2T (Group-I)
2	<b>Course Title</b>	COMMUNICATION SKILLS
3	<b>Course Type (Core Course/Elective/Generic Elective/Vocational)</b>	(Core Course)
4	<b>Pre-Requisite (if any)</b>	Not Required (Open for All)
5	<b>Course Learning outcomes (CLO)</b>	<ol style="list-style-type: none"> <li>1. Imagination, Ethical theory and skills to interact, students can learn how to do this ethically and effectively.</li> <li>2. Students can learn and practice group communication, interviews, and conferences.</li> <li>3. Students can learn nonverbal communication, listening and organizational culture.</li> <li>4. Students can be equipped with knowledge of professional communication through the basic principles of writing professional papers and other documents.</li> </ol>
6	<b>Credit Value</b>	(Credit) 6
7	<b>Total Marks</b>	Max. Marks : 25+75 / Min. Passing Marks : 33
Part B - Content of the Course		
<b>Total No. of Lectures - Tutorials - Practical (In hours per week) : 3 Hours</b>		
<b>L-T-P: 90</b>		
Unit	Topics	No. of Lectures
1	Historical background of communication, definition and process of communication, essentials of effective communication, barriers to communication, role of communication in organizational effectiveness.	18
2	Public speech - composition principles, speech delivering skills, group discussion: Do's and Don'ts of group discussion, communication in committees, seminars and conference.	18
3	Non-Verbal communication: Meaning, types and importance, Listening, difference between listening and hearing.	18
4	Business correspondence, Essentials of effective business correspondence, structure of business letter, types of business letter: enquiry, reply orders, complaints and circular letter.	18
5	Drafting of notices, agendas, Minutes, job application letters, preparation of Curriculum Vitae.	18

  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)





<b>Part C- Learning Resources</b>		
<b>Text Books, Reference Books, Other resources</b>		
<b>Suggested Readings :</b>		
<ul style="list-style-type: none"> <li>• Ace of soft skills attitude communication and etiquette for success by Gopalaswamy Ramesh, Pearson India.</li> <li>• Ran N. And Das R.P., Communication skills, Himalaya Publishing House, Mumbai.</li> <li>• Mehta D. &amp; Mehta N.K.M.A Handbook of communication skills practices, Radha Pub., New Delhi.</li> <li>• Sinha K.K.M Business Communication, Galgotia Publishing House, New Delhi.</li> <li>• Murphy A. &amp; Peck Charles E., Effective business communication, Tata McGraw Hill, New Delhi.</li> <li>• Dr. Praveen Kumar Agrawal &amp; Dr. Avneesh Kumar Mishra, Communication Skills, SahityaBhawan, Agra (Hindi Medium)</li> </ul>		
<b>Suggested web links:</b>		
<a href="https://books.google.co.in/books/about/Effective_Business_Communication.html?id=Dzp1joiIVoIC">https://books.google.co.in/books/about/Effective_Business_Communication.html?id=Dzp1joiIVoIC</a>		
<b>Suggested equivalent online courses:</b>		
<b>Part D- Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks: 100</b>		
<b>Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks</b>		
<b>Internal Assessment:</b>	<b>Class Test</b>	<b>15</b>
<b>Continuous Comprehensive Evaluation (CCE) : 25</b>	<b>Assignment/Presentation</b>	<b>10</b>
<b>External Assessment:</b>	<b>Section (A): Three Very Short Questions (50 Words Each)</b>	<b>03 x 03 = 09</b>
<b>University Exam Section: 75</b>	<b>Section (B): Four Short Questions (200 Words Each)</b>	<b>04 x 09 = 36</b>
<b>Time: 02.00 Hours</b>	<b>Section (C): Two Long Questions (500 Words Each)</b>	<b>02 x 15 = 30</b>
		<b>Total 75</b>
Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.		

  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)



Part A Introduction		
Program : Certificate	Class : BBA I Year	Year : 2021
Session : 2021-2022		
Subject : BUSINESS STATISTICS		
1	Course Code	M1-BBAB2T (Group-II)
2	Course Title	<b>BUSINESS STATISTICS</b>
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	(Core Course)
4	Pre-Requisite (if any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	1. Statistical Research tools will increase student's ability to understand how to perform social researches. 2. Students will be equipped with knowledge about analyzing professional reports and will be able to make decisions based on the reports analyzed. 3. Students will learn about Quantization, analysis of performance relationship.
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33

**Part B - Content of the Course**

**Total No. of Lectures - Tutorials - Practical (In hours per week) : 3 Hours  
L-T-P: 90**

Unit	Topics	No. of Lectures
1	Meaning and definition of statistics, statistical investigations, laws of statistics, scope of statistics, limitation of statistics.	15
2	Collection of data, presentation of data, frequency distribution, primary and secondary data.	17
3	Measure of central tendencies: Mean, Median, Mode, Geometric mean, Harmonic Mean.	18
4	Measure of variation: Standard deviation, Mean Deviation and skewness. Time series analysis.	20
5	Correlation analysis Karl Pearson's Co-efficient of correlation, Spearman's rank Correlation, and Index numbers.	20

**Part C- Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Fundamentals of statistics, S.C. Gupta, Himalaya publishing House.
- Basic Business statistics: Concept & Applications, Berenson and Levine, Pearson Education.
- Business Statistics, N.D. Vohra, TATA McGraw Hill.
- D.N. Elhance: Fundamental of statistics, KitabMahal, Allahabad.

  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)



- Statistical Analysis, Dr. P.C. Tulsian, S. Chand Publications, Delhi,
- Business Statistics, Dr. S.M. Shukla&Sahal, SahityaBhawan Publications, Agra (Hindi & English , both medium)
- Business Statistics, R.S. Bhardwaj, Excel Books.

**Suggested web links:**

[http://cs.ioc.ee/ITKStat/files/1\\_Intro.pdf](http://cs.ioc.ee/ITKStat/files/1_Intro.pdf)

**Suggested equivalent online courses:**

**Part D- Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks: 100**

**Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks**

<b>Internal Assessment:</b>	<b>Class Test</b>	<b>15</b>
<b>Continuous Comprehensive Evaluation (CCE) : 25</b>	<b>Assignment/Presentation</b>	<b>10</b>
<b>External Assessment:</b>	<b>Section (A): Three Very Short Questions (50 Words Each)</b>	<b>03 x 03 = 09</b>
<b>University Exam Section: 75</b>	<b>Section (B): Four Short Questions (200 Words Each)</b>	<b>04 x 09 = 36</b>
<b>Time: 02.00 Hours</b>	<b>Section (C): Two Long Questions (500 Words Each)</b>	<b>02 x 15 = 30</b>
		<b>Total 75</b>

**Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.**

  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)



Part A Introduction		
<b>Program :</b> Certificate	<b>Class :</b> BBA I Year	<b>Year :</b> 2021 <b>Session :</b> 2021-2022
Subject : BUSINESS MATHEMATICS		
1	<b>Course Code</b>	M1-BBA02T (Group-II)
2	<b>Course Title</b>	<b>BUSINESS MATHEMATICS</b>
3	<b>Course Type (Core Course/Elective/Generic Elective/Vocational)</b>	(Core Course)
4	<b>Pre-Requisite (If any)</b>	Not Required (Open for All)
5	<b>Course Learning outcomes (CLO)</b>	Students will learn to prepare and calculate Invoice, Ratio, simultaneous equation in two or three variables, Metrics, Logarithm, formulate word problems in order to solve the problems using various methods, Commission, Discount, and Brokerage, Profit & Loss, and then interpret and clearly convey the results in real-world scenarios.
6	<b>Credit Value</b>	(Credit) 6
7	<b>Total Marks</b>	<b>Max. Marks : 25+75 / Min. Passing Marks : 33</b>

**Part B - Content of the Course**

**Total No. of Lectures - Tutorials - Practical (in hours per week) : 3 Hours**  
L-T-P: 90

Unit	Topics	No. of Lectures
1	<b>Ratio - Gaining and Sacrificing Ratio, Proportion, Percentage, Averages - simple and Weighted Averages.</b>	15
2	<b>Simultaneous Equations - Meaning, Characteristics, Types and Calculations, Preparation of Invoice.</b>	18
3	<b>Determinants and Matrices, Matrix - Definition, Types Basic Operations on Matrices, Transpose of Matrix, Determinants - Minors and Co factor, Adjoint and Inverse of Matrix.</b>	20
4	<b>Practical approach and application of Vedic Maths. Logarithms and Antilogarithms - Principles and Calculations, Simple and Compound Interest.</b>	20
5	<b>Commission, Discount, Brokerage and Profit &amp; Loss.</b>	17

**Part C- Learning Resources**

Text Books, Reference Books, Other resources

**Suggested Readings :**

- Spooner H.A. and D.A.L Wilson, The essence of Mathematics for Business, Prentice Hall of India Private Limited, New Delhi latest edition.
- S.M. Shukla: Business Mathematics, SahityaBhawan, Agra latest edition (Hindi and English Medium)

  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)





- V. Sundaresan and S.B. Jeysoelan: An Introduction to Business mathematics, S. Chand & Co. Pvt. Ltd, New Delhi Latest edition.
- M. Raghavachari: Mathematics for management, An Introduction Tata McGraw hill Publishing Company Ltd, New Delhi latest edition.
- Dr. J P Mishra, Business Mathematics, SahityaBhawan, Agra (Hindi Medium).
- Dr. Alok Kumar, Vedic Mathematics, UpkarPrakashan, Agra, U.P. (Hindi Medium).

**Suggested web links:**

**Suggested equivalent online courses:**

**Part D- Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks: 100**

**Continuous Comprehensive Evaluation (CCE) : 25 marks University Exam (UE) 75 Marks**

<b>Internal Assessment:</b>	<b>Class Test</b>	<b>15</b>
<b>Continuous Comprehensive Evaluation (CCE) : 25</b>	<b>Assignment/Presentation</b>	<b>10</b>
<b>External Assessment:</b>	<b>Section (A): Three Very Short Questions (50 Words Each)</b>	<b>03 x 03 = 09</b>
<b>University Exam Section: 75</b>	<b>Section (B): Four Short Questions (200 Words Each)</b>	<b>04 x 09 = 36</b>
<b>Time: 02.00 Hours</b>	<b>Section (C): Two Long Questions (500 Words Each)</b>	<b>02 x 15 = 30</b>
		<b>Total 75</b>

**Any remarks / suggestions: Theoretical exposition should be accompanied by Discussions, Case-studies preferably with Indian Context, Presentations and Industry Based Assignments.**

  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)





**Part A Introduction**

Programme: Certificate Class: BBA 1 St Year Session 2021-22		
Subject	Rural Banking	
Course Code	A1-RBAN2G	
Course Title	Banking Institutions in India	
Course Type	Elective	
Pre-Requisite	No pre-requisite	
Course Objectives	To understand the meaning of Rural Banking. To Understand The Terms Of Banking Institutions In india	
Course Learning Outcomes	After the completion of the course, wstudent will be get to 1. student will be gain a strong understanding about the banking structure in india. 2. student will be get acquainted with regulatory structure of banking sector In india 3. students will be understand about various banking institutions including rural banking institutions along with their basic functions and their role In economic development. 4. student will be gain a deeper insight about emerging trends in banking in india.	
Credit Value	4	
Total Marks	Max Marks:25 +75	Minimum Passing Marks:33

**Part B Content Of The Course**

Total No. of Lectures-60 ( In Hour Per Week)2		
Unit	Topic	Lectures
I	Introduction: structure of indian banking system, origin and evaluation of banks, concept ,definition, and importance of bank, primary and secondary functions of bank, role of banks in economic development, prospectus and challenges of indian banking system..	12
II	Regulatory Institutions: objectives of central bank and its role in economy, reserve bank of india, (RBI)-organisation, objectives, role, functions, credit creation and control, banking sector reforms, banking regulation act,1949, new licensing	12

*[Signature]*  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences (M.P.)



	policy(RBI),	
III	Banking Institutions: types of banks- objectives, structure, functions of commercial banks, (public, private and foreign banks.), development bank, payments bank, small finance banks, indigenous banks, role of banking institutions in economic developments, prospectus and chalanges of banking institutions in India,	12
IV	Rural Banking Instutions: rural banking institutions, features, objectives, structure, functions of commercial banks, co-operative banks, primary agriculture societies, (PACS), regional rurala banks, microcredit, institutions, and nabard, role of banking institutions in rurala development, prospectus and chalenniges, of rurala banking institutions in india.	12
V	Issues And Challenges To Banking Sector: financial inclusion in India, digital banking, technology in banking sector, issue of non-performing assets, (NPA), operational efficiency & profitability security issues, recent trends in banking system in India.  Commercial Banks, prospectus and challenges, rural banking institutions, co-operative banks, ), regional rural banks, , microcredit, NABARD,	12
<p><b>key words/Tags</b> Indian Banking System, Structure Of Indian Banking System, Challenges Of Indian Banking System. Central Bank, RBI, Banking Sector Reforms, Banking Regulation Act,1949, New Licensing Policy(RBI). Banking Institutions, Financial Inclusion , Digital Banking, NPA, Recent Trends In India.</p>		

**Part C Learning Resources**

1. Indian Institute Of Banking And Finance(libf), Rural Banking(Callb2018) Macmillan Publishers India Private Limited ,2018
2. Chakrabarti, Manas, Rural Banking In India, New Century Publications, 2011
3. Gopinath ,M.N., Banking Principles And Operations, Snow White Publications 2017
4. SahaSarish Kumar, Indian Banking System, Sbpd Publishing House, 2020-21

  
 Professor  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)



5. Chawla, D.P. Evolution Of Banking System In India Since 1900, Sage Publications India Pvt. Ltd. July 2019.
6. Singh, Sultan Banking Sector Refirms, In India, Kanishka Publishing House, 2008
7. Indian Institute Of Banking, Basics Of Banking, Taxmann Publication, 2015
8. Indian Institute Of Banking: banking- an Introduction, taxmann publication, 2015

**Suggestive Digital Platforms, Web Links:**

1. <http://www.rbi.org.in/scripts/abouts/display.aspx>
2. <http://www.nabard.org>
3. <http://www.sayulor.org/books>
4. <http://www.epw.in/>
5. <http://onlinecourses.nptel.ac.in/>
6. <http://www.eds.org/school/state-bank-of-india>

**PART D ASSESSMENT AND EVALUATION**

<b>Suggested Continuous Evaluation Methods : Maximum Marks:100</b>		
<b>Continuous Comprehensive Evaluation(CCE):25 Marks, University Exam(Ue)75 Marks</b>		
Internal Assessment:	Class Test (Objective Type) or Descriptive	15 Marks
Continuous Comprehensive Evaluation(CCE):	Assignment/Presentation	10
External Assessment: University Exam Section :75 Marks Time :2 Hours	Section A: Three Very Short Question ( 50 Word Each)	3x3=9
	Section B: Four Short Questions (200 Words Each)	4x9=36
	Section C:Two Long Questions (500 Wordseach)	2x15=30
	<b>Total Marks</b>	<b>75</b>

  
 Recd. by  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)



<b>Part A Introduction</b>		
<b>Programme: Certificate Class: BBA 1 St Year Session 2021-22</b>		
Subject	Business Organization and Management	
Course Code	C1-COHB-1G	
Course Title	Business Organization and Management	
Course Type	Open Elective	
Pre-Requste	Open for all except B.Com (Honours) Student	
Course Objectives		
Course Learning Outcomes	<p><b>After successful completion of this students will:</b></p> <p><b>CO1.</b> Develop a basic understanding about business organization and its forms.</p> <p><b>CO2.</b> Develop rudimentary concept of plant location, layout and size of business units and their respective importance in the practical world.</p> <p><b>CO3.</b> Acquire an understanding of business combinations rationalization and nationalization.</p> <p><b>CO4.</b> Gain insight into the management process and its functions of planning, organizing, staffing, directing and control.</p>	
Credit Value	6	
Total Marks	Max Marks:25 +75=100	Minimum Passing Marks:33

**Part B Content ofThe Course**

<b>Total No. of Lectures- Tutorials-practical (in hours per week): L/T/P : 4/0/0</b>		
Unit	Topic	Lectures
	<b>Business organization</b>	
	<b>Business Organization &amp; Its forms</b>	
1	<p><b>Business:</b> Concept, meaning, features, stages of development of business, importance of business classification of business activities:</p> <p><b>Business Organization:</b> Meaning, characteristics, objectives, evolution of business organization; difference between industry</p>	18

*Registrar*  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)





	<p>and commerce and business and profession, modern business and its characteristics.</p> <p><b>Forms of Business:-</b> Sole trader, partnership, HUF limited liability partnership, joint stock company, one person company, micro, small and medium enterprises,</p> <p><b>Keywords – Business, organization, business organization, forms of business ownership/ formats, micro, small &amp; medium enterprises.</b></p>	
II	<p><b>Plant Location, Layout and size-</b></p> <p><b>Plant location:</b> Concept, importance, factors affecting plant location, <b>plant layout:</b> concept, objectives, types and principles of layout, factors affecting layout, size of business.</p> <p><b>Unit:</b> Criteria for measuring the size of unit, factors affecting size, optimum unit size and factors affecting optimum size.</p> <p><b>Keyword- Plant location, plant layout, size of business unit</b></p>	18
III	<p><b>Business Combination:-</b></p> <p><b>Meaning, Characteristics, Objectives: Causes, forms and kinds of business combination, Rationalization: Meaning, Characteristics, objectives, principles, merits &amp; demerits: Difference between Rationalization &amp; nationalization.</b></p> <p><b>Keywords: Business Combination, Rationalization, Nationalization.</b></p>	18
IV	<p style="text-align: center;"><b>Management</b></p> <p><b>Management:</b> Concept of management, nature and importance &amp; functions of management, Taylor's scientific management, Henri Fayol's principles of management.</p> <p><b>Planning:</b> Concept, importance process, types of plans decision making: Process, Individual Vs. Group decision making.</p> <p><b>Organizing:</b> Concept &amp; principles of organizing: Formal / Informal organizations, virtual organization, organization structure: Factors affecting organization structure, features of good</p>	18

Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)





	<p>organization structure, span of management, delegation of authority, centralization and decentralization; line and staff authority.</p> <p><b>Staffing:</b> Nature &amp; scope of staffing, man power planning-concept and importance, recruitment: concept and sources, e-recruitment, selection: concept, importance tests and types of interview.</p> <p><b>Performance Appraisal:</b> Objectives &amp; Modern Methods.</p> <p><b>Keywords-</b> Scientific management, Henry Fayol, Types of Plans, Decision Making, Organizing, Line &amp; staff authority, Staffing, Performance Appraisal.</p>	
V	<p><b>Directing:</b> Concept and importance of Directing.</p> <p><b>Communication:</b> Concept and importance, Channels of communication, Formal/Informal Communication, Barriers of Communication</p> <p><b>Motivation:</b> Concept, Intrinsic &amp; Extrinsic Motivation, Theories of Motivation: Maslow's need theory, Hierarchy, Herzberg's two factor theory, McGregor's theory X and Y.</p> <p><b>Leadership:</b> Concept, Styles, Leadership theories- Trait theory, Behavioral theory, Leadership Theories- Trait conflicts; Meaning &amp; types of Conflict.</p> <p><b>Control:</b> Concept, Nature, Importance, Process &amp; methods controlling, Techniques of control: Financial &amp; Quality.</p> <p><b>Keywords-</b> Directing, Communication, Motivation theories, Leadership Styles, Types of conflict, Techniques of Control</p>	18
PART D ASSESSMENT AND EVALUATION		
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Koontz, Harold, O'Donnell and Weihrich, Henlz: "Essentials of Management" New Delhi, Tata McGraw Hill, Latest Edition.</li> <li>2. Drucker Peter, Business Organisation and Management Tasks, Responsibilities and Practices, Allied publisher, new Delhi 2020.</li> <li>3. C.B. Gupta, Business, Organisation and management, S. Chand, New Delhi</li> </ol>		

  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)



2019.

4. Agrawal R.D., Organisation and Management, Tata McGraw- Hill 2010, New Delhi.
5. Tulsian&Pandey, Organisation and management, Peterson education Dorling Kindersley Pvt. New Delhi 2009.
6. Sherlekar&Sherlekar, Business OrganisationAnd Management, Himalays Publications House, New Delhi Modern.
7. Shukla M.C., Business OrganisationAnd Management, S. Chand, New Delhi 2010.
8. Chhabra, T.N. - Business OrganisationAnd Management Sun India Publication, New Delhi.
9. Shah & Tatted, Business OrganisationAnd Management, Sahityabhavan Pub. 2018.

**Suggestive Digital Platforms Link:**

1. <https://www.ebooksread.com/authors-eng/h-e-morgan/business-organisation-hci.shtml>
2. <https://in.pinterest.com/plin/835136324643584960/>

**Suggested Equivalent Online Courses:**

1. <https://nptel.ac.in/noc/courses/noc21/SEM2/noc21-mg56/>
2. <https://nptel.ac.in/noc/courses/noc21/SEM2/noc21-mg79/>
3. <https://nptel.ac.in/noc/courses/noc21/SEM2/noc21-mg88/>
4. <https://ocw.mit.edu/courses/sloan-school-of-management/>

**Part D Assessment and Evaluation (Theory)**

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE) : 25

University Exam (UE): 75

Time: 02.00 Hours

Internal Assessment:	Class Test (Objective Type) or Descriptive	15 Marks
Continuous Comprehensive Evaluation(CCE):	Assignment/Presentation	10
External Assessment: University Exam Section :75 Marks Time :2 Hours	Section A: Three Very Short Question ( 50 Word Each)	3x3=9

*(Signature)*  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



	Section B: Four Short Questions (200 Words Each)	4x9=36
	Section C: Two Long Questions (500 Words each)	2x15=30
	Total Marks	75



  
- Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)

<b>Part A Introduction</b>			
Program:Certificate/Diploma/Degree		Class: 1 Year	Year:2021
Session:2021-22			
Subject: NCC			
1	Course Code		
2	Course Title	NCC Awareness	
3	Course Type(Core course/Elective/Generic Elective/Vocational/...)	Elective	
4	Pre-requisite (if any)	To study this course ,a student must have passed 12 <sup>th</sup> with any subject and must be medically fit. This course can be opted as an elective and It is open for all	
5	Course Learning outcomes(CLO)	The students will develop a sense of responsibility and there by display sense of patriotism, secular values, discipline, improve bearing and develop the quality of immediate and implicit obedience of good things.This paper will enable the students to build and develop leadership through communication. The significant relationship between personality traits and leadership will be achieved and executed.	
6	Credit value	04	
7	TotalMarks	Max.Marks: 25+75	Min.PassingMarks:33
<b>Part B- Content of the Course</b>			
Total numbers of Lectures(In hours per week) :2hours per week			
Total lectures:60Hours L-T-P (02-00-00)			
Unit	Topics	No of	

  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)



		Lectures
I	<b>History of National Cadet Corps:</b> <ul style="list-style-type: none"> <li>• National Cadet corps of Independent India</li> <li>• National Cadet corps Act, 1948</li> <li>• Motto of National Cadet corps</li> <li>• Aims and Objectives.</li> <li>• Emblem, NCC flag, NCC song.</li> <li>• Organization of NCC-Army, Navy and Air Wing.</li> <li>• Training centres of NCC</li> </ul>	15
II	<b>Introduction to Defence Services</b> <ul style="list-style-type: none"> <li>• Army, Navy and Air Force.</li> <li>• Organizational Structure in Charts</li> <li>• Regimental Structure: command and control</li> <li>• Badges and Ranks: Army, Navy, Air Force</li> <li>• Honors and Awards.</li> </ul>	15
III	<b>Personality development:</b> <ul style="list-style-type: none"> <li>• Introduction to personality development</li> <li>• Factors influencing and shaping the personality</li> <li>• Team work and team building, social skills, Etiquettes and manners, Decision making and problem solving, Change your mind set</li> </ul>	15
IV	<b>Leadership:</b> <ul style="list-style-type: none"> <li>• Introduction and type of Leadership</li> <li>• Leadership traits</li> <li>• How to develop leadership.</li> <li>• Leadership case study( Field Marshal General Sam H.F.J. Manekshaw and General K.M Cariappa)</li> </ul> <b>First Aid:</b> <ul style="list-style-type: none"> <li>• Scope and objectives</li> <li>• First aid in common emergencies, Dressing of Wounds.</li> </ul>	15

**Part C- Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings:**

  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)





<b>S</b>	<b>Name of Writers</b>	<b>Name of Book</b>	<b>Name of Publishers</b>	<b>Year of publication</b>
1	Sabharwal,D.P	Personality Development	Finger print publishing,India	2015
2	Sabharwal,D,P	Personality Development(Hindi)	publishing,India	2021
3	Gurav, Aarti	50 Mantras of Personality Development	Buzzing stock Publishing	2013
4	Vasudeva, Sangeetha	Personality Development	Clever Fox publishing	2021
5	Kapoor ,Shikha	Personality Development and Soft skills	Dream Tech Press	2020
6	Sinha, Surya	Complete Personality Development course (Hindi)		2012
7	Agrawal,(Dr.) Vijay	Student and Personality Development (Hindi)	Benteen Books	2012
8	Shekhar,(DrO, Priyanshu	Personality Development guide (Hindi)	PrabhatPrakashan	2016
9	Anand, Arunsagar	Personality Development Course (Hindi)	V & S Publication	2013
10	Sharma, Robin	Leadership Wisdom	Jaico publishing House	2003
11	Maxwell, John C	5-Levels of leadership	Cross liance	2014
12	David,Rahul and Iyer,Prakash	The Secret of Leadership	Penguin ,India	2020
13	Dr. Bomi	The Leadership Handbook		2020
14	Bindra, Vivek	Everything about Leadership	Diamond Pocket Books	2018
15	Carnegie,Dala	The Leader in you	Amazing reeds	2018
16	Subramanian,Ramesha ndRamiahRamkrishan	Leadership by Values	Notion Press	2020
17	Manivannan,C.andMan ivannan,T.Latha	Text Book of FirstAid and Emergency Nursing	EMMESS Medical Publishers	2020
18	Popli,Harvinder and Sharma, Nirmal	Emergency First aid Safety Oriented	CBS Publishers	
19	Jain N.C. and Saakshi	First Aid and Emergency Case	AITBS Publishers	2019
20	Pippa,Dr.Keech	Practical Guide to First Aid	Anees Publishing House	

  
 Registrar  
 Sri Satya Sai University of Technology & Medical Sciences  
 Sehore (M.P.)



21	Gupta,RK	NCC National Cadet Corps(Hindi & English)	Ramesh Publication	2021
22		Hand Book of NCC	Kantl Publication, Itawa	2017
23		Hand Book of NCC an unique book for NCC Cadets	Naveen Publication	2019
24	Ranjan, Shashi and Kumar,Aashish	Hand Book of NCC	Goodwin Publication	2021
25	Chauhan,Lt(Dr) Rajeev Kumar	NCC National Cadet Corps	Ankriti publication	2021
26		Cadets Hand book	NCC Directorate M.p.& C.G	
27	Goyal,Harion	Personality Development	KalpazPublication,India	
28	Mitra,Barun K	Personality Development and Soft Skills	Oxford University Press India	
29	Mishra, Rajeev k	Personality Development-Transform Yourself	Rupa and Company India	
2.Suggestive digital platforms web links: 1. <a href="https://www.en.m.wikipedia.org">https://www.en.m.wikipedia.org</a>				
2. <a href="https://www.firstaidforfree.com">https://www.firstaidforfree.com</a>				
Suggested equivalent online courses:				

**Part D- Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum marks: 100**

**Continuous Comprehensive Evaluation(CCE): 25 Marks University Exam (UE) 75 Marks**

<b>Internal Assessment:</b>	Class Test/Assignment/Presentation	15
<b>Continuous Comprehensive Evaluation(CCE): 25 Marks</b>		10
<b>External Assessment:</b> <b>University Exam Section:75</b> <b>Time ; 02.00 Hours</b>	<b>Section(A):ThreeVery Short Questions(50 words Each)</b>	<b>03x03=09</b>
	<b>Section(B): Four Short Questions(200 Words Each)</b>	<b>04x09=36</b>
	<b>Section(C): Two Long Questions (500 Words Each)</b>	<b>02x15=30</b>
		<b>Total 75</b>

**Any remarks/Suggestions: NIL**

  
 Controller  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Schore (M.P.)



Part A Introduction			
<b>Program:</b> Certificate/Diploma/Degree	<b>Class:</b> 1 Year	<b>Year:</b> 2021	<b>Session:</b> 2021-22
<b>Subject: NCC</b>			
1	<b>Course Code</b>		
2	<b>Course Title</b>	NCC Training	
3	<b>Course Type(Core course/Elective/Generic Elective/Vocational/...)</b>	Elective	
4	<b>Pre-requisite (if any)</b>	To study this course ,a student must have passed 12 <sup>th</sup> with any subject and must be medically fit. This course can be opted as an elective and It is open for all	
5	<b>Course Learning outcomes(CLO)</b>	Aim of the Course is to inculcate a sense of discipline, create self confidence and to create a human resource of organized,trained youth and to develop the quality of immediate and implicit the obedience of orders. Trained the youth to meet any medical emergency by giving aid.	
6	<b>Credit value</b>	02	
7	<b>TotalMarks</b>	Max.Marks: 25+75	Min.PassingMarks:33
Part B- Content of the Course			
Total numbers of Lectures-Tutorials-Practical (in hours per week) :2hours per week			
L-T-P:00-00-01			
S.No	Topics	No of Lectures	No of Tutorial

**Registrar**  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



UNIT-I	<p><b>Drill:</b></p> <p><b>General and Words of command: Attention, Stand at ease, Stand easy.</b></p> <p><b>Turning; Right turn, Left Turn and About turn. Sizing, Forming up in three ranks. Numbering and dressing of Troupe.</b></p> <p><b>Salute in Army, Navy and Air Force,</b></p> <p><b>Its description and training. Falling out and Dismissing.</b></p>	<b>15</b>	
UNIT-II	<p><b>Group Discussion on current topics and issues (National &amp; international)</b></p> <ul style="list-style-type: none"> <li>• Public Speaking/Extempore</li> <li>• First Aid: Bandages and CPR</li> </ul>	<b>15</b>	
<b>TOTAL</b>		<b>30</b>	

**Keywords/ Tags: Drill, Troupe, Salute, First aid, CPR**

**Part C-Learning Resources**

**Text Books, Reference Book, Other Resources**

**Suggested Readings:**

S No	Writers	Name of Book	Name of Publishers	Year of publication
1	Ranjan, Shashi and kumar, Aashish	Hand book of NCC	Goodwin Publication	2021
2	Chauhan, Lt (Dr) Rajeev kumar	NCC National Cadet Corps	Aakriti Publication	2021
3		Cadet's Hand book	NCC Directorate	

  
**Registrar**  
 Sri Satya Sai University of Technology  
 Medical Sciences, Sehore (M.P.)





			<b>M.p.&amp; C.G</b>	
4	Goyal, Hariom	<b>Personality Development</b>	<b>KalpazPublication, India</b>	
5	Mitra, Barun K	<b>Personality Development and Soft Skills</b>	<b>Oxford University Press India</b>	
6	<b>Manivannan, C. and Manivannan, T. Latha</b>	<b>Text Book of First Aid and Emergency Nursing</b>	<b>EMMESS Medical Publishers</b>	<b>2020</b>
7	<b>Popli, Harvinder and Sharma, Nirmal</b>	<b>Emergency First aid Safety Oriented</b>	<b>CBS Publishers</b>	
8	Jain, N>C> and Saakshi	<b>First Aid and Emergency Case</b>	<b>AITBS Publishers</b>	<b>2019</b>
9	Pippa, Dr. Keech	<b>Practical Guide to First Aid</b>	<b>Anees Publishing House</b>	
10	Gupta, RK	<b>NCC National Cadet Corps (Hindi &amp; English)</b>	<b>Ramesh Publication</b>	<b>2021</b>
11		<b>Hand Book of NCC</b>	<b>Kanti Publication, Itawa</b>	<b>2017</b>
12		<b>Hand Book of NCC an unique book for NCC Cadets</b>	<b>Naveen Publication</b>	<b>2019</b>

2. Suggestive digital platforms web links: 1. <https://www.en.m.wikipedia.org>

2. DG NCC TRAINING APP.

:

**Part D- Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)





Internal Assessment	Marks	External Assessment	Marks
Class Interaction/Quiz	10	Viva Voce on Practical	15
Attendance	05	Practical Record File	10
Assignments	10	Table Work /Experiments	50
TOTAL	25		75
Any remarks/Suggestions			



**VOCATIONAL SUBJECT**

Part A Introduction		
Program : Certificate	Class : BBA I Year	Year : 2021 Session: 2021-2022
Subject : ACCOUNTING AND TALLY COURSE		
1	Course Code	VI-COM-TALT
2	Course Title	BBA
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Vocational
4	Pre-Requisite (if any)	(Open for All)
5	Course Learning outcomes (CLO)	<p><b>After the completion of the course, student will be get to</b></p> <ol style="list-style-type: none"> <li>1. Understand the elements of electronic accounting process.</li> <li>2. Apply the basics of accounting with the help of sophisticated software like tally</li> <li>3. create a company, ledger and group creation, stock groups, stock items, stock units formation, various vouchers entry etc. in tally software.</li> <li>4. Make adjustments entries through tally and produce financial statements like P&amp;L accounts, balance sheet etc.</li> <li>5. Develop skills to prepare account manually and computerized.</li> </ol>
6	Expected job Role/ Career Opportunities	Student can find a job as an accountant in any business firm.
7	Credit Value	(Credit) 4
8	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33
Part B - Content of the Course		
Total No. of Lectures + Practical (in house per week) : L-1 Hr / P-1 Lab Hr		
Total No. of Lectures / Practical : L-30 hrs/P-30 hrs		
Module	Topics	No. of Hours
1	Financial Accounting: Concept of double Entry system, Golden Rules of Accounting, Preparation of Journals.	10
2	Preparation of Ledgers and Trial Balance.	10
3	Brief Introduction of Trading and Profit and loss account and balance sheet/	02
Practical		
Tally ERP 9.0		
1. Introduction of Tally ERP 9, info menu, creation of a company,		

Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



	gateway of tally. 2. Account Information: Ledgers and groups creation. 3. Inventory: Determination of stock groups, stock items and stock units. 4. Accounting vouchers Entries: Receipt vouchers, payment vouchers, purchase Vouchers, sales voucher, contra vouchers, and journal vouchers, debit note, credit note.	25
	<b>Report:</b> Trial balance, Day book, accounts book, statement of accounts, inventory book, trading & profit & loss account, balance sheet.	5

**Project** – Make a project to record day to day accounting and generate trading & P&L account and balance sheet.

**Part C- Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Beherasoumyaranjan, learn tally, ERP 9, B K Publications pvt. Ltd.
- Singh Shraddha, Mehranavneet, Tally ERP 9 (Power of Simplicity), V&S Publisher, Delhi.
- Agrawal Dr. Namrata, Comdex Tally. ERP9 Course Kit, Comdex Publication Delhi.
- Agrawal Dr. Mahesh Financial Accounting, Ramprasad And Sons, Bhopal
- बंसल मनोज एवं शर्मा अजय, कम्प्यूटरीकृत लेखन प्रणाली, साहित्य भवन पब्लिकेशन, आगरा

**Suggested web links:**

- <http://sscstudy.com/tally-erp-9-book-pdf-free-download/>  
<http://www.sarkarirush.com/tally>  
<http://learnmeck.com/fundamentals-of-tally-erp-9>

  
Registrar  
Sri Satya Sai University of Technology  
Sehore (M.P.)



<b>Part A Introduction</b>		
<b>Program :</b> Certificate/Diploma/Degree	<b>Class :</b> BBA I Year	<b>Year :</b> 2021
		<b>Session :</b> 2021-2022
<b>Subject : PERSONALITY DEVELOPMENT</b>		
1	<b>Course Code</b>	VI-PSY-DEVT
2	<b>Course Title</b>	BBA
3	<b>Course Type (Core Course/Elective/Generic Elective/Vocational)</b>	Vocational
4	<b>Pre-Requisite (if any)</b>	(Open for All)
5	<b>Course Learning outcomes (CLO)</b>	<p>After Studying this course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. To cultivate skills for successful life and learn to handle failure.</li> <li>2. To learn the process of goal setting and SWOT analysis.</li> <li>3. To understand the importance of time and stress management.</li> <li>4. To develop core skills employability.</li> <li>5. To develop effective communication skills.</li> <li>6. To realize the role of technology in personality development.</li> </ol>
6	<b>Expected job Role/ Career Opportunities</b>	Growth and value addition in the respective job profiles.
7	<b>Credit Value</b>	(Credit) 4
8	<b>Total Marks</b>	<b>Max Marks : 25+75 / Min. Passing Marks : 33</b>
<b>Part B - Content of the Course</b>		
<b>Total No. of Lectures + Practical (In hours per week) : L-1 Hr / P-1 Lab Hr</b>		
<b>Total No. of Lectures / Practical : L-30 hrs/P-30 hrs</b>		
<b>Module</b>	<b>Topics</b>	<b>No. of Hours</b>
1	<b>Personality, Success, and Facing Failure:</b> Concept of personality. What is Success? - Hurdles in achieving success, factors responsible for success, developing effective habits. What is failure? - Factors affecting failure, learning from failures. Overcoming failures, power of faith practicing faith, SWOT analysis and Goal-setting (Specific, Measurable, achievable, Realistic, Time-bound-SMART Goals)	10
2	<b>Time and stress management and employability quotient:</b> Time as a resource, identifying time wasters, techniques for	10





	<p>better time management, introduction to stress, causes and effects of stress, managing stress. Resume building, the art of participating in group discussion, interview frequently asked questions, mock interview sessions.</p>	
3	<p><b>Communication skills and digital etiquettes:</b>                  Communication skills: Effective reading/writing/listening skills, Hard skills &amp; soft skills, overcoming stage fear, role of body language, art of professional presentation, use of audio &amp; visuals in presentations, social etiquettes.                  Use of Information &amp; communication technology (ICT) in day-to-day management, effective use of social media, E-mail etiquette, Netiquette, Useful electronic gadgets and mobile applications.</p>	10
<b>Practical</b>		
	<ol style="list-style-type: none"> <li>1. SWOT analysis</li> <li>2. Goal-setting (SMART goals)</li> <li>3. Time management</li> <li>4. Resume writing and mock interview sessions</li> <li>5. Communication skills</li> <li>6. E-mail writing</li> </ol>	30
	<p><b>Project/field Trip:</b></p> <ol style="list-style-type: none"> <li>1. Submit a report based on your learning from the life of any one successful personality.</li> <li>2. Visit to personality development training institute and submit its report.</li> </ol>	

**Part C- Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Andrews, sudhir (1988). How to succeed at Interviews. 21<sup>st</sup> (rep.) Tata McGraw Hill, New Delhi.
- Covey, Stephen. (1989) The 7 Habits of highly effective people. NY: Free Press
- HIndle, Tim (2003) Reducing stress essential manager series. DK Publishing.
- Lucas, Stephen (2001). Art of Public speaking. Tata McGraw Hill, New Delhi.
- शर्मा, सुबेट, 'व्यक्तित्व का विकास' आनंद वेपरकेक्स/  
 Peter S.J. Franco (2011) soft skills and professional communication. Tata McGraw hill Education, New Delhi.
- शर्मा पी. के. (2004) 'व्यक्तित्व का विकास' भारतीय प्रकाशन।
- Smith, B. (2004) Body language, Rohan Company, Delhi.

**Suggested web links:**

**Basic of communication:** <http://www.glowandlovelycareers.in/en/course-detail/niit-156/basics-of-communication>

**Social Etiquettes:** <http://www.glowandlovelycareers.in/en/course-detail/englishedge-904/socialetiquette>

**Self-presentation:** <https://www.glowandlovelycareers.in/en/course-detail/niit-161/self->

Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)





presentation			
<b>Part A Introduction</b>			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021- 2022
<b>Subject : EXPORT / IMPORT MANAGEMENT</b>			
1	Course Code	VI-COM-EINT	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Vocational	
4	Pre-Requisite (if any)	{Open for All}	
5	Course Learning outcomes (CLO)	<b>After the successful completion of the course, the student shall be able to:</b> <ol style="list-style-type: none"> <li>1. Understand the import &amp; Export procedures in India.</li> <li>2. Learn the essential documents for importing and exporting.</li> <li>3. Understand the different types of tariff and non-tariff barriers.</li> <li>4. Understand marine insurance and its uses.</li> <li>5. Infer the Government's Export assistance and promotion schemes in India and various policies framed under it.</li> <li>6. Gather the differences between Risk management, treatment, avoidance and reduction along with business continuity practices.</li> </ol>	
6	Expected Job Role/ Career Opportunities	<b>Business Opportunities:</b> Manufacturer exporter, Merchant exporter, manufacturer cum merchant exporter, as a consultant. <b>Job opportunities:</b> Shipping and logistics, international marketing, Documentation and legal, Banks/trade advisory, airlines and cargo.	
7	Credit Value	(Credit) 4	
8	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	
<b>Part B – Content of the Course</b>			
<b>Total No. of Lectures + Practical (in hours per week) : L-1 Hr / P-1 Lab Hr</b>			
<b>Total No. of Lectures / Practical: L-30 hrs./P-30 hrs.</b>			
<b>Module:</b>	<b>Topics</b>		<b>No. of Hours</b>
	International Bodies, Export Import cycle, IEC online		

  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)



1	<p><b>application, types of Transportation, Containers and packaging, Incoterms and payment terms:</b></p> <ul style="list-style-type: none"> <li>• Continents, opportunities and myths</li> <li>• International and local bodies</li> <li>• Exports-Import cycle</li> <li>• Online IEC application types of transportation, Containers and packaging.</li> <li>• Different type of delivery terms and cost – Risk involved.</li> <li>• Different type of payment terms and Risk involved.</li> </ul>	10
2	<p><b>Product and market selection &amp; research, verification of buyers and importance of Exhibition visits and Identifying buyers, communication:</b></p> <ul style="list-style-type: none"> <li>• Selection of product for export</li> <li>• Importance of product selection and source of finding new products.</li> <li>• Selection of market for export</li> <li>• Importance of market selection and identifying potential market</li> <li>• Importance of trade fairs and exhibition for export promotion</li> <li>• How to find genuine buyers</li> <li>• Buyers communication and verification</li> </ul>	10
3	<p><b>Proforma invoice, LC, pre and post shipment documentation, GST &amp; custom clearance and documents practical:</b></p> <ul style="list-style-type: none"> <li>• Importance of proforma invoice and various aspects</li> <li>• Full LC clauses</li> <li>• Pre and post shipment documents and understanding its need</li> <li>• GST and custom procedures</li> <li>• How to fill pre &amp; post shipment documents-practical</li> </ul> <p><b>Import procedures and documents, Risk management &amp; government benefits:</b></p> <ul style="list-style-type: none"> <li>• Import documentation and procedure</li> <li>• ECGC, insurance, EEFC and forward contract</li> <li>• Export incentives</li> </ul>	10
<b>Practical</b>		
	<ul style="list-style-type: none"> <li>• Preparing Quotation</li> <li>• Finding buyers and gathering data</li> <li>• Discussion on product portfolio</li> <li>• B2B listing</li> <li>• Online marketing</li> <li>• Social media marketing</li> <li>• Buyers verification</li> <li>• Buyers calling</li> </ul>	30
	<p><b>Project/field Trip:</b></p> <ul style="list-style-type: none"> <li>• Visit to import/Export unit</li> </ul>	

Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



**Part C- Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Export import policy, publisher: Ministry of commerce, Govt. of India, New Delhi.
- Electronic commerce by N. Janardhan. Publisher: Indian Institute of Foreign Trade, New Delhi.
- Nabhi's Exporters manual and documentation, Publisher: Nabhi Publication, New Delhi.
- Nabhi's New Import export policy, Publisher: Nabhi publication, New Delhi.
- Export- What, Where, How by Ram Paras, Publisher: Anupam, Delhi.

**Suggested web links:**

[http://nptel.ac.in/content/storage2/courses/110105031/pr\\_pdf/modyle-30%20pdf.pdf](http://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/modyle-30%20pdf.pdf)

[http://onlinecourses.nptel.ac.in/noc20\\_m54/preview](http://onlinecourses.nptel.ac.in/noc20_m54/preview)

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



Part A Introduction			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021- 2022
Subject : FINANCIAL SERVICES & INSURANCE			
1	Course Code	VI-COM-FINT	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Vocational	
4	Pre-Requisite (if any)	(Open for All)	
5	Course Learning outcomes (CLO)	<p><b>After studying this course, the student will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Understand the functions of banking and insurance services.</li> <li>2. Know about and able to perform various financial services such as banking, investment advisory, wealth management, mutual funds, insurance consultancy, stock market, capital restructuring, portfolio management etc.</li> <li>3. Enhances knowledge about the legal and regulatory aspects of banking &amp; insurance.</li> <li>4. Aware about the financial derivatives.</li> <li>5. Develop skills to work in financial and insurance services.</li> </ol>	
6	Expected Job Role/ Career Opportunities	<b>Financial Consultant</b>	
7	Credit Value	[Credit] 4	
8	Total Marks	<b>Max. Marks : 25+75 / Min. Passing Marks : 33</b>	
Part B - Content of the Course			
<b>Total No. of Lectures + Practical (in hours per week) : L-1 Hr / P-1 Lab Hr</b>			
<b>Total No. of Lectures / Practical: L-30 hrs./P-30 hrs.</b>			
Module	Topics	No. of Hours	
1	<p><b>Overview of financial services:</b>                      Meaning, Importance and scope of financial services, Indian financial system, brief study of financial institution - RBI, Commercial and Co-operative banks, non-banking financial institutions, development bank, Merchant bank, Basics of mutual funds, Credit rating, an overview of micro finance.</p>	10	

*(Signature)*  
 Sri Satya Sai University of Technology & Medical Sciences, Sehore (M.P.)





<b>2</b>	<p><b>Financial Markets:</b> Money market in India: Importance, features and instruments, measures to strengthen money market in India, recommendations of the working group on money market.</p> <p><b>Capital Markets in India:</b> New issue market and stock exchange, importance of stock exchanges, Role of the securities and exchange Board of India (SEBI), meaning and classification of mutual funds, operation of the funds, New asset value, and regulation of mutual funds in India.</p> <p><b>Financial Instruments:</b> Cash, Derivative, Foreign Exchange, Debt based and equity based financial instruments.</p>	<b>10</b>
<b>3</b>	<p><b>Principles and practices of Insurance:</b> Concepts, principles &amp; types of Insurance-life insurance, Micro Insurance, annuities, Health Insurance, general insurance, motor Insurance, Marine Insurance, Property Insurance and other miscellaneous insurance, The concept of risk and classification of risks, insurance documents, online insurance, process of claim and settlement, policy terms and conditions, legal and regulatory aspects of Insurance (IRDA).</p>	<b>10</b>
<b>Practical</b>		
	<ul style="list-style-type: none"> <li>• Practice online bank account opening, E-banking operations, and UPI transfer payment.</li> <li>• Prepare the documents of a hypothetical insurance claim.</li> <li>• Visit to banks and insurance companies to observe the functioning.</li> <li>• Presentation by charts and models about various financial functions.</li> <li>• Role plays of an insurance agent, mutual fund consultant, stock broker, investment advisor and portfolio manager etc.</li> </ul>	<b>30</b>
	<b>Project/field Trip:</b>	
<b>Part C- Learning Resources</b>		
<b>Text Books, Reference Books, Other resources</b>		
<p><b>Suggested Readings :</b></p> <ul style="list-style-type: none"> <li>• R.K. Mishra, I S Yadav, A.P. Kumar, S P Mishra, J. Kiranmal, "Risk Management in Banking Insurance &amp; Financial Services", 2014, Academic foundation.</li> <li>• R. Gordan &amp; Natarajan, "Future scenario of financial services", Himalaya Publication.</li> <li>• Satyadevi, C., Financial Services Banking and Insurance, S. Chand.</li> <li>• Kunjukunju, Benson, Mohanan, S, "Financial markets and financial services in India", New Century publication.</li> <li>• Dhanesh Kumar Khatri, "Derivatives and Risk Management", Macmillan.</li> <li>• Khan, M.Y. Financial Services, New Delhi: Tata McGraw Hill Education. (2005).</li> <li>• Machiraju, H.R. Indian Financial System. New Delhi: Vikas Publishing House (2010).</li> <li>• Agarwal, O.P. Banking &amp; Insurance. New Delhi: Himalays Publishing (2011).</li> </ul>		

  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)





**Suggested web links:**

[http://ves.ac.in/tulsitech/wp-content/uploads/sites/16/2017/05/Banking\\_Financial\\_Services\\_and\\_Insurance.pdf](http://ves.ac.in/tulsitech/wp-content/uploads/sites/16/2017/05/Banking_Financial_Services_and_Insurance.pdf)

<http://www.aicte-india.org/sites/default/files/bvoc/BFSI.pdf>

[http://nsdcindia.org/sites/default/files/Banking-Financial-Services\\_Insurance.pdf](http://nsdcindia.org/sites/default/files/Banking-Financial-Services_Insurance.pdf)

<http://sgp.fas.org/crs/misc/IF10043.pdf>

[http://jimpcollege.org/downloads/BASICS\\_OF\\_FINANCIAL\\_SERVICES\\_1.pdf](http://jimpcollege.org/downloads/BASICS_OF_FINANCIAL_SERVICES_1.pdf)

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



Part A Introduction			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021- 2022
Subject : RETAIL MANAGEMENT			
1	Course Code	V-COM-REMT	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Vocational	
4	Pre-Requisite (if any)	(Open for All)	
5	Course Learning outcomes (CLO)	<p><b>After the successful completion of the course, the student shall be able to:</b></p> <ol style="list-style-type: none"> <li>1. Understand the Fundamental concept of retail management.</li> <li>2. Understand the shopper's behaviour</li> <li>3. Understand the consumer's behaviour</li> <li>4. Understand merchandise management</li> <li>5. Understand visual merchandising.</li> <li>6. Understand E-Retailing system</li> <li>7. Understand E-Payment system</li> </ol>	
6	Expected Job Role/ Career Opportunities	<p><b>Business Opportunities:</b> Retail outlet owner, Retail management Consultant, Retail Service provider.</p> <p><b>Job Opportunities:</b> Window Dressing, Retail Outlet Designer, retail inventory manger, Merchandise Professional in Branded Companies, visual merchandiser, E-commerce Business Operator.</p>	
7	Credit Value	(Credit) 4	
8	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	
Part B - Content of the Course			
Total No. of Lectures + Practical (in hours per week) : L-1 Hr / P-1 Lab Hr			
Total No. of Lectures / Practical: L-30 hrs./P-30 hrs.			
Module	Topics		No. of Hours
1	<p><b>Fundamentals of Retail management:</b></p> <ol style="list-style-type: none"> <li>1. Basic Concept of Retailing, Types of retailer, Multi-channel retailtyorganizedretailtyorganized retailing in India, retail Market strategy, Retail format and target market, Growth</li> </ol>		10

*Rajkumar*  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



	<p>strategies, Pricing strategy, Consumer behaviours, Determinants of consumer behaviour, consumer marketing strategy, consumer decision making process, organizational consumer behaviour, post purchase behaviour.</p> <p>2. <b>Services Retailing-</b> Importance of service retailing and its challenges, Consumer behaviour in services zone of Tolerance, service perception and Expectation, service strategy, service triangle, marketing mix, marketing segmentation.</p>	
2	<p><b>Merchandise Management:</b></p> <p>1. <b>Merchandising Philosophy,</b> Merchandising plans, Merchandise budget, financial inventory control, pricing strategy.</p> <p>Basic of visual merchandising, Retail store site and design, store layout, Image mix, store exterior and interior, color blocking, signage and understanding material planograms, Window display.</p>	10
3	<p><b>E-Retailing:</b> <b>Introduction-</b> The concepts of E-Commerce, E-Business and E-Marketing, evolution of E-Commerce, E-Commerce V/s traditional commerce, Network Infrastructure for E-Commerce, Internet, Extranet, E-Commerce application: Consumer applications, Organization application, Procurement - Online marketing and advertisement, Online Interactive retailing, E-Commerce - Business Models: B2B, B2C, C2C, B2 government, Government to Government.</p> <p><b>E-Marketing:</b> Information based marketing, E-Marketing mix - Cost, Connectivity, Convenience, customer, interface, and speed of delivery, Web retailing, process of website development, E-Retailing/reverse marketing, Electronic payment systems: Introduction to payment systems, On-line payment systems - prepaid E-payment systems, Post-paid E-payment systems, E-cash or Digital cash, E-cheques, Credit Cards, Smart cards, Debit Cards.</p>	10
<b>Practical</b>		
	<ul style="list-style-type: none"> <li>• Product based store layout</li> <li>• Product segmentation</li> <li>• Product Mix</li> <li>• Window dressing (Display)</li> <li>• Analysis of online Retailing (Product based)</li> <li>• Indexing of product based online retailer</li> <li>• Payment app procedure</li> <li>• Case studies</li> <li>• Practical sessions by Industry Experts, Covering all aspects of retailing.</li> </ul>	30
	<b>Project/field Trip: Visit to Branded Retail Store</b>	
<b>Part C- Learning Resources</b>		

**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Michael lacy, Barton AWeitz and Ajay Pandit, Retail management, Tata McGraw Hill Education pvt. Ltd. New Delhi.
- KVC Madaan, Fundamental of Retailing, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
- SwapnaPradhan, Retail management, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
- K.RamaMohanaRao: Services marketing, pearson, 2Ed. New Delhi.
- ValeriZeithmal, Mary Jo Binter, Dwayne D Gremler and aJaypnadit; Services marketing, Tata McGraw Hillm, New Delhi.
- Kolakora& Winston - Frontier of E-commerce, Pearson Education.

**Suggested web links:**

[http://npTEL.ac.in/content/storage2/courses/downloads\\_new/11010407/noc19\\_mg28\\_assignment\(8\).pdf](http://npTEL.ac.in/content/storage2/courses/downloads_new/11010407/noc19_mg28_assignment(8).pdf)

[http://onlinecourses.swayam2.ac.in/lmb19\\_mg02/preview](http://onlinecourses.swayam2.ac.in/lmb19_mg02/preview)

  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)





  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



**आधार पाठ्यक्रम: प्रथम प्रश्न पत्र – हिन्दी भाषा**

(भाग- ए) परिचय			
कार्यक्रम: सूची लेखन प्रमाण-पत्र	कक्षा: बी.ए. / बी.कॉम / बी.एस. सी. / बी. एच. एल. सी. / बी. सी. ए. / बी. बी. ए. (प्रथम वर्ष)	वर्ष : 2021	सत्र : 2021-2022
विषय: आधार पाठ्यक्रम			
1	कोर्स कोड:	XI-FCEAIT	
2	कोर्स का शीर्षक	भाषा और संस्कृति	
3	कोर्स का प्रकार	आधार पाठ्यक्रम	
4	सौर्य अपेक्षित	कक्षा 12वीं उत्तीर्ण किमी भी विषय समूह से	
5	कोर्स अधिगम उपलब्धि (लर्निंग आउटकम) [CLO]	<ul style="list-style-type: none"> <li>• उच्चतम साक्षरिक्तपारतों से अध्ययन से रुचिकविकसितकरना।</li> <li>• सांस्कृतिकवैतनाजीरतापूर्ण भावनाकविकसितकरना।</li> <li>• भाषा-ज्ञान।</li> <li>• सामान्य शब्दावलीऔरविशेष शब्दावली से अध्ययन द्वाराभाषा एवंसंस्कृतिमोघ कविकसितकरना।</li> <li>• विविध शब्दावली (शीघ्र शब्दावली बई) सेपरिचितकरवानेकेद्वारा बोध से सतन्वैकिकसितकरना।</li> <li>• प्रतिबोनीपरीक्षाओंसेसुतियाकरना।</li> </ul>	
6	क्रेडिट पान	02 क्रेडिट	
7	कुल अंक	50 अंक	
8	उत्तीर्ण अंक	17 अंक	
(भाग - बी) कोर्स सामग्री			
व्याख्यान की कुल संख्या : वर्ष में अधिकतम 15 पटि			
पूनिट	विषय	व्याख्यान की संख्या	
बकार्क - एक	<ul style="list-style-type: none"> <li>• मैथलीशरणगुप्तपरिवय पाठ : मातृभूमि (कविता)</li> <li>• प्रेमचन्द : परिवय पाठ : शतरंज के खिलाड़ी (कहानी)</li> <li>• व्यंगय : शारदजोशी: जीपपरसवारइतिलया</li> </ul>	5 घण्टे	
उत्तराई - दो	<ul style="list-style-type: none"> <li>• वैचारिक-भारतीय भाषाओंमेंराम</li> <li>• आचार्यरामचन्द्र शुक्लपरिवय पाठ : उत्साह (भावमूलक निबंध)</li> <li>• रामधारी सिंह दिनकरपरिवय पाठ : भारत एक है (संस्कृति)</li> </ul>	5 घण्टे	

**REGISTRAR**  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



	<ul style="list-style-type: none"> <li>आदिशंकराचार्य- जीवन व दर्शन</li> </ul>	
इकाई -तीन	<ul style="list-style-type: none"> <li>पर्यायवाची शब्द : विलोम शब्द : अनेक शब्द के लिए एक शब्द (हिन्दी व्याकरण)</li> <li>संधि और उसके प्रकार (हिन्दी व्याकरण)</li> <li>बीज शब्द- धर्म, अद्वैत, भाषा अवधारणा, उदासीकरण :</li> </ul>	5 घण्टे
सारविन्द (कैसे करें)		
सर्चकरी :		
मैथिलीशरणगुप्त	मैथिलीशरणगुप्त की कवितालातृभूमि	
प्रेमचंद	प्रेमचंद साहस के खिलाड़ी	
रामधारी सिंह दिनकर	भारत एक हेरामधारी सिंह दिनकर	
आचार्यरामचन्द्र शुक्ल	उस्ताहनिबंध रामचन्द्र शुक्ल	
स्वामीविवेकानन्द	शिष्यगीव्याख्यान	
धर्मशास्त्र		
भाषाविकास		
भाषापरिभाषा		
अवधारणाका अवयव एवं परिभाषा		
उदासीकरण की विशेषता		
पर्यायवाची शब्द		
विलोम शब्द		
अनेक शब्द के लिए एक शब्द		
संधि		

(आम-सी)

अनुसंसित अध्ययन संसाधन

पाठ्य पुस्तकें, संदर्भपुस्तकें, अन्य संसाधन

- प्रेमचन्द-मानसरोवर, खण्ड-३
- आचार्यरामचन्द्र शुक्ल-विभाषाणि, भाग-१
- डॉ. वासुदेवबन्धुप्रसाद, आधुनिक हिन्दी व्याकरण और रचना, भास्वीमदन, उम्बुल्वाडी रोड, पटना, बिहार
- डॉ. राजेशचन्द्रकुर्वी, हिन्दी व्याकरण-उपकरण प्रणालय, आगरा उ.प्र.
- हिन्दी ज्ञानकोश

Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



- इन्टरनेटसामग्री-टैगमेंटअलेखित

Part A Introduction			
Program : UG Level	Class : I Year	Year : 2021	Session : 2021-2022
Subject : FOUNDATION COURSE (ENGLISH)			
1	Course Code	XI-TCHBIT	

Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



2	<b>Course Title</b>	English Language and Indian Culture
3	<b>Course Type (Core Course/Elective/Generic Elective/Vocational)</b>	Foundation Course
4	<b>Pre-Requisite (if any)</b>	To Study this course, a student should have basic knowledge of English language. This course will be studied by all the students of UG level under the Foundation course category.
5	<b>Course Learning outcomes (CLO)</b>	Through this course the students will be able to; <ol style="list-style-type: none"> <li>1. Prepare for various competitive exams by developing their English language competence.</li> <li>2. Promote their comprehension skills by being exposed to a variety of text and their interpretations.</li> <li>3. Build and enhance their vocabulary.</li> <li>4. Develop their communication skills by strengthening grammar and usages.</li> <li>5. Inculcate values which make them aware of national heritage and environmental issues, making them responsible citizens.</li> </ol>
6	<b>Credit Value</b>	(Credit) 2
7	<b>Total Marks</b>	Max. Marks :50 / Min. Passing Marks :17

**Part B – Content of the Course**

Total No. of Lectures – Tutorials – Practical (In hours per week) : L-T-P

Unit	Topics	No. of Lectures
1	<b>Reading, Writing and Interpretation Skills:</b> <ol style="list-style-type: none"> <li>1. Where the mind is without fear – Rabindranath Tagore (Key Word: Patriotism)</li> <li>2. National Education – M.K. Gandhi (Key Word : Edification)</li> <li>3. The Axe-R.K. Narayan (Key Word: Environment)</li> <li>4. The wonder that was India – A.L. basham (an Excerpt) (Key Indianness)</li> <li>5. Preface to the Mahabharata C. Rajagopalachari (Key Word: Indian Mythology)</li> </ol>	05
2	<b>Comprehension Skill:</b> Unseen passage followed by multiple choice questions	05
3	<b>Basic language skills:</b> <ol style="list-style-type: none"> <li>1. Vocabulary building: Suffix, Prefix, Synonyms, Antonyms, Homophones, Homonyms and One-word Substitution.</li> <li>2. Basic Grammar: Noun, pronoun, adjective, verb, adverb, prepositions, articles, Time and tense.</li> </ol>	18

**Part C- Learning Resources**

  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)





Course Type (Core Course/Elective/Generic Elective/Vocational)		Foundation Course
4	Pre-Requisite (if any)	A Course intended to create awareness about the life of human beings which is an integral part of environment; and to inculcate the skills required protecting the environment from all sides.  To study this course, the student must have a knowledge about the environmental components, pollution, biodiversity, and ecosystem at senior secondary, Class 12 <sup>th</sup> level.
5	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> <li>1. To understand various aspects of life forms, ecological processes, and the impacts on them by the human during anthropogenic era;</li> <li>2. To build capabilities to identify relevant environmental issues, analyze the various underlying causes, evaluate the practices, and policies, and develop framework to make informed decisions.</li> <li>3. To develop empathy for all life forms, awareness, and responsibility towards environmental protections and nature preservation.</li> <li>4. To develop the critical thinking for shaping strategies such as scientific, social, economics, administrative &amp; legal, environmental protection, conservation of biodiversity, environmental equity and sustainable development.</li> <li>5. To prepare for the competitive exams.</li> </ol>
6	Credit Value	(Credit) 2
7	Total Marks	Max. Marks :50 / Min. Passing Marks :17

**Part B - Content of the Course**

Total No. of Lectures -15 Hrs. (01 Hours per week); Total No. of Lectures: 15

Unit	Topics	No. of Lectures
1	<p>Reading, Writing and Interpretation Skills;</p> <ul style="list-style-type: none"> <li>• Multidisciplinary nature, scope and importance of environment.</li> <li>• Components of environment: Atmosphere, Hydrosphere, Lithosphere, and biosphere.</li> <li>• Brief account of natural resources and associated problems: Land resources, water resources, energy resource.</li> <li>• Concept of sustainability and sustainable development.</li> </ul>	05 Hrs.



	<b>Keywords: Environment, Forest Mineral, Food, land, Energy, Sustainable development.</b>	
<b>2</b>	<b>Biome, Ecosystem and biodiversity:</b> <ul style="list-style-type: none"> <li>• Major biomes: Tropical, Temperate, Forest, Grassland, Desert, Tundra, Wetland, Estuarine and marine.</li> <li>• Ecosystem: Structure function and types their preservation &amp; restoration.</li> <li>• Biodiversity and its conservation practices.</li> </ul> <b>Keywords: Biome, Ecosystem, Biodiversity</b>	<b>04 Hrs.</b>
<b>3</b>	<b>Environmental pollution, management and social issues:</b> <ul style="list-style-type: none"> <li>• Pollution: Types, control measures, management and associated problems,</li> <li>• Environmental law and legislation: Protection and conservation acts.</li> <li>• International agreement &amp; programme.</li> <li>• Environmental movements, communication and public awareness programme.</li> <li>• National and International organizations related to environment conservation and monitoring.</li> <li>• Role of information technology in environment and human health.</li> </ul> <b>Keywords: Pollution, Environmental Legislation, Environmental Movement, Environmental programme and organization.</b>	<b>06 Hrs.</b>
<b>Suggested activities: (At least one)</b> <ol style="list-style-type: none"> <li>1. Visit to an area to document environmental assets: Rivers/forest/Flora/fauna.</li> <li>2. Visit to a local polluted site Urban/Rural/Industrial/Agriculture.</li> <li>3. Study of simple ecosystem.</li> </ol>		

**Part C- Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Singh J.S. S. P. and Gupta S.R.; "Ecology; Environment science and conservation, "S Chand Publishing, New Delhi (2018)
- Divan, S. and Rosencranz, A., "Environmental Law and Policy in India: Cases, Material & Status" Oxford University Press, India, (2002) 2<sup>nd</sup> Edition.
- Odum, E.P., "Fundamentals of Ecology", Philadelphia Saunders, (1971).
- Bharucha, Erach, "Environmental Studies" Universities press India Pvt. Ltd. Hyderabad (2014) (Hindi Edition also available).
- Kaurik, Annaba, Kaurik, C.P. "Perspective in Environmental Studies", New age International Publishers, (2018), 6th Edition.
- Astana D.K AstanaMe era, "A Textbook of Environmental Studies," S. Chand Publishing New Delhi, (2007).
- National Digital Library(<https://ndl.iitkgp.ac.in/homestudy/science>)
- Epg-Pathshala (<https://epgp.inflibnet.ac.in/Home/Download>)
- NPTEL (<https://nptel.ac.in/course.html>)
- Coursera (<https://www.coursera.org/search?query=environmental+science&page=1>)

  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)



- इलाका परतना, पर्यावरण अध्ययन, ओरिजिनल ब्लूकब्लान प्राइवेट लिमिटेड नई दिल्ली (2014)
- इयासंकर विपाठी, पर्यावरण अध्ययन, मोतीलाल बनारसीदास पब्लिशर्स दिल्ली (2005)
- रतन जोशी, पर्यावरण अध्ययन, साहित्य अकादमी पब्लिकेशन्स (2018)

**Suggested web links:**

**Suggested Equivalent Online Courses:**

1. The health effects of climate change (edx)
2. Climate change: Financial risk and opportunities (edx)
3. Introduction to environmental law and policy (coursera)
4. Women in environmental Biology (coursera)
5. Our Earth; It's Climate, History and process (coursera)
6. Ecology, physiology, environmental science (national digital library)

  
Signature  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



Program :Certificate Course		Class:BBA.1 <sup>st</sup> Year	Year: 2021	Session :2021-2022
<b>Subject :YOGIC SCIENCE</b>				
1	Course Code	A1-YOSC1F		
2	Course Title	YOGA AND MEDITATION (PAPER-2)		
3	COURSE TYPE	FOUNDATION COURSE		
4	Pre-requisite (if any)	For BBA1 year student, this course is compulsory for all.		
5	Course Learning outcomes (CLO)	1. After studying this course, student will be able to : ▪ Take care of their own physical mental emotional, social and spiritual health.		
6	Credit Value	Theory-2		
7	Total Marks	Max. Marks: 50	Min. Passing Marks: 17	
<b>Part B- Content of the Course</b>				
<b>Total no of Lectures –Tutorials –Practical (in hours per week ): 2 hours per week</b>				
Unit	Topics	No. of Lectures		
I	<b>Introduction to yoga and yogic practices</b> 1. Yoga: Etymology, definition, aim. Objectives and misconceptions. 2. Yoga: its origin history and development. 3. Rules and regulations to be followed by yoga practioners 4. Introduction to yoga practices 5. Shatkarma: meaning, purpose and their significance in yoga sadhna 6. Key words: history and development of yoga ,shatkarma, common yogic practices.	10		
II	<b>Breathing Practices And Pranyama</b> 1. Sectional breathing (Abdominal, thoracic Clavicular) 2. Yogic deep Breathing 3. Concept of puraka and kumbhaka 4. Concept of Bandha and Mudra 5. Anumoaviloma/ Nadishodhna 6. Shitali 7. bhramari Keywords: sectional breathing, Deep breathing, Bandha& Mudra, shitali, bhramari.	10		

  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)



III	<b>Practices leading to meditation</b> 1. Recitation of pranava Mantra 2. Recitation of Hymns, in vocation and prayers 3. Antra Maun 4. Breath Meditation 5. Om Dhyana Key words: pranava Mantra, Antra maun, Breath meditation, omdhyan.	10
	<b>Part C-Learning Resources</b>	
<b>Text BOOKS, REFERENCES BOOKS, OTHER RESOURCES</b>		
<b>Suggested Readings:</b>		
1. Singh S.P&yogIMukesh: foundation of yoga, standard publication, New Delhi, 2010. 2. Swami DhinrendraBrahachari: yogasanavijnana, Dhinrendra yoga, publication, New Delhi, 1966. 3. Saraswati, Swami Satynand: Asana, pranayam, mudra, Bandha (apmb), yoga publication trust, Munger, 2013. 4. H.R Nagendra: asana, pranayama, Mudra, Bandha, swami vivekanand, yogprakashan, Banglore, 2002. 5. IshwarBhardwaj: saralyogasana, satyam publishing House, New Delhi, 2018. 6. ShiriRaisinghchouhan: Mudra Rahsya, Bhartiayogsansthan ,new delhi,2014 7. Dr. Vishwanathan Prasad sanha: Dhiyan yoga, Bhartiayogsansthan, New Delhi, 1987. 8. Shirideshraj: Dhiyansadhna, Bhartiya yoga sansthan, NewDelhi, 2015.		
<b>Suggestive digital platforms web links</b>		
1. www.rishikeshnathyogshala.com		
<b>Suggestive equivalent online courses:</b>		
2.http://theoyoginstitute.org		
<b>Part D-Assessment and Evaluation</b>		
Maximum Marks:50		
University Examination (objective) 50		
Time : 01.00 Hour		
External Assessment: University Examination	Objective questions	50
	<b>Total</b>	<b>50</b>

  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sehore (M.P.)







# SRI SATYA SAI UNIVERSITY OF TECHNOLOGY & MEDICAL SCIENCES

[Established Under Act. 06 of 2014 by Govt. of Madhya Pradesh]

Approved by Madhya Pradesh Private University Regulatory Commission

SII-18, Bhopal-Indore Road, Opposite Oilfield Plant, Pachama, Schore (M.P.) Pin Code - 466001

## (Minutes of the Board of the Studies Committee Meeting)

Name of Department: -MANAGEMENT

Minutes of the Board of the Studies Committee Meeting Dated: -19/06/2017

Minutes of the Board of the Studies Committee Meeting was held in the board room at 2:00 P.M, on 19/06/2017. The following members were present.

- |                        |           |
|------------------------|-----------|
| 1. Dr. IndrajitYadav   | Chairman  |
| 2. Dr. Rajesh Sharma   | Secretary |
| 3. Dr. Satendra Thakur | External  |
| 4. Dr. Deepak          | Member    |
| 5. Mr. Vishal Singh    | Member    |
| 6. Ms. Huma Ansari     | Member    |
| 7. Ms. Jyoti Soni      | Member    |
| 8. Ms. Pratibha Yadav  | Member    |

The chairman of BOS Committee welcomes and appreciated the efforts put up by the faculty for progress of the departmental academic activities. The following agenda points were discussed and resolved.

**Agenda:** -Scheme of the PG (Master of Business Administration) course is discussed by member of the board of studies

**Discussion:** - No change required in scheme and syllabus of MBA course.

**Resolution:** -All member agree to implement scheme and syllabus as per session 2017-18

The chairman of BOS Committee thanks the members of the committee for peaceful conduction of meeting.

Signature of all members (including Chairman)



Bhopal-Indore Road, Opp. Pachama oilfield plant, Pachama, Dist.-Schore M.P. PIN-466001  
Ph: 07562-223647, Fax : 07562-223644, Web: www.sssutms.co.in, info@ssutms.co.in

Registrar

Sri Satya Sai University of Technology  
& Medical Sciences Schore (M.P.)





# SRI SATYA SAI UNIVERSITY OF TECHNOLOGY & MEDICAL SCIENCES

[Established Under Act. 06 of 2014 by Govt. of Madhya Pradesh]

Approved by Madhya Pradesh Private University Regulatory Commission

SE-18, Bhopal-Indore Road, Opposite Oilfield Plant, Pachama, Sehore (M.P.) Pin Code -466001

## (Minutes of the Board of the Studies Committee Meeting)

Name of Department: -MANAGEMENT

Minutes of the Board of the Studies Committee Meeting Dated: -15/06/2018

Minutes of the Board of the Studies Committee Meeting was held in the board room at 1.00 P.M. on 15/06/2018. The following members were present.

- |                       |           |
|-----------------------|-----------|
| 1. Dr. Indrajit Yadav | Chairman  |
| 2. Dr. Rajesh Sharma  | Secretary |
| 3. Dr. Sumit Mathur   | External  |
| 4. Dr. Deepak         | Member    |
| 5. Mr. Atul Savla     | Member    |
| 6. Ms. Huma Ansari    | Member    |
| 7. Mr. Ankit Pansari  | Member    |
| 8. Ms. Jaysbree       | Member    |

The chairman of BOS Committee welcomes and appreciated the efforts put up by the faculty for progress of the departmental academic activities. The following agenda points were discussed and resolved.

**Agenda:** -Scheme of the PG (Master of Business Administration) course is discussed by member of the board of studies

**Discussion:** - No change required in scheme and syllabus of MBA course.

**Resolution:** -All member agree to implement scheme and syllabus as per session 2018-19

The chairman of BOS Committee thanks the members of the committee for peaceful conduction of meeting.

Signature of all members (including Chairman)



Bhopal-Indore Road, Opp. Pachama oilfield plant, Pachama, Dist.-Sehore M.P. PIN-466001  
Ph: 07562-223647, Fax: 07562-223644, Web: www.ssatms.co.in, info@ssatms.co.in

Sri Satya Sai University of Technology  
& Medical Science (M.P.)



# Sri Satya Sai University of Technology and Medical Sciences

(Established under Govt. of M.P. Registered under UGC 2(F) 1956)

Bhopal-Indore Road, Opp. Pachama oilfield plant, Pachama, Dist.-Sehore M.P. PIN-466001  
Ph. 07562-223647, Fax : 07562-223648, Web: www.sssutms.co.in, Info@ssutms.co.in

Name of Faculty: School of Management

Name of Department: MBA

Minutes of Board of Studies Committee Meeting Dated on 03.06.2019

The Board of Studies Committee Meeting was held in the room of Department of Chemical Engineering at 1:30 PM, on 03.06.2019, Following members were present.

1. Dr. Indrajit Yadav (Management) - Chairman
2. Dr. Satendra Thakur - External Member
3. Dr. Rajesh Sharma - Member
4. Dr. Deepak - Member
5. Mr. Chandan Ahirwar - Member
6. Ms. Huma Ansari - Member
7. Ms. Pratibha Yadav - Member
8. Mr. Jogendra Singh - Member

The Chairman of Board of Studies Committee welcomes and appreciated the efforts put up by the faculty for progress of the departmental activities. The following Agenda points were discussed and resolved.

**Agenda Preparation of syllabus and Scheme for III and IV to add Agribusiness management (ABM) Specialization.**

Discussion Scheme

Scheme and syllabus was put up before the member as to add (ABM) specialization in 3<sup>rd</sup> and 4<sup>th</sup> semester of MBA.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)


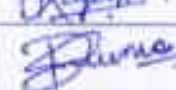
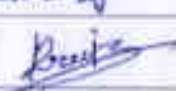
### Resolution of the Discussion;

It was resolved that scheme and syllabus as proposed with some modification and may be accepted.

The committee has approved the proposal for starting a new specialization (ABM) entitled "Agribusiness management" for better understanding of the student's to the demand of current scenario.

The Chairman thanks the members for peaceful conduction of meeting.

### Signature of All members (Including Chairman)

S. No.	BOS Members	Signature
1	Dr. Indrajit Yadav (Management) - Chairman	
2	Dr. Satendra Thakur - External Member	
3	Dr. Rajesh Sharma - Member	
4	Dr. Dr. Deepak - Member	
5	Mr. Chandan Ahirwar - Member	
6	Ms. Huma Ansari - Member	
7	Ms. Pratibha Yadav - Member	
8	Mr. Jogendra Singh - Member	
9		

  
Chairman



## **ABM- 16501 Agricultural Marketing Management**

### **Objective**

The objective of this course is to give the students an understanding of concept, various policies, strategies and decisions relating to marketing that can be developed by agribusiness firms.

### **UNIT I**

Meaning and scope, agricultural marketing and economic development; Agricultural market structure – meaning, components and dynamics of market structure; marketing strategy – meaning & significance, formulation of marketing strategy; agribusiness marketing environment, design of marketing mix, market segmentation and targeting, determinants of consumer's behaviour.

### **UNIT II**

Product management - product management process and decisions, new product development – significance and classification of new product, stages and estimation of demand of new product; product life cycle.

### **UNIT III**

Pricing policies and practice for agribusiness - determinants of price, objectives of pricing policies and pricing methods.

### **UNIT IV**

Promotional management - advertising planning and execution; sales promotion; grading and standardization.

### **UNIT V**

Distribution management - storage and warehousing and transportation management for agricultural products; marketing agencies/intermediaries – roles and functions; distribution channels involved in agribusiness.

### **Suggested Readings**

- Acharya SS & Agarwal NL, 2004, *Agricultural Marketing in India*, 4th Ed, Oxford & IBJI.
- Kohls RL & Uhj JN, 2005, *Marketing of Agricultural Products*, 9th Ed, Prentice Hall.
- Kotler P, 2002, *Marketing Management – Analysis, Planning, Implementation and Control*, Pearson Edu.
- Krishnamacharyulu C & Ramakrishan L, 2002, *Rural Marketing*, Pearson Edu.
- Ramaswamy VS & Narakumari S, 2002, *Marketing Management*, 2nd Ed, Mac Millan India



  
Registrar

O.P.J.S. Group of Institutions  
Deemed to be University of Technology  
& Health Sciences Sector (M.P.)

## *ABM- 16302 Agribusiness Financial Management*

### **Objective**

To impart trainings to the students regarding various aspects of financial management for agribusiness.

### **UNIT I**

Importance, need and scope of financial management; classification and credit need in changing agriculture scenario; finance functions, investment financing; balance sheet, income statement, cash flow statement for agribusiness.

### **UNIT II**

Financial planning and control - assessment of financial requirement of a agribusiness unit; leverage - concept of leverage, financial and operating leverage; factor affecting capital structure, features of an optimal capital structure.

### **UNIT III**

Working capital management - concept and components of working capital, need for working capital in agribusiness, management of cash and accounts receivables, and inventory for agribusiness.

### **UNIT IV**

Capital budgeting - steps and concept of capital budgeting, appraisal criteria - payback period, average rate of return, net present value, benefit cost ratio and internal rate of return.

### **UNIT V**

Agri-business financing system in India - functioning of cooperative credit institutions, commercial banks, regional rural banks, NABARD, Agro-Industries Corporation, etc in agribusiness financing.

### **Suggested Readings**

- Chandra P. 2000. *Financial Management*, Tata McGraw Hill.
- Khan MY & Jain PK. 2004. *Management Accounting*, Tata McGraw Hill.
- Nelson AG & Murrey WG. 1988. *Agricultural Finance*, Kalyani Publ.
- Pandey IM. 1997. *Financial Management*, Vikas Publ. House.



  
Respected  
Dr. Satish Chandra University of Technology  
& Applied Sciences (U.T.A.S.)



**MBA (CBCS)-IV SEM**  
**16401- SEED PRODUCTION TECHNOLOGY AND MANAGEMENT**

**UNIT I**

Seed technology- role of seed technology, objective and goal Planning and organization of seed programme Types of seed programme – nucleus seed, breeders seed, foundation seed, and certified seed etc.

**Unit II:**

Seed industry in India, National Seed Corporation – Tarai Seed Development Corporation  
State Seed Corporations, National Seed Project and State Farms and their role

**Unit III:**

Development and management of seed programmes Seed village concept, basic strategy of seed production Maintenance of genetic purity - minimum seed certification standard and management of breeders & nucleus seed

**Unit IV:**

Management of seed testing laboratory, research and development Management of seed processing plant Seed storage management, seed packaging and handling Seed marketing- GM crop seed IPR, PBR, patents and related issues and their impact on developing countries

**Unit V:**

Statutory intervention in the seed industry Seed legislation and seed law enforcement, seed act Planning of seed production farms, seed processing units, NSC, RSSC, RSSCA and seed testing laboratories

**SUGGESTED READINGS**

1. Agrawal, R. L. 1997. Seed Technology. Oxford & IBH.
2. Desai, B. B., Katecha, P. M. & Salunkhe, D. K. 1997, Seed Handbook: Biology, Production, Processing and Storage. Marcel Dekker.
3. Kelly, A. 1988. Seed Production of Agricultural Crops. Longman.
4. McDonald, M. B. Jr. & Copeland, L. O. 1997. Seed Production: Principles and Practices. Chapman & Hall.
5. Thompson, J. R. 1979. An Introduction to Seed Technology. Leonard Hill.



**MBA (CBCS)-IV SEM**  
**16402- FOOD TECHNOLOGY AND PROCESSING MANAGEMENT**

**Unit I:**

Present status of food industry in India, organization in food industry Introduction to operations of food industry Deteriorative factors and hazards during processing, storage, handling and distribution.

**Unit II:**

Basic principles of food processing, food preservation by manipulation Application of energy, radiations, chemicals and biotechnological agents.

**Unit III:**

Packaging of foods Analysis of costs in food organization Risk management Laws and regulations related to food industry and food production and marketing, quality management.

**Unit IV:**

Prevention of food adulteration, ISO standards Case studies on product formulation, milk and dairy products, cereal milling, oil-seed and pulse milling, oil and fat processing

**Unit V:**

Case studies on sugarcane milling, honey production, baking, confectionery Case studies on processing of fruits- fruit jam, jellies etc. Case studies on fruits and vegetable storage and handling Case studies on vegetables processing-tomato ketchup etc. Case studies on egg, poultry, fish, meat handling and processing.

**SUGGESTED READINGS**

1. Acharya, S. S. & Aggarwal, N. L. 2004. Agricultural Marketing in India. Oxford & IBH.
2. Early, R. 1995. Guide to Quality Management Systems for Food Industries. Blackie.
3. Jelen, P. 1985. Introduction to Food Processing. Reson Publishing
4. Potty, V.H. & Mulky, M. J. 1993. Food Processing. Oxford & IBH.
5. Krammer A and Twigg BA. 1973. Quality Control in Food Industry, Vol. I, II. AVI Publ.
6. Ramaswamy H and Marcotte M. 2006. Food Processing : Principles and Applications. Taylor and Francis.
7. Verma L.R. and Joshi V.K. 2000. Post Harvest Technology of Fruits and Vegetables. Indus Publ.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Somasekhara (M.P.)

**MBA (CBCS)-IV SEM**  
**16403- FERTILIZER TECHNOLOGY AND MANAGEMENT**

**Unit I:**

Fertilizer development- concept, scope, need and resource availability, types of fertilizers and chemical constituents. Role of fertilizers in agricultural production.

**Unit II:**

Production and consumption of fertilizers in India. Import and export avenues for fertilizers. Principles of manufacturing of nitrogenous, phosphatic and potassic fertilizers.

**Unit III:**

Raw material needed for manufacturing of nitrogenous, phosphatic and potassic fertilizers. Secondary nutrient sources and micronutrients formulation.

**Unit IV:**

Production efficiency and capacity utilization of fertilizers. Quality control and legal aspects of fertilizer control order. Constraints in fertilizer use and emerging scenario of fertilizer use. Environmental pollution due to fertilizers use. Assessment of demand and supply of different fertilizers.

**Unit V:**

Fertilizer pricing policy. Fertilizer storage and fertilizers distribution. Scope of bio-fertilizers. Field trials and demonstrations.

**SUGGESTED READINGS**

1. Brady, N.C. & Weil, R. R. 2002. The Nature and Properties of Soils, 13th Ed. Pearson Edu.
2. Fertilizer Control Order (different years). Fertilizer Association of India, New Delhi.
3. Fertilizer Statistics (different years). Fertilizer Association of India, New Delhi.
4. Indian Journal of Fertilizers (different years). Fertilizer Association of India, New Delhi.



**MBA (CBCS)-IV SEM**  
**16404- MANAGEMENT OF AGRO CHEMICAL INDUSTRY**

**Unit I:**

Definition and classification of agro-chemicals. Basic knowledge of agro-chemicals, role and status of agro-chemical industry in India. Pesticides definition, classification, knowledge of different pesticides with suitable examples.

**Unit II:**

Insecticides-definition, classification based on mode of entry, mode of action and chemical nature with examples. Insecticide formulations, different types, active ingredients and other ingredients used in formulation.

**Unit III:**

Mode of action of different insecticidal groups. Plant protection equipments, sprayers and dusters, their types, working principles.

**Unit IV:**

Fungicides definition, classification with suitable examples. Mode of action of different fungicides. Weedicides definition, classification with suitable examples. Rodenticides, acaricides and nematocides. Post-harvest chemicals and preservation of agro commodities. Insecticide poisoning, symptoms and treatments.

**Unit V:**

Development of agrochemicals, insecticide act. Directorate of plant protection quarantine and storage; its organizational set up. IMP concept, bio-pesticides and plant products. Central Insecticide Board organizational set up insecticide registration of pesticides.

**SUGGESTED READINGS**

1. Dhaliwal, G. S. Singh, R. & Chhillar, B. S. 2006. Essentials of Agricultural Entomology, Kalyani.
2. Hayes, W. T & Laws, E. T. 1991. Handbook of Pesticides. Academic Press.
3. Matsumura, F. 1985. Toxicology of Insecticides. 2nd Ed. Plenum Publ.
4. Rajeev, K. & Mukherjee, R. C. 1996. Role of Plant Quarantine in IPM, Aditya Books
5. Kearney, P.C. and Kaufman, D.D. 1996. Role of Plant Quarantine in IPM, Aditya Books.
6. Sree Ramula, U. S. 1979. Chemistry of Herbicides, Oxford and IBH Pub. Co., New Delhi.
7. Sree Ramula, U. S. 1979. Chemistry of Insecticides and Fungicides, Oxford and IBH Pub. Co., New Delhi.



  
Registrar  
Anna University of Technology  
& Applied Sciences System (AIAS)



# SRI SATYA SAI UNIVERSITY OF TECHNOLOGY & MEDICAL SCIENCES

[Established Under Act. 06 of 2014 by Govt. of Madhya Pradesh]

Approved by Madhya Pradesh Private University Regulatory Commission

SH-18, Bhopal-Indore Road, Opposite Oilfed Plant, Pachama, Sehore (M.P.) Pin Code - 466001

## (Minutes of the Board of the Studies Committee Meeting)

Name of Department: -MANAGEMENT

Minutes of the Board of the Studies Committee Meeting Dated: -09/06/2020

Minutes of the Board of the Studies Committee Meeting was held in the board room at 11:00 A.M. on 09/06/2020. The following members were present.

- |                        |           |
|------------------------|-----------|
| 1. Dr. Indrajit Yadav  | Chairman  |
| 2. Dr. Rajesh Sharma   | Secretary |
| 3. Dr. Monika Malviya  | External  |
| 4. Mr. Anandash Saxena | Member    |
| 5. Ms. Suman Sahu      | Member    |
| 6. Ms. Huma Ansari     | Member    |
| 7. Mr. Ankit Pansari   | Member    |
| 8. Ms. Jayshree        | Member    |

The chairman of BOS Committee welcomes and appreciated the efforts put up by the faculty for progress of the departmental academic activities. The following agenda points were discussed and resolved.


**Agenda:** -Scheme of the PG (Master of Business Administration) course is discussed by member of the board of studies

**Discussion:** - No change required in scheme and syllabus of MBA course.

**Resolution:** -All member agree to implement scheme and syllabus as per session 2020-21

The chairman of BOS Committee thanks the members of the committee for peaceful conduction of meeting.

Signature of all members (including Chairman)

  
  
Bhopal-Indore Road, Opp. Pachama oilfed plant, Pachama, Sehore (M.P.) Pin 466001  
Ph. 07562-223647, Fax: 07562-223644, Web: www.assutms.com, (info@ssutms.co.in)





# SRI SATYA SAI UNIVERSITY OF TECHNOLOGY & MEDICAL SCIENCES

(Established Under Act, 06 of 2014 by Govt. of Madhya Pradesh)

Approved by Madhya Pradesh Private University Regulatory Commission

SITE, Bhopal-Indore Road, Opposite Oilfield Plant, Pachama, Sehore (M.P.) Pin Code - 466001

## (Minutes of the Board of the Studies Committee Meeting)

Name of Department: -MANAGEMENT \*

Minutes of the Board of the Studies Committee Meeting Dated: -09/06/2021

Minutes of the Board of the Studies Committee Meeting was held in the board room at 11:00 A.M. on 09/06/2021. The following members were present.

- |                       |           |
|-----------------------|-----------|
| 1. Dr. Indrajit Yadav | Chairman  |
| 2. Dr. Rajesh Sharma  | Secretary |
| 3. Dr. Monika Mulviya | External  |
| 4. Mr. Aadarsh Savena | Member    |
| 5. Ms. Suman Sahu     | Member    |
| 6. Ms. Huma Ansari    | Member    |
| 7. Mr. Ankit Pansuri  | Member    |
| 8. Ms. Jayshree       | Member    |

The chairman of BOS Committee welcomes and appreciated the efforts put up by the faculty for progress of the departmental academic activities. The following agenda points were discussed and resolved.

**Agenda:** -Scheme of the PG (Master of Business Administration) course is discussed by member of the board of studies

**Discussion:** - No change required in scheme and syllabus of MBA course.

**Resolution:** -All member agree to implement scheme and syllabus as per session 2021+22

The chairman of BOS Committee thanks the members of the committee for peaceful conduction of meeting.

Signature of all members (including Chairman)



Bhopal-Indore Road, Opp. Pachama oilfield plant, Pachama, Dist.-Sehore M.P.PIN-466001  
Ph: 07562-223647 Fax : 07562-223644, Web: www.sssutms.com, info@ssutms.co.in



Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



**Sri Satya Sai University of Technology & Medical Sciences, Sehor (M.P.)**  
**Scheme of Examination**  
**1<sup>st</sup> Semester (CBCS) MBA**

S.NO	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED						HOURS/WEEK			CREDITS		
			THEORY			PRACTICAL			L	T	P			
			END SEM	MID SEM	QUIZ ASSIGNMEN	END SEM	LAB WORK/ Presentation	ASSIGNMEN					TOTAL	
1	MBA C 101	MANAGEMENT: ORGANISATIONAL BEHAVIOUR	60	30	10	0	0	0	0	0	3	1	0	4
2	MBA C 102	MANAGEMENT: PRINCIPLES & PRACTICES	60	30	10	0	0	0	0	0	3	1	0	4
3	MBA C 103	MANAGERIAL ECONOMICS	60	30	10	0	0	0	0	0	3	1	0	4
4	MBA C 104	FINANCIAL ACCOUNTING & ANALYSIS	60	30	10	30	0	20	150	2	1	2	2	4
5	MBA C 105	MANAGEMENT: QUANTITATIVE TECHNIQUES & METHODS	60	30	10	0	0	0	100	3	1	0	0	4
6*	MBA E 106 A	CROSS CULTURE MANAGEMENT												
	MBA E 106 B	WTO & IPR												
	MBA E 106 C	TOTAL QUALITY MANAGEMENT	60	30	10	0	0	0	100	2	1	0	0	3
	MBA E 106 D	PROJECT MANAGEMENT												
7	MBA S 107	BUSINESS COMMUNICATION - SEMINAR	0	0	0	0	40	60	100	0	1	2	2	
			360	180	60	30	40	80	750	16	7	4	25	

\*Note: Only one subject should be selected from MBA E 106





Sri Satya Sai University of Technology & Medical Sciences, Sehore (M.P.)

Scheme of Examination IInd - Semester (CBCS)

Masters in Business Administration (MBA)

Session 2016-17

**SEMESTER - II**

S. NO	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED								HOURS/ WEEK			CREDITS	TOTAL MARKS
			MAX. MARKS THEORY SLOT				MAX. MARKS PRACTICAL SLOT				L	T	P		
			END SEM	MID SEM TEST	QUIZ / ASSIGNMENT	MINIMUM PASSING MARKS	END SEM	LAB WORK/ Presentation	ASSIGNMENT / QUIZ	MINIMUM PASSING MARKS					
1	MBA C 201	MANAGEMENT: HUMAN RESOURCES	60	30	10	40	0	0	0	—	1	1	0	4	100
2	MBA C 202	MANAGEMENT: MARKETING	60	30	10	40	0	0	0	—	1	1	0	4	100
3	MBA C 203	MANAGEMENT: FINANCIAL	60	30	10	40	30	0	20	20	1	1	2	5	150
4	MBA C 204	MANAGEMENT: PRODUCTION & OPERATIONS	60	30	10	40	0	0	0	—	1	1	0	4	100
5	MBA C 205	MANAGEMENT: INFORMATION TECHNOLOGY	60	30	10	40	0	0	0	—	1	1	0	4	100
5*	MBA E 206 A	INDIA'S FOREIGN TRADE & POLICY	60	30	10	40	0	0	0	—	2	1	0	3	100
	MBA E 206 B	BANKING INSURANCE & IRCL MANAGEMENT													
	MBA E 206 C	LOGISTIC & SUPPLY CHAIN MANAGEMENT													
	MBA E 206 D	MSME MANAGEMENT													
7	MBA S 201	SUMMER INTERNSHIP	0	0	0		0	40	60		0	1	2	2	100
			360	180	60		30	40	80		17	7	4	26	750

\*Note: Only one subject should be selected from MBA E 206

Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)







Sri Sarya Sai University of Technology & Medical Sciences, Shoro (M.P.)

Scheme of Examination IIIrd - Semester (CBCS)

Masters in Business Administration (MBA)

Session 2017-18

**SEMESTER - III**

S. NO	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED								HOURS/ WEEK			CREDITS	TOTAL MARKS
			MAX. MARKS THEORY SLOT				MAX. MARKS PRACTICAL SLOT				L	T	P		
			END SEM	MID SEM TEST	QUIZ	MINI-TOPIC (HAYING) MARKS	END SEM	LAB WORK/ Presentation	ASSIGNMENT / QUIZ	MINI-TOPIC (PASSING) MARKS					
1	MBA C 301	INTERNATIONAL BUSINESS	60	30	10	40	0	0	0	—	1	1	0	4	100
	MBA C 302	BUSINESS LEGISLATION	60	30	10	40	0	0	0	—	1	1	0	4	100
3	MBA C 303	OPERATION RESEARCH	60	30	10	40	0	0	0	—	1	1	0	4	100
4	MBA I 304 A	SPECIALIZATION 1	60	30	10	40	0	0	0	—	2	1	0	3	100
5	MBA I 305 B	SPECIALIZATION 1	60	30	10	40	0	0	0	—	1	1	0	3	100
6	MBA I 306 A	SPECIALIZATION 2	60	30	10	40	0	0	0	—	2	1	0	3	100
7	MBA I 307 B	SPECIALIZATION 2	60	30	10	40	0	0	0	—	2	1	0	3	100
8	MBA I 308	SEMINAR: BUSINESS BEST PRACTICES AND SUCCESS STORIES OF EMERGING LEADERS	0	0	0		0	10	60		0	1	2	2	100
			420	210	70		0	40	60		17	6	2	26	800

\*We are offering 12 Specializations Group out of which students has to opt for any two specializations. In each Specialization Group there are four subjects out of which the students has to opt for any two subjects of his/her choice from that Group and Two subjects from another Specialization Group.

\*\*The specializations opted by the students should be 20 in number, only then that specialization will be given.

Dr. Jai Prakash Tripathi  
Chairman

Dr. B. B. Bhatnagar  
Secretary

Mr. Sachin Patil  
Member

Mr. Anish Mawani  
Member

Mrs. Priya Dargi  
Member



Registrar  
Sri Sarya Sai University of Technology & Medical Sciences Shoro (M.P.)



Sri Satya Sai University of Technology & Medical Sciences, Sehore (M.P.)

Scheme of Examination IVth - Semester (CBCS)

Masters in Business Administration (MBA)

Session 2017-18

**SEMESTER - IV**

S. NO	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED							CREDITS ALLOTTED			TOTAL CREDITS	TOTAL MARKS	
			MAR. MARKS THEORY SLOT				MAR. MARKS PRACTICAL SLOT			L	T	P			
			END SEM	MID SEM TEST	QUIZ, ASSIGNMENT	MINIMUM PASSING MARKS	END SEM	Lab work/ Presentation	ASSIGNMENT / QUIZ						MINIMUM PASSING MARKS
1	MBA C 401	SPIRITUALITY MANAGEMENT	50	20	10	60	0	0	0	-	1	1	0	2	100
2	MBA C 402	BUSINESS RESEARCH METHODS	60	30	10	40	0	0	0	-	2	1	0	3	100
3	MBA C 403	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	60	30	10	40	0	0	0	-	1	1	0	2	100
4	MBA I 404 A	SPECIALIZATION 1	60	30	10	40	0	0	0	-	2	1	0	3	100
5	MBA C 405 B	SPECIALIZATION 1	60	30	10	40	0	0	0	-	2	1	0	3	100
6	MBA I 406 A	SPECIALIZATION 2	60	30	10	40	0	0	0	-	2	1	0	3	100
7	MBA I 407 B	SPECIALIZATION 2	60	30	10	40	0	0	0	-	2	1	0	3	100
8	MBA PR	PROJECT REPORT & VIVA	0	0	0	0	60	40	0	-	-	-	6	6	100
			420	210	70		60	40	0		17	8	6	31	800

Dr. J.P. Tripathi

Chairman

Dr. Vikash Kumar

Secretary

Dr. P. B. Kumar

Member

Mrs. Priya Gargi

Member



*(Signature)*  
Registrar  
Sri Satya Sai University of Technology & Medical Sciences Sehore (M.P.)



**SCHOOL OF MANAGEMENT STUDIES**  
**SRI SATYA SAI UNIVERSITY OF TECHNOLOGY AND MEDICAL SCIENCES**

Outcome based Curriculum for  
Post-graduate Degree Courses in Management  
Department of Master of Business Administration

**(1) Vision:**

To accomplish excellence in management education and craft a flora and fauna for the holistic growth of all stakeholders.

**(2) Mission:**

To provide surroundings of effective learning and innovation for transforming students into dynamic, responsible and prolific professionals in managerial fields, who are capable of adapting to the shifting needs of the industry and society.

**(3) Program Educational Objectives (PEO's):**

PEO 1: To develop managerial skills in the students to fulfill contemporary needs of the industry as well as society to contribute in nation's growth.

PEO 2: To develop analytical skills in the students for the sake of sustainable development of academic research and innovation.

**(4) Programme Outcomes (PO's):**

PO-01: **Business Environment and Domain Knowledge (BEDK):** Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities.

PO-02: **Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI):** Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.

PO-03: **Global Exposure and Cross-Cultural Understanding (GECCU):** Graduates are able to demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.



  
Registrar

Sri Satya Sai University of Technology  
& Medical Sciences School (M.P.)

**PO-04: Social Responsiveness and Ethics (SRE):** Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.

**PO-05: Effective Communication (EC):** Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

**PO-06: Leadership and Teamwork (LT):** Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

**(5) Program Specific Outcomes (PSOs)**

**PSO-1: Modern Tool Usage (MTU):** Graduates are expected to create, select, and apply appropriate techniques, resources, and modern management and IT tools including prediction and modeling to complex management activities with an understanding of the limitations.

**PSO- 2: Specific Operational Domain (SOD):** Graduates are expected to hands on current practices of Marketing Management, Human Resource Management, Production Management, Financial Management & contemporary and specific need of the market.



Registrar  
Setu Setu University of Technology  
& Medical Sciences Setore (H.P.)

**(06) Programme PO's and PSO's Mapping:**

SN	Program	Course Category	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
			Business Enrichment and Domain Knowledge	Critical thinking and Innovative Solutions	Global Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethics	Effective Communication	Leadership and Teamwork	Modern Tool Usage	Specific Operational Domain
1	MBA	Humanities and Social Sciences	*		*	*	*	*		
2		Basic Management courses	*	*	*		*			
3		Basic Management courses of Marketing/Human Resource/Finance/Production/ ITM etc.	*		*					*
4		Professional core courses	*	*	*				*	*
5		Professional Elective courses relevant to chosen specialisation	*		*				*	*
6		Open subjects – Electives from other management and /or emerging subjects	*				*			*
7		Project work, seminar and internship in industry or elsewhere	*	*	*	*	*	*	*	*
8		Mandatory Course (Non credit)			*	*	*	*	*	

Registrar

Sri Satya Sai University of Technology  
B. Medical Resources School (M.P)



(07) Semester wise PO's and SPO's Mapping

Semester	Name of the Course/Pos (Basic, Core, Electives, Projects, Internships etc.)	PO 1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
		Business Environment and Domain Knowledge	Critical thinking and Innovative Solutions	Global Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethics	Effectiveness Communication	Leadership and Teamwork	Modern Tool Usage	Specific Operational Domain
Semester I <sup>st</sup>	Management: organizational behavior	*	*	*	*				
	Management: principles & practices	*	*		*				
	Managerial economics	*	*	*					*
	Financial accounting & analysis		*					*	
	Management: quantitative techniques & methods		*				*	*	
	Cross culture management								*
	WTO & IPB				*				*
	Total quality management								*
	Project management								*
	Business communication - (seminar)	*	*	*	*	*			*
Semester II <sup>nd</sup>	Management: human resources	*	*	*	*				
	Management: marketing	*	*	*	*				
	Management: financial	*						*	
	Management: production & operations	*	*	*	*		*		
	Management: information technology	*	*	*	*				
	India's foreign trade & policy					*			*
	Banking insurance & risk management	*							*
	Logistic & supply chain management		*						*
	MSME management								*
	Summer internship			*	*		*	*	*
Semester III <sup>rd</sup>	International business	*	*	*	*				
	Business legislation		*	*					
	Operation research	*	*	*					
	Advertising management	*	*	*					*



Registrar  
 Sri Sathya Sai University of Technology  
 & Medical Sciences, Sathya Sai (M.P.)



Marketing of services	*	*	*	*				*
Marketing research	*	*	*	*	*			*
Marketing of non-profit organization		*	*		*	*	*	*
HR planning and development	*			*				
Human resource development	*			*				
Manpower development for technological change			*			*		*
Legal framework governing human relations	*			*				
Security analysis and portfolio management		*					*	*
Financial market & services	*							*
Micro finance & development			*					
Corporate finance	*		*					*
Legal & ethical issues for hospital			*	*				
Health education & communication					*	*		
Hospital support services								*
Medical waste management								*
International logistic management	*		*			*		
Export & import management	*		*		*	*		
International business laws	*		*		*			
Global business ethics & corporate governance	*		*					
Database management systems		*		*			*	*
Technology innovation & change	*	*		*		*	*	*
Software project management		*		*			*	
E-governance and framework of ICT	*			*			*	



  
 Registrar  
 Sri Siva Sai University of Technology  
 & Medical Sciences, Sion (M.P.)

	Indian banking & financial system				*			*	
	Monetary & treasury management	*		*					*
	International banking & forex management	*	*						*
	Corporate banking	*		*				*	*
	Materials management	*						*	
	Service operations management			*				*	
	Innovation and R&D management		*					*	
	Technology management	*			*			*	*
	Food production	*			*			*	*
	Communication for professionals	*			*			*	*
	Food & beverage service management and control	*		*				*	*
	Marketing for hospitality & tourism	*		*				*	*
	Natural and Anthropogenic Disasters Management	*						*	*
	Disaster Preparedness and Decision Making	*						*	*
	Disaster Law and Prosecution	*						*	*
	Disaster mitigation				*				*
	Seminar: Impact on projects and income streams of emerging leaders	*	*	*	*	*	*	*	*
Semester e-IV <sup>th</sup>	Spirituality management				*			*	
	Business research methods		*					*	
	Entrepreneurship and project management		*					*	
	Sales and distribution management	*							*
	International marketing			*		*		*	



  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences Sohore (M.P.)

Rural marketing	*		-	*				
Rural marketing	*		*	*				
Management of industrial relations		*		*	*	*		
Training & development	*		*	*	*		*	*
Labor legislation		*		*	*			
Outstanding skills for managers				*		*		
International finance management		*	*		*	*		
Income tax management	*		*	*	*		*	
Derivatives & risk management		*		*	*	*		
Advance financial services	*		*	*				
Hospital waste management				*		*	*	*
Healthcare economics	*		*	*				
Health insurance	*		*	*	*		*	*
Clinical, diagnostic & therapeutic services	*		*	*	*		*	*
International trade operations		*		*	*	*		
MNC's financial management		*		*	*	*		
Trading blocks & Foreign trade frame work			*		*	*		
Forex management and currency derivatives	*		*					
Network application and management		*		*	*			
Data centre management	*		*	*	*			
Knowledge management			*		*	*	*	
E- customer relationship management			*		*	*	*	



  
 Registrar  
 Sri Sarya Sai University of Technology  
 & Medical Sciences Sagar (M.P.)

Insurance management	*		*					
Bank management	*							
Banking financial services management	*					*		*
Legal issues banking & insurance	*			*				
Production planning and control	*		*		*		*	
Purchasing and materials management	*							
World class manufacturing	*							
Product design Facilities design and management			*		*	*	*	
Food science, nutrition and Dietetics management	*		*	*				
Facilities design and management				*		*	*	
Kitchen operation management				*		*	*	*
Hospitality- laws & regulations				*		*	*	*
Natural and Manmade Disaster				*		*	*	
Reconstruction and Rehabilitation	*		*	*	*			
Preventive Laws in Disaster Management				*		*	*	*
Agencies in Disaster Management		*		*	*	*	*	
Project report & viva	*	*	*	*	*	*	*	*



  
 Registrar  
 Sri Sree Sai University of Technology  
 & Medical Sciences Sehom (M.P.)

(08) Structure of Programme: To fulfill the need of development of all the POs/ GAs, as per above mapping, the following semester wise programme structure are as under.

(L= Lecture, T = Tutorial, P = Practical's & C = Credit)

**Total Credits\* = 107**

**Structure of Postgraduate Management program:**

S.No.	Course Category	Credits of the MBA Curriculum
1.	Humanities and Social Sciences	16
2.	Basic Management	12
3.	Management Sciences including Marketing, HRM, Finance/Production/ITM etc.	21
4.	Professional Core Subjects	16
5.	Professional Subjects: Subjects relevant to chosen specialization/branch	24
6.	Open Subjects: Electives from other technical and/or emerging subjects	16
7.	Project work, seminar and internship in industry or elsewhere	12
8.	Mandatory Courses [Environmental Sciences, Induction Program, Indian Constitution, Essence of Indian Knowledge Tradition]	Non-credit
	<b>Total</b>	<b>107</b>

**\*Definition of Credit:**

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practicul(Lab)/week	1 Credit



Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



(09) Scheme of Examination (MBA) Academic Year 2019-20

I Semester

S.NO	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED							HOURS/WEEK			CREDITS
			THEORY			PRACTICAL				L	T	P	
			END SEM	MID SEMEST	QUIZ/ASSIGNMENT	END SEM	LAB WORK/PROJECTS	ASSESSMENT/ASSESSMENT	TOTAL				
1	MBA C 101	MANAGEMENT: ORGANISATIONAL BEHAVIOUR	60	30	10	0	0	0	100	3	1	0	4
2	MBA C 102	MANAGEMENT: PRINCIPLES & PRACTICES	60	30	10	0	0	0	100	3	1	0	4
3	MBA C 103	MANAGERIAL ECONOMICS	60	30	10	0	0	0	100	3	1	0	4
4	MBA C 104	FINANCIAL ACCOUNTING & ANALYSIS	60	30	10	30	0	20	150	2	1	2	4
5	MBA C 105	MANAGEMENT QUANTITATIVE TECHNIQUES & METHODS	60	30	10	0	0	0	100	3	1	0	4
6*	MBA E 106 A	CROSS CULTURE MANAGEMENT	60	30	10	0	0	0	100	2	1	0	2
	MBA E 106 B	WTO & IPR											
	MBA E 106 C	TOTAL QUALITY MANAGEMENT											
	MBA E 106 D	PROJECT MANAGEMENT											
7	MBA S 107	BUSINESS COMMUNICATION - SEMINAR	0	0	0	0	40	60	100	0	1	2	2
			360	180	60	30	00	80	720	16	7	4	23

\*Note: Only one subject should be selected from MBA E 106.



Registrar  
 SM Sree Sai University of Technology  
 A Medical Sciences School (MSS)

## II Semester

S. NO.	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED							HOURS-WEEK	CREDITS	TOTAL MARKS			
			THEORY SLOT				PRACTICAL SLOT								
			END SEM	MID-SEM TEST	ASSESSMENT	INTERNAL ASSESSMENT	END SEM	Lab/Workshop/ASSESSMENT	PROJECT/REPORT/WORK MARKS						
1	MBA C 201	MANAGEMENT: HUMAN RESOURCES	50	30	10	40	0	0	0	1	1	0	4	100	
2	MBA C 202	MANAGEMENT: MARKETING	60	30	10	40	0	0	0	1	1	0	4	100	
3	MBA C 203	MANAGEMENT: FINANCIAL	60	30	10	40	30	0	30	20	1	0	2	5	150
4	MBA C 204	MANAGEMENT: PRODUCTION & OPERATIONS	60	30	10	40	0	0	0	1	1	0	4	100	
5	MBA C 205	MANAGEMENT: INFORMATION TECHNOLOGY	60	30	10	40	0	0	0	1	1	0	4	100	
6*	MBA E 206 A	INBA'S FOREIGN TRADE & POLICY	60	30	10	40	0	0	0	—	2	1	0	3	100
	MBA E 206 B	SALES, DISTRIBUTION & RISK MANAGEMENT													
	MBA E 206 C	LOGISTIC & SUPPLY CHAIN MANAGEMENT													
	MBA E 206 D	HRM MANAGEMENT													
7	MBA E 207	SUMMER INTERNSHIP	0	0	0	0	0	0	0	0	0	2	2	2	100
			160	140	60	30	40	60		12	7	0	20	750	

\*Note: (6a) - one subject should be selected from M[04, I] 206

  
 Registrar  
 Sree Satya Sai University of Technology  
 & Medical Sciences, Seclore (M.P.)



III SEMESTER

S. NO	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED							HOURS/ WEEK			CREDITS	TOTAL MARKS	
			MAX MARKS THEORY SLOT			MAX MARKS PRACTICAL SLOT				L	T	P			
			END SEM	MID SEM TEST	QUIZ/ASSIGNMENT	END SEM	LAB/PROJECT/ ASSIGNMENT/ QUIZ	MINIMUM PERFORMANCE							
1	MBA C 301	INTERNATIONAL BUSINESS	60	30	10	40	0	0	0	—	3	1	0	4	100
2	MBA C 302	BUSINESS LEGISLATION	60	30	10	40	0	0	0	—	3	1	0	4	100
3	MBA C 303	OPERATION RESEARCH	60	10	10	40	0	0	0	—	3	1	0	4	100
4	MBA E 304 A	SPECIALIZATION 1	60	10	10	40	0	0	0	—	2	1	0	3	100
5	MBA E 305 B	SPECIALIZATION 1	60	30	10	40	0	0	0	—	2	1	0	3	100
6	MBA E 306 A	SPECIALIZATION 2	60	30	10	40	0	0	0	—	2	1	0	3	100
7	MBA E 307 B	SPECIALIZATION 2	60	30	10	40	0	0	0	—	2	1	0	3	100
8	MBA S 308	SEMINAR BUSINESS BEST PRACTICES AND SUCCESS STORIES OF EMERGING LEADERS	0	0	0		0	40	60		0	1	2	2	100
			420	210	70		0	40	60		17	8	2	26	800

\*Note: Any two from specialization 1 of four and any two from specialization 2 of four should be selected.



### III<sup>RD</sup> SEMESTER ELECTIVES

MARKETING MANAGEMENT	Advertising management	Marketing research
	Marketing of services	Marketing of non-profit organization
HUMAN RESOURCE MANAGEMENT	HR planning and development	Manpower development for technological change
	Human resource development	Legal framework governing human relations
FINANCE MANAGEMENT	Security analysis and portfolio management	Micro finance & development
	Financial market & services	Corporate finance
HOSPITAL MANAGEMENT	Legal & ethical issues for hospital	Hospital support services
	Health education & communication	Medical waste management
INTERNATIONAL BUSINESS MANAGEMENT	International logistic management	International business laws
	Export & import management	Global business ethics & corporate governance
IT MANAGEMENT	Database management system	Software project management
	Technology innovation & change	E-governance and framework of ICT
BANKING & INSURANCE MANAGEMENT	Indian banking & financial system	International banking & forex management
	Monetary & treasury management	Corporate banking
PRODUCTION MANAGEMENT	Materials management	Innovation and R&D management
	Service operations management	Technology management
HOTEL MANAGEMENT	Food production	Food & beverage service management and control
	Communication for professionals	Marketing for hospitality & tourism
DISASTER MANAGEMENT	Natural and Anthropogenic Disasters Management	Disaster Law and Protection
	Disaster Preparedness and Decision Making	Disaster mitigation

NOTE\*\* Select any two groups and any two subjects from a group



  
 Registrar  
 St. John's University of Technology  
 & Medical Sciences Sector, (K.P.)

IV SEMESTER

S. NO	SUBJECT CODE	SUBJECT NAME	MAXIMUM MARKS ALLOTTED							CREDITS ALLOTTED			TOTAL CREDITS	TOTAL MARKS	
			MAX MARKS THEORY SLOT				MAX MARKS PRACTICAL SLOT			L	T	P			
			END SEM	MID SEM TEST	SEM ASSIGNMENT	PROJECT/PRESENTATION	END SEM	LAB PRACTICE	ASSESSMENT QUIZ	ATTENDANCE MARKS					
1	MBA C 401	SPIRITUALITY MANAGEMENT	40	20	10	40	0	0	0	-	2	1	0	4	100
2	MBA C 402	BUSINESS RESEARCH METHODS	60	20	10	40	0	0	0	-	3	1	0	4	100
3	MBA C 403	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	60	20	20	40	0	0	0	-	3	1	0	4	100
4	MBA C 404 A	SPECIALIZATION 1	60	30	10	40	0	0	0	-	2	1	0	3	100
5	MBA E 403 B	SPECIALIZATION 1	60	30	10	40	0	0	0	-	2	1	0	3	100
6	MBA E 406 A	SPECIALIZATION 2	60	30	10	40	0	0	0	-	2	1	0	3	100
7	MBA E 407 B	SPECIALIZATION 2	60	30	10	40	0	0	0	-	2	1	0	3	100
8	MBA PR	PROJECT REPORT & VIVA	0	0	0	0	60	40	0	-	-	-	1	1	100
			420	210	70		60	40	0		17	8	0	25	1000

\*Note: Any two from specialization 1 of four and Any two from specialization 2 of four should be selected.



*[Signature]*  
 Dr. Suresh Kumar  
 School of Management Studies  
 SSSUTMS, Sehore



**IV<sup>th</sup> SEMESTER ELECTIVES**

MARKETING MANAGEMENT	Sales and distribution management	Rural marketing
	International marketing	Retail marketing
HUMAN RESOURCE MANAGEMENT	Management of industrial relations	Labor legislations
	Training & development	Counseling skills for managers
FINANCE MANAGEMENT	International finance management	Derivatives & risk management
	Income tax management	Advance financial services
HOSPITAL MANAGEMENT	Hospital waste management	Health insurance
	Healthcare economics	Clinical, diagnostic & therapeutic services
INTERNATIONAL BUSINESS MANAGEMENT	International trade operations	Trading blocks & foreign trade frame work
	MNC's: financial management	Forex management and currency derivatives
IT MANAGEMENT	Network application and management	Knowledge management
	Data centre management	E- customer relationship management
BANKING & INSURANCE MANAGEMENT	Insurance management	Banking financial services management
	Bank management	Legal issues: banking & insurance
PRODUCTION MANAGEMENT	Production planning and control	World class manufacturing
	Purchasing and materials management	Product design Facilities design and management
HOTEL MANAGEMENT	Kitchen operation management	Food science, nutrition and Dietetics management
	Hospitality: laws & regulations	Facilities design and management
DISASTER MANAGEMENT	Natural and Manmade Disaster	Preventive Laws in Disaster Management
	Reconstruction and Rehabilitation	Agencies in Disaster Management
NOTE** Select any two groups and any two subjects from a group, the groups should be chosen at 3 <sup>rd</sup> semester.		



  
 Dr. Shyam Pr. University of Technology  
 & Medical Education Scheme (M.E.S.)

**(10) Course Content**

**Semester-I**

**MBA C III: MANAGEMENT: ORGANIZATIONAL BEHAVIOR**

MBA C III	MANAGEMENT: ORGANIZATIONAL BEHAVIOR	3L:1T:0P	4 credits	4Hrs/Week
-----------	-------------------------------------	----------	-----------	-----------

**Preamble:-**

Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

**Course outcome:**

- The students can learn how to delegate authority and use power to influence people to get the work done through proper communication and control.

**Unit – I**

**Total Hours: 10**

**History of Management:** Theories of Management-Classical, Scientific, Administrative, Behavioral, Management Sciences Theories; Systems and Contingency theory  
**Case:** Work Force Diversity.

**Unit – II**

**Total Hours: 10**

**Problem solving, Decision Making and Planning:** Problem Solving and Decision making, Classify and define the problem, set objectives, generate creative and innovative alternatives, analysis of alternatives, and select the most feasible plan, implement decision and control, Plans, types of plans, steps involved in planning process.

**Unit – III**

**Total Hours: 10**

**Organizing and controlling:** between authority, power and types of controls, Principles of organizing, organizational design, relation influence; organizational functional and control systems.

**Unit – IV**

**Total Hours: 08**

**Organizational Behavior – Individual and group behavior:** Importance of OB, personality theories, perception, perception and individual decision making; formation of group behavior, classification of groups, group properties, group cohesiveness, group decision making process and types.

**Unit – V**

**Total Hours: 07**

**Leadership, Motivation and Organizational Structure:** and Politics, Maslow's needs theory, two factor theory, ERG theory, McClelland's needs theory, Valance theories of motivation Leadership theories, Power of motivation, McGregor's Theory and other relevant.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)

**REFERENCES:**

- Robert N. Lussier, Management Fundamentals – Concepts, Applications, Skill Development, Cengage Learning, First Edition, 2012
- Stephen P. Robbins, Timothy: Organizational Behavior, Pearson 14th Edition, 2012
- L. M. Prasad, Principles and Practices of Management, Revised Edition, Sulthan Chand Publications
- Udai Pareek, Sushma Khanna, Organizational Behavior, 3e, Oxford Publishing
- Kavitha Singh, Organizational behavior, Text and Cases, 3/e, Vikas publishing.



  
Rishi  
Solapur  
SSUTMS  
School of Management Studies  
& Medical Sciences Solapur (H.P.)

## MBA C 102 MANAGEMENT: PRINCIPLES & PRACTICES

MBA C 102	MANAGEMENT: PRINCIPLES & PRACTICES	3L:1T:0P	4 credits	4Hrs/Week
-----------	------------------------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

### Course outcome:

- The students can learn how to take managerial decisions as an authority and use power to influence people to get the work done through proper communication and control.

### Unit - I:

**Total Hours: 10**

**Introduction & Development of Management Thought** - Nature, function, definition and importance of management, Definition, nature, purpose and scope of management, Functions of a manager, an overview of planning, organizing, staffing leading and controlling. Is management a science or art? Scientific management; Contribution of Taylor, Henry Fayol, Elton Mayo; Hawthorne experiments, Contingency approach, Indian heritage in production and consumption. Management and administration, Management as a profession, Professionalism of management in India.

### Unit - II

**Total Hours: 10**

**Management Planning** - Concept of planning, objectives, Nature, Types of plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry, MBO, Decision Making, Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making, Committee Decision Making.

### Unit - III

**Total Hours: 10**

**Organization** - Concepts, Principle of organization, Importance, Features of good organization structure, Types of Organisation structure. Authority, Responsibilities and Accountability, Delegation of Authority Barriers to effective delegation, Span of control.

### Unit - IV

**Total Hours: 08**

**Coordination & Direction Concept** - Importance and need for coordination, Principles of coordination, Methods of achieving effective coordination; Meaning of direction, Importance and Principles of direction, Characteristics of good directives.

### Unit - V

**Total Hours: 07**

**Control**-Concept, planning-control relationship, process of control, setting objectives, establishing standards, measuring performance, correcting deviations. Brief review of Traditional Techniques & Modern Techniques of Control; Human response to control; Dimensions or Types of Control - (a) Feed forward control (b) Concurrent Control (Real Time Information & Control), (c) Feedback Control v) Techniques of Control.



Registrar

Sri Sai Sai University of Technology  
Medical Sciences Solapur (M.P.)

**REFERENCES:**

- Essentials of Management, Harold Koontz & Heinz, Wehrich, 5th Tata McGraw Hill
- Management Stoner, Freeman, Gilbert Jr. ,6th ,Prentice Hall
- Management (A Global Perspective), Heinz Wehrich &Harold Koontz, 10th Tata McGraw Hill
- A Dictionary of Business 3ed. By Elizabeth Martin –Oxford
- Fundamentals of Management, Robins ,3rd Pearson Education Asia
- Management, 6e, Stoner, Pearson Education Asia



  
Registrar  
Sir Sree Sai University of Technology  
& Medical Sciences School (H P)



## MBA C 103 MANAGERIAL ECONOMICS

MBA C 103	MANAGERIAL ECONOMICS	3L:1T:0P	4 credits	4Hrs/Week
-----------	----------------------	----------	-----------	-----------

### Preamble->

- To enable students acquire knowledge to understand the economic environment of an organization.

### Course Outcome:

- Students should be able to understand the basic economic principles, forecast demand and supply and should be able to estimate cost and understand market structure and pricing practices.

### Unit – I

**Total Hours: 10**

**Introduction to Managerial Economics:** Definition, Nature and Scope, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of managerial economist- Basic economic principles – the concept of opportunity cost, incremental concept, scarcity, marginalism, Equi-marginalism, Time perspective, discounting principle, risk and uncertainty. **Case: 1** The objective and strategy of firms in any Industry

**Case: 2** Total Average and Marginal cost in the Indian Steel industry.

### Unit – II

**Total Hours: 10**

**Theory of Demand:** Demand Analysis, Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques. Supply Analysis – Supply function, the Law of Supply. Elasticity of Supply.

**Case: 1** Price Elasticity of Demand in the Real World

**Case: 2** Income Elasticity of Demand & Cross Demand

### Unit – III

**Total Hours: 10**

**Production Analysis:** Production function, Production function with one/two variables, Cobb Douglas Production Function Marginal Rate of Technical Substitution, Isoquants and Isocosts, Returns to Scale and Returns to Factors, Economies of scale- Innovations and global competitiveness.

**Case: 1** Labor productivity and Total compensation in India and Abroad

**Case: 2** How Xerox lost and regained International competitiveness and became a leader in IT

### Unit – IV

**Total Hours: 08**

**Cost theory and estimation:** Cost concepts, determinants of cost, cost-output relationship in the short run and long run, short run vs. long run costs, average cost curves, Overall Cost leadership. **Case: 1** Out Sourcing to India: way to Fast Track

**Case: 2** The Shape of the long-Run Average cost curves in various industries

### Unit – VI

**Total Hours:**

**07Market Structure and Pricing Practices:** Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly - both the long run and short run, Pricing philosophy.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Solapur (M.P.)

Case: 1 pricing of innovative product  
Case: 2 Monopoly in the Mumbai city Taxi Industry

#### REFERENCES

- Craig H. Petersen, W. Cris Lewis and Sudhir K. Jain: *Managerial Economics, 14<sup>th</sup> edition* Pearson, 2014.
- Dominick Salvatore *Managerial Economics 7th Edition* Oxford 2012.
- W. Bruce Allen, *Managerial Economics Theory, Applications, and Cases 8th Edition*.
- G S Gupta, *Managerial Economics, 2nd edition, TMH, 2012.*
- H. L. Ahuja, *Managerial Economics, S. Chand, 2012*
- D.N. Dwivedi, *Managerial Economics, Vikas, 2012.*



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)

## MBA C 104 FINANCIAL ACCOUNTING AND ANALYSIS

MBA C 104	FINANCIAL ACCOUNTING AND ANALYSIS	2L:1T:2P	4 credits	4Hrs/Week
-----------	-----------------------------------	----------	-----------	-----------

### Preamble:-

- The aim of accounting is to provide the information that is needed for sound economic decision making.

### Course Outcomes:

- To use the analytical techniques and arriving at conclusions from financial information for the purpose of decision making.

### Unit – I

Total Hours: 10

**Introduction to Accounting:** Importance, Objectives and Principles, Accounting Concepts and conventions, and The Generally Accepted Accounting Principles (GAAP), their implications on accounting system; Double entry system—recording business transactions—Classification of accounts—Accounting cycle.

### Unit – II

Total Hours: 10

**The Accounting Process:** Overview, Books of Original Record; Journal and Subsidiary books, ledger, Trial Balance, Classification of capital and revenue expenses, Final Accounts with adjustments, Valuation of fixed assets- Tangible vs. Intangible assets, and methods of depreciation. Depreciation concept— Depreciation of Fixed Assets -Methods of depreciation— their impact on measurement of business Accounting.

### Unit – III

Total Hours: 10

**Inventory Valuation:** Methods of inventory valuation and valuation of goodwill, methods of valuation of goodwill. Accounting from incomplete records-Salient features of incomplete record system, advantages and disadvantages of single entry and double entry system and the differences between the two, preparation of accounts-ascertainment of profit from incomplete records, Accounting Treatment as per the statement of affairs method and calculation of missing figures.

### Unit – IV

Total Hours: 08

**Financial Analysis-I:** Statement of Changes in Working Capital, Funds from Operations, paid cost and unpaid costs. Distinction between cash profits and book profits. Preparation and analysis of cash flow statement and funds flow statement.



Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehra (H.P.)

**Financial Analysts-II: Analysis and interpretation of financial statements from investor and company point of view, Horizontal Analysis and Vertical Analysis of Company Financial Statements, Liquidity, leverage, solvency and profitability ratios– Du Pont Chart –Accounting Standards Issued by ICAI (Focus on importance of Standards to give a general view on Financial Accounting practices), –their rationale and growing importance in global accounting environment,–IAS-IFRS-US –Creative Financial Practices and Issues related to quality of disclosures in Reported Earnings, Window Dressing and limitations of financial statements.**

## REFERENCES

- Paresh Shah "Basic Financial Accounting for Management", Oxford University Press, New Delhi, 2014.
- Dhanesh K. Khatri "Financial Accounting & Analysis", Tata McGraw-Hill Publishing Limited, New Delhi, 2015.
- N. Rameshchandran : "Financial Accounting & Analysis" Tata McGraw-Hill Publishing Limited, New Delhi, 2015.
- Maheswari, Financial Accounting, IBH, 2015.
- T. Vijaya Kumar, Accounting for Management, Tata McGraw Hill Education Pvt Ltd, New Delhi 2015.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehra (M.P.)

MBA C 105 MANAGEMENT: QUANTITATIVE TECHNIQUES & METHODS

MBA C 105	MANAGEMENT: QUANTITATIVE TECHNIQUES & METHODS	SL:TT:00	4 credits	4Hrs/Week
-----------	---	----------	-----------	-----------

**Preamble:-**

- Statistics is used to make inferences related to situations. Various Statistical methods can be applied to different situations to arrive at meaningful results.

**Course Outcomes:**

- To use the analytical techniques and arriving at conclusions from quantitative information for the purpose of decision making.

**Unit – I**

**Total Hours: 10**

Introduction to Statistics-Overview, origin and development and Managerial Applications of Statistics ,Statistics and the branches of the study, statistics& computers, limitations of statistics.

**Unit – II**

**Total Hours: 10**

Measures of central Tendency- Mean, Median, Mode, Geometric Mean and Harmonic Mean, Dispersion-Range Quartile deviation, Mean Deviation, Standard deviation and co-efficient of variation Skewness: Karl Pearson co-efficient of skewness, Bowley's co-efficient of skewness Kelley's co-efficient of skewness. Theory and problems, Discussion on direct and indirect methods of solving the problems.

**Unit – III Total Hours: 10**

Tabulation of Univariate, Bivariate and multivariate data, Data classification and tabulation, Diagrammatic and graphical representation of data. One dimensional, two dimensional and three dimensional diagrams and graphs

**Unit – IV**

**Total Hours: 10**

Small Sample Tests- t-Distribution-properties and applications, testing for one and two means, paired t-test. Analysis of Variance-One Way and Two Way ANOVA (with and without Interaction). Chi-Square distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes. Correlation Analysis-Scatter diagram, Positive and Negative correlation, limits for coefficient of Correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation, concept of Multiple and partial Correlation.

**Unit – V:**

Regression Analysis-Concept, least square fit of a linear regression, two lines of regression, Properties of regression coefficients ,Time Series Analysis-Components, Models of Time Series- Additive, Multiplicative and Mixed models; Trend analysis-Free hand curve, Semi averages, moving averages, Least Square methods and Index numbers – introduction,Characteristics and uses of index numbers ,types of index numbers , un weighted price indexes weighted price indexes, Tests of adequacy and consumer price indexes.



Signature  
Dr. [Name] Registrar  
School of Management Studies  
SSSUTMS, Sonepur (Jharkhand)



**REFERENCES:**

- Levin R.L, Rubin S. David, "Statistics for Management", 2015, 7th Ed. Pearson.
- Beri, "Business Statistics ", 2015, 1st Ed, TMH.
- Gupta S.C, "Fundamentals of Statistics", 2015, 6th Ed. HPH.
- J. K Sharma, "Business Statistics", 2015, 2nd Ed. Pearson.



  
Registrar  
Sri Satsa Sai University of Technology  
& Medical Sciences Sehore (M.P.)

MBA E 106 A CROSS CULTURAL MANAGEMENT (Open Elective - I)

MBA E 106 A	CROSS CULTURAL MANAGEMENT (Open Elective - I)	2L:1T:0P	3 credits	3Hrs/Week
-------------	--	----------	-----------	-----------

**Preamble:-**

- The course focuses on the impact of cultural background on individuals, organizations and management; on the dimensions which discriminate national cultures, and on cross cultural interactions

**Course Outcomes:**

- Increased students understanding and insights to culture and cultural frameworks will improve their cross cultural competencies for situations.

**Unit - I**

**Total Hours: 06**

**Introduction – Determinants of Culture – Facets of culture – Levels of Culture –National Cultural dimensions in the business context – The influence of National Culture on business culture. Business Cultures: East and West.**

**Unit - II**

**Total Hours: 06**

**Cultural Dimensions and Dilemmas: Value orientations and Dimensions – Reconcilingcultural dilemmas – Culture and Styles of Management: Management tasks and cultural values.**

**Unit - III**

**Total Hours: 06**

**Culture and Organizations: Culture and corporate structures – Culture and Leadership – Culture and Strategy – Cultural change in Organizations- Culture and marketing – Cultural Diversity.**

**Unit - IV**

**Total Hours: 06**

**Culture and Communications: Business communication across cultures – Barriers to intercultural communication – Negotiating Internationally.**

**Unit - V**

**Total Hours: 06**

**Cross Cultural Team Management: Working with International teams - Groupsprocesses during international encounters – Conflicts and cultural difference – Understanding and dealing with conflicts – Developing Intercultural relationships.**



  
Registrar  
Sri Siddha Sri University of Technology  
& Medical Sciences, Sionna (M.P.)

**REFERENCES:**

- Marie-jocelle Browaeys and Roger Price: Understanding Cross-Cultural Management, Pearson. 2015.
- David C. Thomas: Cross Cultural Management, 2/e, Sage Publications, 2014.
- Nigel Holden, Cross Cultural Management: Knowledge Management Perspective, Pentice Hall, 2012.
- Perissa Haghirian: Multinational and Cross Cultural Management, Routledge, 2012.
- Richard Mead: International Management-Cross cultural Dimension, 3/e, Blackwell, 2015.
- Jerome Dumetz -Cross-cultural management textbook: Lessons from the world leading experts in cross-cultural management, Create Space Independent Publishing Platform; Student edition (September 5, 2012), Oakland, USA



  
Registrar  
Sri Sreeni University of Technology  
& Health Sciences Sehra (H.P.)

MBA E 196 HWTO & IPR (Open Elective – I)

MBA E 196 B	WTO & IPR (Open Elective – I)	2L:1T:0P	3 credits	3Hrs/Week
-------------	-------------------------------	----------	-----------	-----------

**Preamble:-**

- The aim of this course is to provide the information that is needed for sound international economic decision making.

**Course Outcomes:**

- To use the analytical techniques and arriving at conclusions from international financial information for the purpose of decision making.

**Unit – I**

**Total Hours: 06**

General Agreement on Tariffs and Trade (GATT) Eighth Round: Uruguay Round, World Trade Organization: Structure – Technology Transfer – Dispute resolution Mechanism- Doha Declaration- WTO Agreements including TRIPS & TRIMS.

**Unit – II**

**Total Hours: 06**

Paris convention – Bern Convention – WCT- Budapest treaty – Madrid Agreement- Hauge Agreement – UPOV.

**Unit – III**

**Total Hours: 06**

Historical Background of IPR- Introduction, definition and classification of intellectual Property, Patents – Patentable and Non patentable inventions – Legal requirements for patents – Types of patent applications- Patent document: specification and claims – Important procedural aspects – Management of IP Assets and IP portfolio – Commercial exploitation of IP.

**Unit – IV**

**Total Hours: 06**

– Designs: Basic requirements –Procedure – Convention application – Term – Date  
Geographical Indication: Definition – What can be registered – Who can apply – Rights – Term - Restrictions

**Unit – V**

**Total Hours: 06**

Definitions – Classification of trademarks –Classifications of goods and services – Vienna classification – Trade marks procedure – Trademarks enforcement: Infringement and passing off – Remedies – Copy rights – Term of copyrights – Procedure of copyright-Assignment of copyright – Copyright infringement – Remedies.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Scheme (M.P.)

#### REFERENCES:

- P. K. Vasudeva , World Trade Organization: Implications on Indian Economy, Pearson Education, 2015
- P.KrishnaRao, WTO-Text and cases, Excel Books, 2015.
- Caves, Frankel, Jones, World Trade and Payments-An Introduction, Pearson Education, 2015.
- Carlos M. Correa- Intellectual property rights , The WTO and Developing countries-Zed books
- Peter-Tobias stoll, Jan busche , Kaurianarend- WTO- Trade –related aspects of IPR- Library of congress



  
Registrar  
Sri Sai Baba University of Technology  
& Medical Sciences, Sehore (M.P.)



## MBA E 106 C TOTAL QUALITY MANAGEMENT (Open Elective – I)

MBA E 106 C	TOTAL QUALITY MANAGEMENT (Open Elective – I)	2L:1T:0P	3 credits	3Hrs/Week
-------------	--	----------	-----------	-----------

### Preamble:-

- The Scope of this course is to facilitate students appreciate the quality concepts and develop an understanding of tools and techniques relating to total quality management.

### Course Outcomes:

- To use the analytical techniques and arriving at conclusions from financial information for the purpose of decision making.

### Unit – I

Total Hours: 06

Principles and Practices-I: Introduction,- Gurus of TQM,- Historic Review,- Benefits of TQM- Leadership, characteristics of Quality leaders.-The Deming Philosophy-Quality councils- Strategic Planning- Customer Satisfaction- Customer perception of Quality-service Quality, - Customer Retention-Employee Involvement-Employee survey-Empowerment-Gain sharing- Performance Appraisal.

### Unit – II

Total Hours: 06

Principles and Practices-II: Continuous process Improvement,- the Juran trilogy,- The PDCA Cycle-Kaizen- Reengineering. Supplier Partnership- Partnering-Sourcing-Supplier Selection- Supplier rating-Performance Measures-Basic concept-Strategy-Quality cost-Bench marking- reasons for bench marking-Process-Understanding current performance-Pitfalls and criticism of benchmarking.

### Unit – III

Total Hours: 06

Tools and Techniques-I: Information Technology- Computers and the quality functions - Information quality Issues-Quality management System- Benefits of ISO registration-ISO 9000 series Standards-Internal Audits. Environmental Management System-ISO 14000 series-Benefits of EMS- Relation to Healthy and safety-Quality Function Deployment-The voice of the Customer- Building a House of Quality-QFD Process.

### Unit – IV

Total Hours: 06

Tools and Techniques-II: Quality by Design- Benefits-Communication Model-Failure Mode and Effective Analysis-Failure Rate, FMEA Documentation-The process of FMEA Documentation-Product liability-Proof and Expert Witness. Total Productive Maintenance-promoting the Philosophy and Training-Improvements and needs-Autonomous Work groups.

### Unit – V

Total Hours: 06



Registrar  
Shri Sai University of Technology  
& Medical Sciences Shri Sai (M.P.)

**MBA E 106 D PROJECT MANAGEMENT (Open Elective – I)**

MBA E 106 D	<b>PROJECT MANAGEMENT (Open Elective – I)</b>	2L:1T:0P	3 credits	3Hrs/Week
-------------	---	----------	-----------	-----------

**Preamble:-**

- The objective of this course is to students in managing projects with a special focus planning, execution, monitoring and evaluation.

**Course Outcome:**

- The students can learn how to delegate authority and influence people to get the work done through proper Project Management.

**Unit – I**

**Total Hours: 06**

**Introduction:** Introduction-Project management-What is Project Management-why Project Management-Project Lifecycle- Project Management Research in brief, Project Management today, Organization strategy and structure and culture, Forma of organization structure, stake holder management, organization culture, creating a culture for Project Management.

**Unit – II**

**Total Hours: 06**

**Project Planning:** Project Planning Defining the project, Approaches to project screening and selection, Work breakdown structure, financial Module, Getting Approval and compiling a project charter, setting up a monitoring and controlling process.

**Unit – III**

**Total Hours: 06**

**Project Execution:** Initiating the Project, Controlling and Reporting project objectives, conducting project Evaluation, Managing Risk-Four Stage Process, risk management an integrated approach, cost Management, Creating a project Budget.

**Unit – IV**

**Total Hours: 06**

**Leading Project Teams:** Building a project Team, Characteristics of a Effective project Team, achieving cross- functional co-operation, virtual project teams, Conflicts management, Negotiations

**Unit – V**

**Total Hours: 06**

**Performance Measurement and Evaluation:** Project control cycles, monitoring project performances, Earned value management, Human factors in project Evaluation and control, Project termination, Types of project terminations, Project management and future current and future trends in project management.

**REFERENCES**

- Gray, Larson: Project Management-Tata McGraw Hill-2015



  
Registrar  
Sree Siddhanta University of Technology  
& Medical Sciences Srinagar (M P)

- Jeffery K.Pinto: Project Management-Pearson Education-2015
- EnzoFrigenti: Project Management-Kogan, 2015
- R. Pannarselvam, P. Senthilkumar: Project Management, PHI, 2015
- Thomas M.Cappels: Financially Focused Project Management, SPD,2008.



  
Registrar  
Sri Satsa Sai University of Technology  
& Medical Sciences School (M.P.)

## MBA S 107 BUSINESS COMMUNICATIONS- SEMINAR

MBA S 107	<b>BUSINESS COMMUNICATIONS- SEMINAR</b>	01:11:21	2 credits	2Hrs/Week
-----------	---	----------	-----------	-----------

### Preamble:-

- This course enable students understand how to write business letters and improve written communication.

### Course Outcome:

- The students can learn how to communicate with authority and influence people to get the work done through proper communication and channels.

### Unit – I

**Total Hours: 04**

**Business Writing:** Introduction, Importance of Written Business Communication, Direct and Indirect Approached to Business Messages, Five Main Stages of Writing Business Messages. Practice Exercises.

**Case Study:** Communication Complication in English

### Unit – II

**Total Hours: 04**

**Business Correspondence:** Introduction, Business Letter Writing, Effective Business Correspondence, Common Components of Business Letters, Strategies for Writing the Body of a Letter, Kinds of Business Letters, Writing Effective Memos. Practice Exercises.

**Case Study:** Missing Briefcase

### Unit – III

**Total Hours: 04**

**Instructions:** Introduction, Written Instructions, General Warning, Caution and Danger, Format in Instructions, Oral Instructions, Audience Analysis, and Product Instructions. Practice Exercises.

**Case Study:** How to operate the Minolta Freedom 3 Camera.

### Unit – IV

**Total Hours: 04**

**Business Reports and Proposals:** Introduction, What is a Report, Steps in Writing a Routine Business Report, Parts of a Report, Corporate Reports, Business Proposals. Case Study: Handling unsolicited proposals for private infrastructure projects

**Case Study:** The key board syndrome

### Unit – V

**Total Hours: 04**

**Careers and Resumes :** Introduction, Career Building, Understanding yourself, setting a career goal, job search / looking at various options, preparing your resume, resume formats, traditional, electronic and video resumes, online recruitment process. Write your resume to market yourself.

**Case Study:** Recruitment Drive at SOBER.



## REFERENCES:-

- Meenakshi Raman and Prakash Singh, Business Communication, Oxford, 2012.
- Lesikar: Basic Business Communication, TMH, 2015.
- David Irwin: Effective Business Communications, Viva-Thorogood. 2015.
- Rajendra Pal, J S Karlahahi: Essentials of Business Communication: Sultan Chand & Sons, New Delhi, 2015
- Business English Dictionary, Pearson, 2015.
- Lehman and DufrereSinha, BCOM (Business Communication) 2<sup>nd</sup> edition. Cengage, 2012.



  
Registrar  
Dr Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



## SEMESTER II

### MBA C 201 MANAGEMENT: HUMAN RESOURCES

MBA C 201	MANAGEMENT: HUMAN RESOURCES	3L:1T:0P	4 credits	4Hrs/Week
-----------	-----------------------------	----------	-----------	-----------

#### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

#### Course outcome:

- The students can learn how to delegate authority and use power to influence people to get the work done through proper communication and control.

#### Unit – I

Total Hours: 11

Introduction to Human Resource Management: Introduction, Concept, Scope of Human Resource Management, History of Human Resource Management, Function of Human Resource Management, Role of HR Executives. HRM in India: Introduction, Changing Role of Human Resource in India, Globalization, Its Impact on HR.

#### Unit – II

Total Hours: 10

Human Resource Planning: Process of Human Resource Planning, Need for Human Resource Planning, HR Forecasting Techniques, Successful Human Resource Planning. Recruitment and Selection: Concept of Recruitment, Factors Affecting Recruitment, Sources of Recruitment, Recruitment Policy, Selection, Selection Process, Application Forms, Selection Test, Interviews, Evaluation, Placement, Induction.

#### Unit – III

Total Hours: 10

Training and Management Development: Meaning of Training, Area of Training, Methods of Training, Concept of Management Development, Management Development Methods, Differences between Training and Development, Evaluation of Training and Management Development. Employee Career Planning and Growth: Concept of Employee Growth, Managing Career Planning, Elements of a Career Planning Programme, Succession Planning.

#### UNIT -IV

Total Hours: 8

Performance Appraisal: Concept and Need for Performance, Reviews, Overview of Performance Appraisal, Types of Appraisal Methods, 360 degree appraisal, Benefits. Compensation Management: Wage and Salary Administration, Managing Wages, Concept of Rewards and Incentives, Managing Benefits in Organizations. Job Evaluation: Concept of Job Evaluation, Objectives, Techniques, Advantages and Limitations, Introduction to Competency.



  
Registrar  
Sri Sree Sri University of Technology  
& Medical Sciences Soshore (N.P.)

**UNIT – V**

**Total Hours: 7**

Job Analysis and Design: Concept, Process & Methods of Job Analysis, Concept of Job Design. Grievance and Grievance Procedure: Concept, Causes, Forms and Effects of Grievance, the Grievance Handling Procedure, Need for Grievance Redressal Procedure. Emerging Trends in HRM:-Competency Mapping, Business Process Outsourcing, Right Sizing of Workforce, Flexi time. Talent Management, Employee Engagement.

**REFERENCES:**

1. Dr. P. SubbaRao, 2009
2. Human Resource Management, Dr. G.B.S.Prasad, 2009
3. Human Resource Management - A Competitive Advantage - Concepts, Strategies, Challenges, S.K.Bhatia, 2006
4. Human Resource Management at Work - People Management and Development, Prof. Mick Marchington & Prof. Adrian Wilkinson, 3rd edition, Indian reprint 2007



  
Registrar  
Sri Sarmati University of Technology  
& Medical Sciences, Sion (M.P.)

## MBA C 202 MANAGEMENT: MARKETING

MBA C 202	MANAGEMENT : MARKETING	3L:1T:0P	4 credits	4Hrs/Week
-----------	------------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

### Course outcome:

- The students can learn how to understand the market conduction of marketing processors.

### Unit – I

Total Hours: 10

Marketing –Definitions - Conceptual frame work –Marketing environment : Internal and External - Marketing interface with other functional areas –Production, Finance, Human Relations Management, Information System. Marketing in global environment –Prospects and Challenges.

### Unit – II

Total Hours: 10

Marketing strategy formulations –Key Drivers of Marketing Strategies - Strategies for Industrial Marketing –Consumer Marketing –Services marketing –Competitor analysis - Analysis of consumer and industrial markets –Strategic Marketing Mix components.

### Unit – III

Total Hours: 10

Product planning and development –Product life cycle –New product Development and Management –Market Segmentation –Targeting and Positioning –Channel Management – Advertising and sales promotions –Pricing Objectives, Policies and methods.

### UNIT –IV

Total Hours: 8

Understanding industrial and individual buyer behavior - Influencing factors –Buyer Behaviour Models –Online buyer behaviour - Building and measuring customer satisfaction Customer relationships management –Customer acquisition, Retaining, Defection.

### UNIT –V

Total Hours: 7

Marketing Information System –Research Process –Concepts and applications : Product – Advertising –Promotion –Consumer Behaviour –Retail research –Customer driven organizations - Cause related marketing - Ethics in marketing –Online marketing trends.

### REFERENCES:

1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 2012
2. Chandrashekar, -Text—Marketing and Cases, management-Tata Vijaynicole, First edition, 2010
3. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Edition, 2011
4. Lamb, Hair, Sharma, Mc Daniel—Marketing –An Innovative approach to learning and teaching- A south Asian perspective, Cengage Learning 2012



## MBA C 203 MANAGEMENT: FINANCIAL

MBA C 203	MANAGEMENT: FINANCIAL	3L:1T:2P	5 credits	4Hrs/Week
-----------	-----------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

### Course outcome:

- The students can learn how to collect finance and distributing the resources to different allocated areas through proper communication and control.

### Unit – I

**Total Hours: 10**

Introduction - Concept of business finance, finance function, scope, Responsibilities of finance executive, Goals & objectives of financial management, Sources of financing - LONG TERM: shares, debentures, term loans, lease & hire purchase, retained earnings, public deposits, bonds (Types, features & utility); SHORT TERM: bank finance, commercial paper & trade credit & bills discounting.

### Unit – II

**Total Hours: 10**

Capital structure - Concept, meaning, principles & importance. Introduction to Trading on equity, Capital gearing & leveraging, Cost of capital, Cost of different sources of finance, Weighted average cost of capital, Over capitalization – Concept, Symptoms, causes, Consequences & remedies, Under capitalization - Concept, causes, Consequences & remedies, Watered Stock, Watered stock Vs Over capitalization

### Unit – III

**Total Hours: 10**

Capital budgeting - Concept of time value of money, Compounding & discounting; Future value of single amount & annuity, present value of single amount & annuity; Practical application of time value technique. Nature and significance & techniques of capital budgeting –Pay Back Method, Accounting rate of return, Net Present Value, IRR and profitability index.

### UNIT – IV

**Total Hours: 8**

Working capital - Concept, significance, types, Adequacy of working capital, Factors affecting working capital needs, Financing approaches for working capital, Methods of forecasting working capital requirements. Estimate of working Capital requirement, Working capital finance from banks

### UNIT – V

**Total Hours : 7**

Dividend policies - Concept, determinants and factors affecting, relevance and irrelevance concept, dividend valuation models – Gordon, Walter and Modigliani-Miller models Stability of dividends – concept and significance.

### REFERENCES:

1. Financial Management by Ravi Kishore, Taxmann's.
2. Financial Management by S. M. Inamdar, Everest Publishing house, 12th Edition 2004.
3. Financial Management by Sharma & Gupta, Kalyani Publishers.
4. Financial Management by R.M. Srivastav, Kalyani



Registrar 37  
Sri Saiya Sai University of Technology  
& Medical Sciences Sehore (M.P.)

**Publishers.**

1. Financial Accounting for Management by P. Shah- Pub, by Oxford
2. Financial Management by Dr. R. P. Rustagi.
3. Financial Management by Kapil, Pearson Publication



  
**Registrar**  
Sri Saiya Sai University of Technology  
& Medical Sciences Sehore (M.P.)



MBA C 204 MANAGEMENT: PRODUCTION & OPERATIONS

MBA C 204	MANAGEMENT: PRODUCTION & OPERATIONS	3L:1T:0P	4 credits	4Hrs/Week
-----------	-------------------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

**Course outcome:**

- The students can learn how to delegate authority and production process of the organization

**Unit – I**

**Total Hours: 10**

Introduction - Nature, Scope, Importance and Functions Evolution from manufacturing to operations management - Evolution of the factory system - manufacturing systems –quality – mass customization, Contribution of Henry Ford, Deming, Crosby, Taguchi, Break even analysis - Break even analysis in terms of physical units, sales value, and percentage of full capacity.

**Unit – II**

**Total Hours: 10**

Facilities Location & Layout – Strategic importance - Factors affecting location & layout - Installation of facilities – Single location, multi-location decisions. Principles and Types of Facilities Layout. Facility layout planning. Layout and its objectives for manufacturing operations, warehouse operations, service operations, and office operations., principles, types of plant layouts – product layout, process layout, fixed position layout, cellular manufacturing layouts, hybrid layouts, Factors influencing layout changes.

**Unit – III**

**Total Hours: 10**

Importance and Functions of Production Planning & Control - Introduction to PERT / CPM - Network Crashing (Numerical expected for PERT/CPM), Capacity Planning : Concept and overview of aggregation demand and capacity options and strategies in production and services, capacity and value, financial impact of capacity decisions, aggregate planning types and procedure, capacity requirement planning, concepts of yields (productivity) and its impact on capacity.

**UNIT – IV**

**Total Hours: 8**

Materials Management - Role of Materials Management- materials and profitability, Purchase functions, Procurement procedures including bid systems, Vendor selection and development. Vendor rating, ethics in purchasing. Roles and responsibilities of purchase professionals. Inventory Management: Concepts of inventory, types, Classification, selective inventory management, ABC analysis. Inventory costs, Inventory models – EOQ, safety stocks, Re order point, Quantity discounts. Storetypes, functions, roles responsibilities, Inventory records.

**UNIT – V**

**Total Hours: 7**



**Registrar**  
Sri Sree Sai University of Technology  
& Medical Sciences Seroor (M. P.)

Quality Management - Basic concepts of quality of products and services, dimensions of quality, Relationships between quality, productivity, costs, cycle time and value. Quality Function Deployment and its benefits, Quality Systems – Need, benefits, linkage with generic strategies, ISO 9000 – 2000 clauses, coverage, linkages with functional domains like production, marketing, six sigma concepts, kaizen, organizing for continuous improvement, Excellence models, awards and standards awards Quality.

#### REFERENCES:

1. Operations Management Theory and Practice, B. Mahadevan, Pearson education, Second impression 2007
2. Operations Management, William J. Stevenson 8th 2005 edition,
3. Operations Management, Richard B Chase 1th edition TMH,
4. Production & Operations Management – Chary
5. Manufacturing & Operations Management - L.C. Jhamb



  
Registrar  
Sri Setya Sai University of Technology  
& Medical Sciences Sehore (M.P.)

**MBA C 205 MANAGEMENT: INFORMATION TECHNOLOGY**

MBA C 205	MANAGEMENT: INFORMATION TECHNOLOGY	3L:1T:0P	4 credits	4Hrs/Week
-----------	------------------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the fundamentals information of the management in the organization.

**Course outcome:**

- The students can learn how to use of IT in the current for the development of the organization.

**Unit – I**

**Total Hours: 10**

INTRODUCTION - Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, DSS, EIS, KMS, GIS, International Information System.

**Unit – II**

**Total Hours: 10**

SYSTEM ANALYSIS AND DESIGN - Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram.

**Unit – III**

**Total Hours: 10**

DATABASE MANAGEMENT SYSTEMS - DBMS - HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart.

**UNIT – IV**

**Total Hours: 8**

SECURITY, CONTROL AND REPORTING - Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting.

**UNIT – V**

**Total Hours: 7**

NEW IT INITIATIVES - Role of information management in ERP, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM.



*[Signature]*  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)

**REFERENCES:**

10. Rahul de, MIS in Business, Government and Society. Wiley India Pvt Ltd, 2012
  11. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
  12. Haag, Cummings and McCubrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013.
  13. Turban, McLean and Wetherbe, Information Technology for Management – Transforming Organisations in the Digital Economy, John Wiley, 6th Edition, 2008.
  14. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2007.
- 



  
Registrar

Sri Saty Sai University of Technology,  
& Medical Sciences Solapur (M P)

MBA E 206 A: INDIA'S FOREIGN TRADE & POLICY

MBA E 206 A	INDIA'S FOREIGN TRADE & POLICY	2L:1T:0P	3 credits	3Hrs/Week
-------------	--------------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

**Course outcome:**

- The students can learn how to communicate with foreign trade hubs and understand the nations global trade policies.

**Unit – I**

**Total Hours: 06**

International Trade – Need and importance of international trade – Recent trends in world trade – leading players in the world – Major items traded. Introduction to Legal Environment – National and International law – Legal frame work for foreign trade in India -Code and common laws and their implications to business.

**Unit – II**

**Total Hours: 06**

India's Foreign Trade – Commodity composition and destination – India's position in the world merchandise trade and services- Balance of Payments of India. Indian Laws and Regulations Governing International Transactions: FEMA; Taxation of foreign income; Foreign Investments; Setting up offices and branches abroad.

**Unit – III**

**Total Hours: 06**

India's Foreign Trade Policy – New initiatives – Export promotion – Import Policy and control – Foreign investment policy – policy framework for FDI in India. Export - Import Procedures & Documentations.

**Unit – IV**

**Total Hours: 06**

India's Trade relationship with major Trade Blocs in the world – India's Trade agreements with various blocs. Institutional support to International Business, United Nations (UN) World Bank, International monetary Fund, UNCTAD, Asian Development Bank, WTO.

**Unit – V**

**Total Hours: 06**

Role of Government in India's Foreign Trade – EOU – EPZ – SEZ in India. Environment protection and business obligations – Environmental legislation in India - environmental issues – Social issues - Business transaction and Cyber law.

**REFERENCES:**

1. Francis Cherrunilam, International Trade and Export Management, Himalya Publications, 2009.
2. Blaugoff (Ed), International Trade, Penguin Books, 2007.





3. India's Trade statistics, published by CMIE and DGCIS.
  4. RBI Annual Reports
  5. Annual Reports of Ministry of Commerce.
- 



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Scheme (M.P.)

**MBA E 206 B BANKING, INSURANCE & RISK MANAGEMENT**

MBA E 206 B	BANKING, INSURANCE & RISK MANAGEMENT	2L+1T:0P	3credits	3Hrs/Week
-------------	--------------------------------------	----------	----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the different financial entities.

**Course outcome:**

- The students can learn how to function different financial institutions and use of different institutions in current business scenario.

**Unit – I**

**Total Hours: 06**

Concept and Definition of Banking- Relationship between Banker and Customer — Evolution of Banking in India — Functions of Commercial Banks — Types of Banks — Role of Banks in Economic Development Recent Trends in Banking: Branch Expansion — Banking Liquidation, Amalgamations and Mergers Rural Banking - Priority Sector Lending — Social Banking — Bank Assurance -Community Banking — Tele banking — e-Banking.

**Unit – II**

**Total Hours: 06**

Definition and sources of Insurance Law- Insurance as a contract -Legal principles: Principle of indemnity, Insurable interest, Subrogation, and Utmost good faith History of Insurance Legislation in India — Life Insurance Corporation Act 1956 – General Insurance Business Nationalization Act 1973-

**Unit – III**

**Total Hours: 06**

RBI Guidelines and Risk management: Regulatory Framework- Capital Adequacy requirements-Risk Weighted Assets- The New Basel Capital Accord, Board for Financial Supervision- Risk Based Supervision- Risk Profiling – Strategy and Environment Risk- Organization Risk and Management Risk Constitution of Risk Management System in Banks.

**Unit – IV**

**Total Hours: 06**

INNOVATIONS IN BANKING AND INSURANCE: New Financial services provided by banks- investment portfolio management services, advice on money management, tax services Electronic Payment systems ( Indian- NEFT, RTGS , International – SWIFT) Debit Cards and Credit Cards – Concept and Process. E- Banking INVESTMENT BANKING and PRODUCTS. Importance of the privatization of insurance industry, problems associated with public insurance enterprises, relation between insurance and economic growth.

**Unit – V**

**Total Hours: 06**

Enterprise Risk Management: Meaning of ERM , Source of risk to an Enterprise, Pure risk, Speculative risk , Strategic risk, Operational risk, Market risk, Credit risk. Risk management models, Prerequisite for



ERM. Market Risk Management: Importance, Exposure in financial markets, Methods to handle & control Market risk. Credit Risk Management: Need, Securitization for credit risk, Credit derivatives, Methods for credit risk management.

**REFERENCES:**

1. Insurance industry: ICFAI Publishers
2. Principles of Risk Management & Insurance – George E. Rejda,
3. Risk Management & Insurance- C. Arthur Williams
4. Enterprise Risk Management: ICFAI Publishers
5. Perspective towards Indian Banking System – Dr. C K Tyagi



  
Registrar  
of Bapu Sa University of Technology  
& Medical Sciences Sector (B I)

Recent issues in SCM: Role of computer/ IT in supply chain management, CRM Vs SCM, Benchmarking concept, Features and implementation, outsourcing –basic concepts, value addition in SCM – concept of demand chain management

**REFERENCES:**

1. G. Raghuram (I.I.M.A.)- Logics and supply chain management, Macmillan, 2000
2. Emiko Bonafield – Harnessing value in supply chain, Johnwiley: Singapore, 1999.
3. Dr. Gopal Krishnan – Material Management rearview, 2002, pearson New Delhi.
4. R.G. Koragankar – JIT Manufacturing.
5. B.S. Sahay, Macmillan – Supply Chain Mangement, 2000, (Pearson Education, 2004)



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)

MBA E 206 D	MSME MANAGEMENT	2L:1T:0P	3 credits	4Hrs/Week
-------------	-----------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the fundamentals underlying the management of an organization.

**Course outcome:**

- The students can learn how to communication and control within the micro, small and medium sized enterprises management.

**Unit – I****Total Hours: 06**

MSMEs' in India: Concept of entrepreneur and entrepreneurship – Quality and characteristics of entrepreneur- Over view and history of entrepreneurship – Definition, overview and history of SME's in India – Performance and role – Production, employment & Export opportunities in MSMEs'- Steps involved in setting up MSMEs'.

**Unit – II****Total Hours: 06**

Programmes, Schemes and Services: Schemes implemented by the ministries- Schemes under five year plan – Micro and small enterprise cluster development program – Credit linked capital subsidy scheme for technology up gradation, Credit guarantee scheme, Assistance to entrepreneurship development institutes – Special Schemes to Backward area – Schemes on trade related entrepreneurship assistance and development (TREAD) women – Promotional schemes for women.

**Unit – III****Total Hours: 06**

GLOBALISATION OF MSMEs: Concept of Globalization and Liberalization. Impact of Liberalization and globalization on MSMEs. Some issues in the context of Vitalization of MSMEs for growth and development. Role of SSI/ MSMEs in a global economy.Future Growth of Global SMEs.MSME s as a driving force in economic development.

**Unit – IV****Total Hours: 06**

MSME's Policies: Central government policies- SME and export promotion policy - Development Act, 2006. Demand aspect for MSMEs . MSMEs in the Service Sector .

**Unit – V****Total Hours: 06**

Emerging trends and Institutions Supporting MSME: Overview of WTO, IPR, INMSE International SME network- Bar coding. Impact of WTO on MSMEs,WTO and some vital issues for MSMEs.

**REFERENCES:**

- Dynamics of Entrepreneurship development, Vasant Desai.
- Entrepreneurship development in India, C. B. Gupta and N P Srinivasan.
- Entrepreneurship development, S. S . Khanka.
- Entrepreneurship and small business Management, C B Gupta and S S Khanka.
- Small Business and Entrepreneurship, Paul Burns and Dewhuni.



*[Signature]*  
Registrar  
Sri Saiya Sai University of Technology  
& Medical Sciences Solapur (M.P.)



**III SEMESTER  
MBA C 301 INTERNATIONAL BUSINESS**

<b>MBA C 301</b>	<b>INTERNATIONAL BUSINESS</b>	<b>3L:1T:0P</b>	<b>4 credits</b>	<b>4Hrs/Week</b>
------------------	-------------------------------	-----------------	------------------	------------------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the international business at present scenario.

**Course outcome:**

- The students can learn how to business strategies and management of a MNC company solve the business problems.

**Unit – I**

**Total Hours: 10**

An Overview of International Business; Introduction, Definition of International Business, Changing Environment of International Business, Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization.

**Unit – II**

**Total Hours: 10**

International Business Theories: Introduction Mercantilism, Absolute Advantage Theory Comparative Cost Theory, Heckscher-Ohlin Theory, Instruments of Trade Policy - Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy.

**Unit – III**

**Total Hours: 10**

Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes, Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates.

**Unit – IV**

**Total Hours: 08**

International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO.

**Unit – V**

**Total Hours: 07**

Regional Economic Integration: Introduction, Levels of Economic Integration. Regional Economic Integration in Europe, Regional Economic Integration in U.S.A., EUROPEAN UNION, ASEAN, BRIC, SAARC, Integration for Business.

**REFERENCES:**

1. Agarwal Raj - International Trade (Excel, 1st Ed.)
2. Daniels - International Business (Pearson, 1st Ed.)
3. Hill C.W. - International Business (TMH, 5th Ed.)



## MBA C 202 BUSINESS LEGISLATION

MBA C 202	BUSINESS LEGISLATION	3L:1T:0P	4 credits	4Hrs/Week
-----------	----------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the business laws and legislations of present scenario.

### Course outcome:

- The students can learn how to business legislations and judiciary system to smooth run a company.

### Unit – I

**Total Hours: 10**

Law of Contract -1872: Nature of contract and essential elements of valid contract, Offer and Acceptance, Consideration, Capacity to contract and free consent, Legality of object. Unlawful and illegal agreements, Contingent contracts, Performance and discharge of contracts, Remedies for breach of contract. Indemnity and guarantee

### Unit – II

**Total Hours: 10**

The Companies Act 1956 - Definition & characteristics of a company, , Kinds of Companies, Provisions relating to incorporation, : Memorandum of Association, Doctrine of ultra-vires, Articles of Association, Doctrine of indoor management & constructive notice, Concept of Prospectus. Company Meetings, Resolutions Concept of Prospectus.Role & duties of promoter, transfer and transmission; Management–Appointment of Directors. Powers, duties, & liabilities of Directors.Winding Up of the Company - Types of Winding up.

### Unit – III

**Total Hours: 10**

Negotiable Instruments Act 1881: Negotiable Instruments- Promissory Note, Bills of Exchange, &Cheque, and their definitions and characteristics, Types of endorsements, Holder- Holder in due course, Discharge of Parties. Procedure to be followed in case of dishonour of cheques. Information Technology Act 2000: Object and Scope of the IT Act Scope of the Act Digital Signature - Digital Signature Certificate Electronic Governance Electronic Records Certifying Authorities Penalty & Adjudication

### Unit – IV

**Total Hours: 08**

Indian Partnership Act 1932:-Definition of partnership, types of partnership, formation of partnership, registration of partnership, kinds of partners, rights and liabilities of partners, minor's status in a partnership firm, dissolution of partnership firm. Requirements in a partnership deed Limited Liability Partnership Act 2008



Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)

Unit – V

Total Hours: 07

Consumer Protection Act, 1986 Definitions of Consumer, Complainant, Goods, Service -  
Meaning of Consumer Dispute, Complaint - Unfair Trade Practices - Restrictive Trade  
Practices Rights of Consumers Consumer Disputes Redressal Agencies

**Suggested Readings:**

1. AkhileshwarPathak: Legal Aspects of Business, TMH, 3/e, 2009
2. K.R. Bulchandani: Business Law for Management, , Himalaya, 2008
3. Kuchal: Business Law, Vikas, 2009
4. Tulsian:Business Law, TMH, 2008.
5. N.D.Kapoor: Mercantile Law, Sultan Chund & Sons, 2009. .
6. S.N.Maheshwari&Maheshwari: Business Law and Regulation, Himalaya, 2008
7. Business Law, Seth, Pearson Education Asia



Registrar

Sri Satya Sai University of Technology  
& Medical Sciences Sohoni (M.P.)

## MBA C 303 OPERATION RESEARCH

MBA C 303	OPERATION RESEARCH	3L:1T:0P	4 credits	4Hrs/Week
-----------	--------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the business operations and research for solving management problem.

### Course outcome:

- The students can learn how to solve out different business problems and a company can run smoothly.

### Unit – I

**Total Hours: 10**

LPP - Resource Allocation: Introduction to Linear Programming Problems, Graphical Method - Assumptions, Formulation and Solution by Graphical Method: Feasibility Region, Unboundedness, Infeasibility, Multiple Optimum Solutions. Simplex method of solution. Use of primal-dual computational formulas to find a solution of an LPP.

### Unit – II

**Total Hours: 10**

LPP – Transportation & Assignment – Transportation: Formulation and Solution by North West Corner Rule (NWC), Least Cost Method (LCM) and Vogel's Approximation Method (VAM); Optimization by Modified Distribution Method (MODI). Assignment: Formulation and Solution.

### Unit – III

**Total Hours: 10**

Queuing Theory - Queuing model, Static and Dynamic Arrivals, Single Server and Multiple Server Queues, Transition-rate diagrams, Role of the exponential distribution in queuing models, Introduction to Simulation Process, Monte Carlo Simulation, Generation of Random Numbers, Queuing Model [M/M/1: (∞/FCFS)], Simulation of Queuing System.

### Unit – IV

**Total Hours: 08**

Replacement & Inventory models - Replacement Policies: Equipment Deteriorate Gradually, Time Value of Money Considered, Equipment Fail Suddenly (Group Replacement), Staff Replacement, Inventory Models with Probabilistic & Deterministic Demand, Classic EOQ, EOQ with bulk purchasing, EOQ with storage limitations, Simulation on Inventory System, Sequencing - Introduction, Terminology & Assumptions

### Unit – V

**Total Hours: 07**

PERT/CPM - Rules of Network Construction, Network Analysis (Forward Pass, Backward Pass, Critical Paths and Floats). Resource Analysis and Allocation (Crashing), Probability in PERT, PERT vs. CPM. Limitations and Difficulties in Network Methods, Game Theory - Terminology, Game Models, Two Person Zero Sum Games and their Solutions.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)

**Suggested Readings:-**

1. Introduction to Operations Research- Hillier & Liberman – McGraw Hill
2. Quantitative Techniques in Management by N. D. Vohra – Tata McGraw Hill
3. Operations Research - Panerjeevram – Prentice Hall of India
4. Operations Research – J. K. Sharma - McMillan
5. Operations Research – Him and Gupta – S. Chand & Co.
6. Operations Research – V.K. Kapoor – Sultan Chand & Sons, New Delhi.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)



**SPECIALIZATION – MARKETING MANAGEMENT**  
**01301 ADVERTISING MANAGEMENT**

01301	ADVERTISING MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
-------	------------------------	----------	-----------	-----------

**Preamble:**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

Advertising. Its role in the marketing process; Legal, Ethical and Social aspects of advertising. Communication - processes of communication; integrated marketing communications, Its evolution, reasons for its growth and its role in branding.

**Unit – II**

**Total Hours: 06**

The promotional mix; segmentation, Targetting and positioning and their role in promotion. Promotional objectives, determination, types and approaches. DAGMAR approach, problems in setting objectives; Advertising budget, establishment and allocation, budgeting approaches.

**Unit – III**

**Total Hours: 06**

Advertisement copy, its components and types; The importance of creativity in advertising, creative strategy and process, implementation and evaluation.

**Unit – IV**

**Total Hours: 06**

Media Planning, Establishing Media objectives, Media strategies, Media mix, Reach Vs. Frequency, Creative aspects, budget considerations, Evaluation of Broadcast media, Print media, Support media, Internet and interactive media etc.; computers in Media planning.

**Unit – V**

**Total Hours: 06**

Measuring the effectiveness of the promotional program, Advertising Research, Market testing, Testing via internet, Pre testing, Post testing, Laboratory Tests, Field tests, PACT (Positioning Advertising Copy Testing).



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sector (S.S.S.U.T.M.S.)

**Suggested Readings :**

1. Aaker, David A. etc., Advertising Management, 4th edition , PHI, 1985
2. Belch, George E. and Belch, Michael A.; Advertising and promotion, Tata McGraw Hill, New Delhi
3. Ogilvy David, Ogilvy on Advertising, London, Longman.
4. Jones, John Philip, What's in a brand, Tata McGraw Hill, New Delhi
5. Chunnawalla, S.A., Advertising, Sales and Promotion Management, Himalaya Publishing House
6. Mohan, Manendra; Advertising Management, Tata McGraw Hill, New Delhi
7. Sandage and Fry burger, Advertising Management



Registrar  
of (S.M.) University of Technology  
(S.M.) & (S.M.) (S.M.)  
of (S.M.) University of Technology  
Registrar

## 01302 MARKETING OF SERVICES

01302	MARKETING OF SERVICES	2L:1T:0P	3 credits	2Hrs/Week
-------	-----------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the management of services marketing.

### Course outcome:

- The students can learn how to developing an effective service delivery for communicating companies value.

### Unit – I

Total Hours: 06

Marketing Services - concept of service - characteristics of service - classification of service - causes of growth of the services sector - need for services marketing.

### Unit – II

Total Hours: 06

Marketing mix in services marketing - the seven Ps product decision - Pricing strategies and tactics - Promotion of service and placing - distribution methods for services - additional dimensions in services marketing - people, physical evidence and process.

### Unit – III

Total Hours: 06

Management of services marketing - marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal orientation of service strategy.

### Unit – IV

Total Hours: 06

Delivering quality service - process of delivering quality service - TQM in services marketing - Six sigma technique in delivering quality service - quality gaps - customer expectation versus perceived service gap - factors and techniques to resolve this gap - Quality standards - process and technological requirements to implement quality standards in services marketing.

### Unit – V

Total Hours: 06

Marketing of services with special reference to financial services, health services, hospitality services including travel, hotels and tourism, professional services, public utility services and educational services.

### References

1. Adhian Payne, The Essence of Marketing, Prentice Hall of india (P) Ltd, New Delhi, 2001
2. Christopher Lovelock, Services Marketing, Pearson Education Asia, 4th edition, 2001
3. Helen Woodroffe, Services Marketing, Mcmillan India Ltd, 1997
4. S.M.Jha, Services Marketing, Himalaya Publishing House, Bombay.
5. Valere A Zeithmlal& Mary joBitner, Services Marketing, Tata McGraw Hill Publishing Company, New Delhi, 2000



## 01303 MARKETING RESEARCH

01303	MARKETING RESEARCH	2L:1T:0P	3 credits	3Hrs/Week
-------	--------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the marketing research.

### Course outcome:

- The students can learn how to developing an effective decision making for solving different managerial problems..

### Unit – I

**Total Hours: 06**

Marketing Research: Introduction, Management uses of marketing research, Problem Formulation & steps in decision Making Process.

### Unit – II

**Total Hours: 06**

Research Design: Introduction, Exploratory Research, Descriptive research, Causal/ Experimental Research Design, Relationship in between different types of designs.

### Unit – III

**Total Hours: 06**

Data Collection Methods, Primary & Secondary Data, Observation & Questionnaire Techniques, Analysis & interpretation of Data, Development of questionnaire.

### Unit – IV

**Total Hours: 06**

Sample Design, Sample Plan, Probability & Non- Probability Sampling, Sample Size, etc., Attitude Measurement through different types of scales.

### Unit – V

**Total Hours: 06**

Product Research, Advertising Research – Copy Testing – Test Marketing, Media Selection, Research Report

### Suggested Readings:

1. Research for Marketing Decisions Paul E. Green, Donald S. Tull
2. Marketing Research- Text and Cases Harper W. Boyd Jr. , Ralph Westfall



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sionore (M.P.)

## 01304 MARKETING OF NON-PROFIT ORGANISATION

01304	MARKETING OF NON-PROFIT ORGANISATION	2L:1T:0P	3 credits	3Hrs/Week
-------	--------------------------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the NGO management.

### Course outcome:

- The students can learn how to developing an effective NGO for communicating values to the society.

### Unit – I

Total Hours: 06

Introduction: Non Profit Organisation, Concept Non Profit Organisation in India, types, problems. Characteristics, Need of Marketing of Non Profit Organisation.

### Unit – II

Total Hours: 06

Differentiation of NPOs: Concept of Responsive Organisation- Image management, image causation, image modification, Mission, Exchange, Environment affecting operations of NPOs (Publics), Image & Satisfaction measurement.

### Unit – III

Total Hours: 06

Managing Marketing efforts: Understanding Consumer. Product, Product Mix, Product Mix decisions for Non-profit Organisation Pricing for Non Profit organisations.

### Unit – IV

Total Hours: 06

Market Segmentation for Non profit organisation, Target Marketing Promotion: Advertising, personal selling, sales promotion and Public Relations for Non profit Organisation.

### Unit – V

Total Hours: 06

Managing Human Resource: Attracting People, Analysing people, Recruitment, Members and membership criteria, Volunteers. Managing Financial Resource: Donor Marketing, Attracting Funds, Analysing Donor markets, Fund raising goals and strategy.

### Suggested Readings:

1. Philip Kotler: Marketing of Non-Profit Organisations.
2. Andreasen Alan R: Strategic marketing for NPOs
3. Roberto Eduardo L: Social Marketing



  
Registrar  
Sri Sathya Sai University of Technology  
& Health Sciences Seroth (H.P.)



## SPECIALIZATION- HUMAN RESOURCE MANAGEMENT

### 02301 HR PLANNING AND DEVELOPMENT

02301	HR PLANNING AND DEVELOPMENT	2L:1T:0P	3 credits	3Hrs/Week
-------	-----------------------------	----------	-----------	-----------

#### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the Human Resource Development Process.

#### Course outcome:

- The students can learn how to developing an effective human resource policy for communicating companies value.

#### Unit – I

Total Hours: 06

HRD – concept – meaning – philosophy – nature – need and significance. HRD – climate – goals – competencies – functions – areas. HRD as a system – HRD in changing scenario. HRSD – Contextual factors and Human Resource System designing. Role Analysis and HRSD-key performance areas, Critical Attributes, Role effectiveness, Role analysis methods.

#### Unit – II

Total Hours: 06

HRD modules; Recruitment and selection – orientation and placement performance appraisal – training and development – promotion and motivation – career development. Performance appraisals and performance development – objectives of performance appraisal – The past and the future; Basic consideration in performance appraisal; Development oriented appraisal system. Interpersonal feedback and performance counseling.

#### Unit – III

Total Hours: 06

Potential Appraisal and Development, Career planning and Development – Quality of work life – quality circles – human capital development – philosophy and principles – practices – work force and people development – performance management – knowledge management.

#### Unit – IV

Total Hours: 06

Training – conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria; Evaluation and Follow up training. Stress – definition – personality traits – emotional management – categories of stressors – identification of stress at various levels – pre-requisites for zero stress – psychological stress – stress and human resource development.

#### Unit – V

Total Hours: 06

HRD challenges in 21st century – HR out sourcing – human resource audit – human response development – human resource accounting - future of HRD Organization.

#### REFERENCE BOOKS

1. T.V. Rao and Uday Parekh – Designing and Managing Human Resource System, Excel Books, Oxford Publications.
2. V.S.P. Rao – Human Resource Development - Response books.
3. Kandula, S.R. – Strategic Human Resource Development – PHI.



Respected  
Sri Satya Sai University of Technology  
& Medical Sciences Srinagar (M.P.)

## 02302 HUMAN RESOURCE DEVELOPMENT

02302	HUMAN RESOURCE DEVELOPMENT	3L+1T:0P	3 credits	3Hrs/Week
-------	----------------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the human resource development.

### Course outcome:

- The students can learn how to developing an effective HRM practices for companies sustainable growth.

### Unit – I

Total Hours: 06

Concepts of Human Resource Development - Evolution of Human Resource Development - Basic Principles of assumptions- Human Resource Development approach. Human Resource - approach Vs. Traditional Personnel Management approach - Importance of Human Resource Development approach in the changing economic scenario.

### Unit – II

Total Hours: 06

Human Resource Development Strategies and Experiences - Planning for Human Resource Development Programmes - Strategies for Human Resource Development- Integrating Human Resource Development function with other functions. The role of top management - The role of Human Resource Development functionaries and other functionaries - Human Resource Development experiences of some organizations and some countries (America, Japan & U.K.)

### Unit – III

Total Hours: 06

Human Resource Development and Supervision-Line Managers and Human Resource Development - Task analysis - Motivational aspects of Human Resource Development - Developmental supervision - counseling & Monitoring, Career counseling, planning & development.

### Unit – IV

Total Hours: 06

Main Issues in Human Resource Development - Organisational approach - Human Resource Development culture and climate concepts and components - organisational Development Intervention - Kinds of Schemes - Inter - Personnel & Group process interventions – Emerging Trends and perspectives.

### Unit – V

Total Hours: 06

Human Resource Development and Psychological foundation-Basic principles of Behaviour Development - Theories of Learning, Personality, motivation, creativity and human nature. Role of training, retraining programmes, supervisory development, management development (Executive development) organisational development.



Registrar  
Sri Sathya Sai University of Technology  
& Medical Sciences, Sathya (M.P.)

**SUGGESTED READINGS:**

1. Wendell, L. French & Cell H. Bellor Jr. - Organisational Development.
2. Beekchand.R. -Organisational Development Strategies & Model
3. Nair &Rao T.V. - Excellence through Human Resource Development
4. V.P. Michael - Human Resource Management & Human Relations
5. Robbins - Organisational Behaviour.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Secore (M. P.)

## 02303 MANPOWER DEVELOPMENT FOR TECHNOLOGICAL CHANGE

02303	MANPOWER DEVELOPMENT FOR TECHNOLOGICAL CHANGE	2L:1T:0P	3 credits	3Hrs/Week
-------	---	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the technological change and HRM.

### Course outcome:

- The students can learn how to developing an effective equip the organization and its human resources to adequately cope with such changes.

### Unit – I

Total Hours: 06

Manpower management, Manpower management in the 21st Century; Environmental context of human resource management, the emerging profile of human resources.

### Unit – II

Total Hours: 06

Technology Change - Changing technology, Concept and process of technological innovation, Organizational implications of technological change, Transformation.

### Unit – III

Total Hours: 06

Implications of Human resource, Human resource implications of technological change; Performance / potential evaluation in the context of new technology;

### Unit – IV

Total Hours: 06

Manpower training and career development. Technology transfer with human face; New issues in manpower training and career development.

### Unit – V

Total Hours: 06

Career Management and Development. Mentoring at Workplace. Work-Life Integration, Performance Management System

### Suggested Readings

1. Clark, Jon, Managing Innovation and Change, University of Southampton, 1995.
2. Clark, Jon, Human Resource Management and Technology Change, Sage, London, 1993.
3. Gambell, A and Warner, M. New Technology, Skills, and Management, Routledge, London, 1992.
4. Rastogi, P.N. Management of Technology and Innovation. Sage, New Delhi, 1995.
5. Warner, M. New Technology and Manufacturing Management, Wiley. London, 1990.
6. Womack, J.P. etc. The Machine that changed the world, Maxwell Macmillan, New York, 1990.
7. Shinkler, D.H. Managing Innovation. Cambridge University Press, Cambridge, 1990.



## 02304 LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS

02304	LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS	2L:1T:0P	3 credits	3Hrs/Week
-------	---	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the legal framework.

### Course outcome:

- The students can learn how to understand and interpretation of the various Labour laws and their implications for industrial relations and Labour issues.

### Unit – I

**Total Hours: 06**

**INDUSTRIAL RELATIONS:** Trade Union Act 1926, Industrial Employment Disciplinary Action (Standing orders 1946), Industrial Dispute Act 1947.

### Unit – II

**Total Hours: 06**

**WAGES AND SALARY:** Payment of wages act 1936, Minimum wages act 1948, The Payment of Bonus Act 1965, Equal Remuneration Act 1976.

### Unit – III

**Total Hours: 06**

**SOCIAL SECURITY:** The employee state insurance act, provident funds and miscellaneous provisions act 1952, payment of gratuity act 1972, contract Labour (regulation and abolition) act 1970.

### Unit – IV

**Total Hours: 06**

**WORKING CONDITIONS:** Factory act 1948, The Delhi shops and establishment act 1954.

### Unit – V

**Total Hours: 06**

**RECRUITMENT AND TRAINING:** The employment exchanges (compulsory notification of vacancy) act 1959, The apprentices act 1961.

### Suggested Readings :

- 1 Chaiye.B.R. : Laws and procedure of departmental enquiry in private and public sector. Lucknow eastern law company 1994.
- 2 Malik. P. L. : Handbook of industrial law, Eastern book 1995.
- 3 Saini Debi S. :Redressal of labour grievances, claims and disputes. New-Delhi, Oxford and IBH, 1994.
- 4 Srivastava S. C. : Industrial Relations and labour law, New-Delhi, Vikas 1994.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Solapur (M.P.)



**REFERENCES:**

1. S.L. Goel, *Healthcare Management and Administration*, Deep & Deep Publications Pvt. Ltd. New Delhi, 2010.
2. Srinivasan, A.V. (ed.), *Managing a Modern Hospital*, Chapter 12, Response Books, New Delhi, 2009.
3. *Encyclopedia of Bio-medical Ethics – Two Volumes.*



  
Registrar  
Sri Saipe Sai University of Technology  
& Medical Sciences Solapur (M.P.)

04302

## HEALTH EDUCATION &amp; COMMUNICATION

04302	HEALTH EDUCATION & COMMUNICATION	2L:1T:0P	3 credits	3Hrs/Week
-------	----------------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the health Education.

**Course outcome:**

- The students can learn how to developing an effective health Education for communicating values to the society.

**Unit – I****Total Hours: 06**

Introduction to health education and communication. Health Education – Nature and Scope. Essentials of health education with reference to functions of health education such as change in knowledge, behavior, habit, attitude etc.

**Unit – II****Total Hours: 06**

Aims and Objectives of health education with reference to changing concept. Significance of health education with its role in health delivery system Principles of health education.

**Unit – III****Total Hours: 06**

Basic role of healthcare providers in relation to health education. Different approaches of health education such as – Regulatory approach, Service approach, primary healthcare approach, health education approach.

**Unit – IV****Total Hours: 06**

The models of health education with its significance. Detail information about the contents of health education. How to practice health education through various methods.

**Unit – V****Total Hours: 06**

Recommendations for better health education in India. The communication process in practicing health education. Functions of health communication in relation to health education. Different types of communication and barriers of communication.

**Prescribed Text:**

1. Preventive and social medicine by Park
2. Health Education- Theory and Practice by S.L.Goel



  
 Registrar  
 Sree Siddaganga University of Technology  
 & Medical Sciences, Srirangapatna (M.P.)

04303	HOSPITAL SUPPORT SERVICES	21:11:0P	3 credits	3Hrs/Week
-------	---------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the Comprehensive health projects.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for Comprehensive health projects.

**Unit – I**

**Total Hours: 06**

Introduction to organization of health services in India - Central, States, Defence, Railways and other PSUs- Voluntary agencies- Comprehensive health projects with Rural Development- International organizations related to health services.

**Unit – II**

**Total Hours: 06**

Organizing and Managing Facility Support Services - Laundry - Housekeeping - Pest control - Managing the Estate (Hospital Security) - Recent trends in Disaster Management - Hospital Engineering Services (Plumbing, Electricity, Civil, A/C, Lifts) - strategies of hospital equipments- planning and Selection-purchase procedure- insulation and commissioning- hospital equipment repair and maintenance quality control.

**Unit – III**

**Total Hours: 06**

General safety of the patients, fire safety, hospital hygiene, hospital acquired infection, Biomedical waste? handling rule, segregation, collection, transportation, disposal, modern technology, for disposal radioactive waste handling. Review of reports on Healthcare-Bhore Committee-Moodliar Committee-Jain Committee-Karur Singh Committee- Srivastava Committee

**Unit – IV**

**Total Hours: 06**

Accreditation - Setting of Objectives - Health Indicators - Applying Economic Concepts to Service Evaluation - Assessing Patient Satisfaction - Techniques of Hospital Services Evaluation - Indicators of Hospital Efficiency & Effectiveness - Evaluation of Quality of Hospital Services - Management of Hazard, Safety in a Hospital Setup - Nursing Services in a Hospital - Current Issues in Hospital Management - Telemedicine - Bio-Medical Waste Management - Organ Transplantation - Rehabilitation Services - Health Insurance & Managing Health Care - Medical Audit - Hazard and Safety in a hospital Setup.

**Unit – V**

**Total Hours: 06**

Epidemiological Triad, Levels of Disease Prevention- Disaster Management/ Disaster Plan- Fire fighting-Dealing with crisis situations- Natural disasters -floods, earthquakes etc.- Mob violence against medical establishments- Bomb threat- Terrorist strike- Political agitation- Mass casualties



Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehra (H.P.)

## REFERENCES

1. Arnold D. Kalcizony & Stephen M. Shortell, Health Care Management.
2. Carolyn Semple Piggot & Carolyn S. Piggot, Business Planning for Health Care Management.
3. David E. Cope, Organization Development and Action Research in Hospitals.
4. Perspectives in health care - Nancy North - Macmillan Press, U.K.



  
Registrar  
Sri Sathya Sai University of Technology  
& Medical Sciences Schore (M.P.)

04304	MEDICAL WASTE MANAGEMENT			
04304	MEDICAL WASTE MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the Waste management.

**Course outcome:**

- The students can be able to develop an effective Waste management programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

INTRODUCTION - Introduction - Definition - general and hazardous health care waste - infectious waste - genotoxic waste - waste sharps - bio medical waste - categories - composition of bio medical waste - specification of materials - sources - hospitals - health care establishments - others

**Unit – II**

**Total Hours: 06**

IMPACTS & LEGISLATION AND POLICIES - Health impacts - direct and indirect hazards - potential hazards - basic information - infection - infection agents - legislation and policies - bio medical waste handling - rules - CPCB guidelines - BARC guidelines - radioactive waste disposal - WHO guidelines - management in developing countries

**Unit – III**

**Total Hours: 06**

GENERATION AND SEGREGATION - Color coding - yellow, red - blue, white - contents of waste bag - label - biomedical waste - minimize - collection and handling - infection control system - needle sticks injury - hospital policy - segregation - decontaminating - disinfection unit - autoclaving - sharp waste containers - shredding - incrimination - biomedical symbol - microwave - hydropulping - plasma torch

**Unit – IV**

**Total Hours: 06**

TRANSPORTATION, TREATMENT AND DISPOSAL - Central storage - Onsite pre treatment - mechanical treatment - chemical disinfection - offsite transportation - offsite and onsite - treatment - common treatment - liquid waste treatment - Conventional treatment - wet thermal technology - incineration - alternative treatment technology - microwave technology - autoclave system - hydroclave

**Unit – V**

**Total Hours: 06**

MANAGEMENT ISSUES - Waste minimization - recycling - re use - health and safety practices - protective equipments usage - occupational health programmers - safety - emergency practices - management - non clinical support devices - hospital waste management - budget allocation - maintenance - records - annual reports



Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sion (M.F.)





2. PunithaveahyPandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd.
3. I. M. Pandey, Financial Management, Vikas Publishing House Pvt. Ltd.
4. Martin Pring, Technical Analysis Explained, McGraw Hill.
5. V. A. Avadhani, Investment and Securities Market in India, Himalaya Publishing House.



  
Resident  
Sri Satya Sri University of Technology  
& Medical Sciences Sihore (M.P.)

03302 FINANCIAL MARKET & SERVICES

03302	FINANCIAL MARKET & SERVICES	2L:1T:0P	3 credits	3Hrs/Week
-------	-----------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the prevailing financial system in India.

**Course outcomes:**

- The students can learn how to developing an Financial Markets – Capital Markets for communicating companies value.

**Unit – I**

**Total Hours: 06**

Introduction: Overview of Financial systems In India – Structure, Regulation Role And Functions Of Financial Systems – Financial Instruments – Financial Markets – Capital Markets & Money Markets – Interlink Between Money Market & Capital Market – Characteristics Of Financial Markets – Functions Of Stock Exchange – Introduction To Forex.

**Unit – II**

**Total Hours: 06**

Financial Services; Objectives of financial services – types of financial services – capital market Services & money market services – intermediaries: banking financial corporations, non banking financial corporations & insurance corporations- financial services sector problems and reforms.

**Unit – III**

**Total Hours: 06**

Venture capital: Growth of venture capital in India- financing pattern – legal aspects and Guidelines for venture capital – leasing- types of leases – leasing vs. borrowing - credit rating: CRISIL, ICRA & care – factoring, forfeiting- bill discounting – types of factoring arrangements – factoring in Indian context.

**Unit – IV**

**Total Hours: 06**

Mutual funds: concepts and objectives – functions and portfolio classification-guidelines for mutual funds – working of public and private mutual funds in India – debt securitization – demat services – need and operations –role of NSDL & CSDL.

**Unit – V**

**Total Hours: 06**

Legal and Institutional Arrangements: Regulatory & legal framework of government in banking- - role of RBI –functions of stock exchange - listing & formalities in stock exchange – laws governing SEBI – role of SEBI – Laws governing non banking financial corporations – laws pertaining anti- money laundering.

**Suggested Books:**

1. I. M. Bhole, Financial Institutions and Markets, TATA McGraw Hill
2. V. A. Avadhani, Marketing of Financial Services, Himalaya Publishers, Mumbai
3. Vasant Desai, Indian Financial Systems, Himalaya Publishers.
4. G. Benton, Financial Intermediaries An Introduction



Registrar

**03303 MICRO FINANCE & DEVELOPMENT**

03303	MICRO FINANCE & DEVELOPMENT	2L:1T:0P	3 credits	3Hrs/Week
-------	-----------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the Microfinance management.

**Course outcome:**

- The students can learn how to developing an effective Status of Microfinance in India.

**Unit – I****Total Hours: 06**

History of Microfinance: Introduction, history of Microfinance, Worldwide developments.  
 Status of Microfinance in India: Introduction, History of Microfinance in India, Recommendations of various committees, Status of Microfinance in India, Outreach of Microfinance, Potential of Microfinance in India, Banking potential for Microfinance in India.

**Unit – II****Total Hours: 06**

Government and Microfinance: Introduction, SHGs and different schemes, SHG and Poverty Alleviation Programs, SHG and Special Programs/ Schemes. Importance of SHGs: Introduction, Benefit of SHGs to members, Benefits to women, Benefits to Banks, Benefits to Government, Benefits to Voluntary Agencies and Benefits to Society.

**Unit – III****Total Hours: 06**

Models in Microfinance: Introduction, Models of Credit disbursement under microfinance, Models of SHGs in India, Models in International microfinance. Microfinance in Asia and Pacific.

**Unit – IV****Total Hours: 06**

Livelihood Promotion: Introduction, Poverty in India, Livelihood Intervention, Livelihood Promotion efforts in India, Integrated Sectoral Strategies, Strategies for vulnerable segments of the population, Delivery of Livelihood, Models of Livelihood Problem, Income Generating Activities.

**Unit – V****Total Hours: 06**

Participatory Rural Appraisal: Introduction, Participatory Assessment- Concepts and Prerequisites, Conducting Participatory Assessment, Tools and Techniques of Participatory Assessment.

**REFERENCES:**

1. Sapovadia, Vrajlal K., Micro Finance: The Pillars of a Tool to Socio-Economic Development. Development Gateway, 2006.
2. Wright, Graham A.N. Microfinance Systems: Designing Quality Financial Services for the Poor. The University Press. Dhaka, 2000.
3. United Nations Department of Economic Affairs and United Nations Capital Development Fund. Building Inclusive Financial Sectors for Development. United Nations, New York, 2006.
4. Yunus, Muhammad. Creating a World Without Poverty: Social Business and the Future of Capitalism. Public Affairs, New York, 2008



  
 Registrar  
 Sai Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)

5. Branch, Brian & Janette Klachn. Striking the Balance in Microfinance: A Practical Guide to Mobilizing Savings. PACT Publications, Washington, 2002.
6. Dowl, Asif&DipalBarua. The Poor Always Pay Back: The Grameen II Story. Kumarian Press Inc., Bloomfield, Connecticut, 2006.
7. Hirschland, Madeline (ed.) Savings Services for the Poor: An Operational Guide. Kumarian Press Inc., Bloomfield CT, 2003



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Seclore (M.P.)



### 03304 CORPORATE FINANCE

03304	CORPORATE FINANCE	2L:1T:0P	3 credits	3Hrs/Week
-------	-------------------	----------	-----------	-----------

#### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the Business Finance

#### Course outcome:

- The students can learn how to developing strategies and practices towards efficient corporate financial accounting.

#### Unit – I

Total Hours: 06

Definition of Corporate Finance – Importance of Corporate Finance – Functions of Corporate Finance – Scope of Corporate financing – Financial Planning – Financial Forecasting – Demand Forecasting – forecasting Techniques – Profit Planning – Marginal cost decision making, standard cost and techniques.

#### Unit – II

Total Hours: 06

Capital rationing – Sensitivity analysis – Mutually exclusive projects – Public utility accounts – Repairs and replacements – Banking company accounts – Insurance company accounts – Double accounts.

#### Unit – III

Total Hours: 06

Promotion of Corporate bodies – Financial markets – Money markets – Capital Markets – Stock exchange – Different kinds of securities – Valuation of shares, Bond, reference talk and good will, risk investment analysis – Tools of risk investment analysis – Inflation.

#### Unit – IV

Total Hours: 06

Merger, Amalgamation, Absorption, External Reconstruction – Consolidation – Holding Company – Forms of combinations – Issue of shares – Role of Banking in Corporate Finance – Development banks and corporate finance.

#### Unit – V

Total Hours: 06

Definition of projects – Projects appraisal – Financial Analysis, Technical Analysis, Social cost benefit analysis – Cost benefit analysis.

#### REFERENCES:

1. Basu: INDUSTRIAL FINANCING IN INDIA.
2. S.M. Sukla: ADVANCED ACCOUNTANCY
3. Richard A Brealey, Stewart C. Myers, Alan J Marcus, Fundamentals of Corporate Finance, McGraw Hill.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Solapur (M.P.)

**SPECIALIZATION – HOSPITAL MANAGEMENT**  
**04301 LEGAL & ETHICAL ISSUES FOR HOSPITAL**

<b>04301</b>	<b>LEGAL &amp; ETHICAL ISSUES FOR HOSPITAL</b>	<b>2L:1T:0P</b>	<b>3 credits</b>	<b>3Hrs/Week</b>
--------------	--	-----------------	------------------	------------------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the legal and ethical issues pertaining to the Hospitals.

**Course outcome:**

- The students can learn how to developing a legal and ethical issues pertaining to the Hospitals for communicating companies value.

**Unit – I**

Total Hours: 06

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.

**Unit – II**

Total Hours: 06

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 – III**

Total Hours: 06

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.

**Unit – IV**

Total Hours: 06

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.

**Unit – V**

Total Hours: 06

Liability of Hospitals: contractual liability – Award of damages and principles relating thereto, criminal liability and defenses available to hospitals and medical staff. Tortious liability and vicarious liability. Legal remedies available to patients. Remedies under contract law, tort, criminal law and consumer protection act, CP Act, RTI.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Srisaikuntapur (M.P.)

**REFERENCE BOOKS:**

1. Madhuri Sharma, Hospital Waste Management and its Monitoring, Jaypee Brothers Medical Publishers, 2007.
2. Mohammad Mohsin, Hospital : Waste Management, VDM Publishing, 2010



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Solapur (M. T.)

## SPECIALIZATION – INTERNATIONAL BUSINESS MANAGEMENT

05301

INTERNATIONAL LOGISTIC MANAGEMENT

05301	INTERNATIONAL LOGISTIC MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
-------	-----------------------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

### Course outcome:

- The students can learn how to developing an effective advertising programme for communicating companies value.

### Unit – I

Total Hours: 06

Overview Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsystem; The work of Logistics; Integrated Logistics; Barrier to Internal Integration.

### Unit – II

Total Hours: 06

Marketing and Logistics Customer Focused Marketing; International Marketing: Introduction, Definition, Basis for International Trade, Process, Importance; International Marketing Channel; Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost Characteristics.

### Unit – III

Total Hours: 06

Basics of Transportation; Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice.

### Unit – IV

Total Hours: 06

Containerization and Chartering Containerization: Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR;ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party, and Arbitration.

### Unit – V

Total Hours: 06

Inventory Management and Packaging Inventory Management: Introduction, Characteristics, Functionality, Components, Planning; Packaging and Packing: Labels, Functions of Packaging, Designs, Kinds of Packaging; Packing for Transportation and Marking: Types of Boxes, Container, Procedure, Cost, Types of Marking, Features of Marking.

### REFERENCES

1. International Marketing by SakOnkvisit& John J. Shaw, Publisher: Prentice Hall of India
2. International Marketing by Gupta and Vanshing, Publisher: Sultan Chand and Sons
3. Logistic Management and World Sea Borne Trade by MultishKrishnaveni, Publisher: Himalaya Publication
4. Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India



Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehera

05302	EXPORT & IMPORT MANAGEMENT			
05302	EXPORT & IMPORT MANAGEMENT	21:11:0P	3 credits	3Hrs/Week

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

Export & Import – Introduction, Definitions.Evolution of Export & Import.Foreign Trade— Institutional Framework and Basics.Multinational Organizations & Structure, International Business Scenario.

**Unit – II**

**Total Hours: 06**

Export-Import—Documentation and Steps, Export-Import Strategies and Practice, Export Marketing, Business Risk Management and Coverage, Export Incentive Schemes.

**Unit – III**

**Total Hours: 06**

Logistics and Characteristics of Modes of Transportation, Characteristics of Shipping Industry, World Shipping, Containerization and Leasing Practices.

**Unit – IV**

**Total Hours: 06**

Export Procedures and Documents, Customs Clearance of Import and Export Cargo, Methods and Instruments of Payment and Pricing Inco terms, Methods of Financing Exporters.

**Unit – V**

**Total Hours: 06**

Information Technology and International Business, Export & Import with European continent, Africa, Middle East Countries, Asian Countries, Australia and New Zealand, China and Japan.

**REFERENCES**

- 1) Justin Paul & Rajiv Aserkar, 'Export Import Management', 1/e, Oxford University Press
- 2) UshaKinnRai, 'Export-Import and Logistics Management', PHI Learning Pvt. Ltd., 2007
- 3) Rama Gopal. C., 'Export Import Procedures - Documentation And Logistics', New Age International, 2007



**Registrar**

Sri Satya Sai University of Technology  
& Medical Sciences Solapur (M.P.)



## 05303 INTERNATIONAL BUSINESS LAWS

05303	INTERNATIONAL BUSINESS LAWS	2L:1T:0P	3 credits	3Hrs/Week
-------	-----------------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

### Course outcome:

- The students can learn how to developing an effective advertising programme for communicating companies value.

### Unit – I

Total Hours: 06

Legal Framework of International Business: Nature and complexities; Code and common laws and their implications to business; International business contract – legal provisions; Payments terms; International sales agreements; Rights and duties of agents and distributors.

### Unit – II

Total Hours: 06

Regulatory Framework of WTO: Basic principles and charter of GATT/WTO; GATT/WTO provisions relating to preferential treatment of developing countries; Regional groupings, subsidies, technical standards, anti-dumping duties and other non-tariff barriers, custom valuation and dispute settlement; Implications of WTO to important sectors – GATS, TRIPs and TRIMs.

### Unit – III

Total Hours: 06

Legal Framework Relating to: International Licensing; Franchising; Joint Ventures, Patents and trade marks; Technology transfer, Telecommunications. Legal Framework relating to Electronic Commerce – Intellectual Property Rights.

### Unit – IV

Total Hours: 06

Regulatory Framework and Taxation : Electronic Commerce – Cross Border Transactions – Online Financial Transfers – Legal Safeguards – International Business Taxation – Tax Laws – Multilateral and Bi-lateral treaties – Sharing of Tax revenues.

### Unit – V

Total Hours: 06

Indian Laws and Regulations Governing International Transactions: FEMA; Taxation of foreign income; Foreign investments; Setting up offices and branches abroad; Restrictions on trade in endangered species and other commodities.

### REFERENCE:

1. Daniels, John, Ernest W. Ogram and Lee H. Radebaugh: International Business, Environments and operations.
2. Lew, Julian D.M and Clive Sandbrook (eds), International Trade Law and Practice, Eurumoney Publications, London.
3. Schmitzoff C.R: Export Trade – The Law and Practice of International Trade.
4. Motilal OP, Awasthi HIC: International Trade – the law and practice; Bhowmik and Company, New Delhi.
5. Kapoor ND: Commercial Law; Sultan Chand & Co., New Delhi.



05304 GLOBAL BUSINESS ETHICS & CORPORATE GOVERNANCE

05304	GLOBAL BUSINESS ETHICS & CORPORATE GOVERNANCE	2L:1T:0P	3 credits	3Hrs/Week
-------	---	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

Business Ethics – trans-cultural Human Values in Management Education – Relevance of Values in Management – Need for values in Global Change – Indian Perspective – Values for Global managers.

**Unit – II**

**Total Hours: 06**

Ethical Dilemma – Ethical decision making – Ethical Reasoning – Benefits of managing ethics in work place – Organization Ethics Development System - Organizational Culture – Ethics Tools – Code of ethics  
– Guidelines for developing code of ethics – Value based leadership.

**Unit – III**

**Total Hours: 06**

Work ethics – work culture – Ethical theories – Ethical Values – Environmental ethics - Environmental Management - Environmental Management System - Environmental Laws - Consumer Protection.

**Unit – IV**

**Total Hours: 06**

Corporate Governance – Meaning – Code of Corporate Governance – Audit Committee – Corporate Excellence – Role of Independent Directors – protection of Stakeholders – Corporate Social Responsibility – Changing Role of Corporate Boards with changing times – Corporate Governance for Market capitalism.

**Unit – V**

**Total Hours: 06**

Indian Ethos in Management – Principles – Approaches – Role of Gita – Karma Yoga – Wisdom Management – Quality of Work Life – Strategies for Work Life Balance.

**REFERENCE:**

1. Chakraborty, S.K., Management by Values, Oxford University press
2. Balasubramanian, R., Corporate Governance, IIM Bangalore
3. Leonard P. Hartman, Perspectives in Business Ethics, Tata McGraw Hill



  
Head, Institute  
Sri Satya Sai University of Technology  
& Health Sciences, Sihora (M.P.) 85

4. Bhatia, S.K., Business Ethics and Corporate Governance

5. Bowie Norman, Business Ethics, Prentice Hall

6. Laura P Hartman, Perspectives in Business Ethics-Tata McGraw Hill, New Delhi



Dr. Jyoti Bhatia  
Dr. Jyoti Bhatia, University of Technology  
& Applied Sciences, Sohore (M.P.)

SPECIALIZATION – INFORMATION TECHNOLOGY MANAGEMENT

07301 – DATABASE MANAGEMENT SYSTEM

07301	DATABASE MANAGEMENT SYSTEM	2L:1T:0P	3 credits	3Hrs/Week
-------	----------------------------	----------	-----------	-----------

Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

Course outcome:

- The students can learn how to developing an effective advertising programme for communicating companies value.

Unit – I

Total Hours: 06

Introduction to Database; Organisation of Database; Components of Database Management Systems; Data Models; Entity-Relationship Model; Network Data Model; Hierarchy Data Model; Relational Data Model; Semantic Data Model; Advantages of DBMS.

Unit – II

Total Hours: 06

Relational Database Design: Integrity Constraints; Functional Dependencies; Normalisation; Physical Database Design; Decomposition of Relation Schemes:

Unit – III

Total Hours: 06

Introduction to data mining & Data Warehousing; Knowledge Extraction through Data Mining.

Unit – IV

Total Hours: 06

Structured Query Language, Oracle- Creating Tables; Applying column constraints; Inserting Rows; Views, Snapshots, Indexes & Sequences, PL/SQL structure, Cursor, Triggers, Procedures, Functions & Package.

Unit – V

Total Hours: 06

Database Utilities; Security, Object/Basic Database Administration/ Remote Data Access.

SUGGESTED READINGS:

1. Chakrabarti- Advance Database Management System (Wiley Dreamtech)
2. Beynon -Davies P- Database Systems (Palgrave, 2003)
3. Karthikeyan Understanding Database Management System (Acme Learning)
4. Hoffer - Modern Database Management (Pearson Education, 6th edition)
5. Alexis and Leon - Database Management System (Vikas, 2003.)
6. Majumdar and Bhattacharya - Database Management System (Tata McGraw Hill, 1996).
7. Navathe E - Fundamentals of Database Systems (Pearson Education, 3rd Ed.)



  
Dr. Sree Siddaganga University of 87  
& Mysore District School (K.P.)

**07302 – TECHNOLOGY INNOVATION & CHANGE**

<b>07302</b>	<b>TECHNOLOGY INNOVATION &amp; CHANGE</b>	<b>2L:1T:0P</b>	<b>3 credits</b>	<b>3Hrs/Week</b>
--------------	---	-----------------	------------------	------------------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I****Total Hours: 06**

Technology Management : Understanding Technology and its Relationship with Wealth of Nations and Firms Specific Knowledge; Technology Life Cycles, Technology Acquisition and Absorption;

**Unit – II****Total Hours: 06**

Change Management: Understanding the Nature, Importance, Forces, Types of Change; Diagnosing Organizational Capability to Change-strategy, Structure, Systems and People; Building Culture and Climate for Change: Role of Leadership; Managing Transformations.

**Unit – III****Total Hours: 06**

Innovations Management: Invention vs. Innovation; Innovation Strategies and Models; Concurrent Engineering; Process Innovation, Product Innovation, Innovation Management.

**Unit – IV****Total Hours: 06**

Creative and Lateral Thinking Management: Thinking, Creative Thinking, Problem Solving, Managing Lateral Thinking.

**Unit – V****Total Hours: 06**

Technology Exports / Joint venture Abroad. Technological Intelligence and Forecasting. Global Trends in Technology Management.

**Text Books**

1. Hossein Bidgoli (2010). The Handbook of Technology Management (3 Volume Set), Wiley.
2. Larisa V. Shavinina (2003), The International Handbook of Innovation, First Edition, Elsevier Science, Pergamon.

**Reference Books**

1. Thompson, Michael L and Philip Anderson (2004). Managing Strategic Innovation and Change, 2nd Edition, Oxford University Press.
2. Avair, John (2007). Leadership for Innovation, Kogan Page India Private Limited.





3. Narayanan, V K. (2001). *Managing Technology and Innovation for Competitive Advantage*. Pearson Education.

4. Frederick Betz (2003), *Managing Technological Innovation, Competitive Advantage from change*, Second Edition, John Wiley & Sons, Inc., USA.



  
Registrar  
Sri Sate Sri University of Technology  
& Medical Sciences Seihong-11

### 07303 – SOFTWARE PROJECT MANAGEMENT

07303	SOFTWARE PROJECT MANAGEMENT	2L:1T:10P	3 credits	3Hrs/Week
-------	-----------------------------	-----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

Software Product and Process: Software Characteristics & Applications, Software Process, Software Process Models; Linear Sequential Model, Prototyping Model, RAD Model, Evolutionary Software Process Models, Software Development Process.

**Unit – II**

**Total Hours: 06**

Software Project Planning and Scheduling: Software Requirement, Software Requirements Specification, Requirements Validation, Software Design Principles, Software Project Estimation: Size Oriented, Function Oriented, Software Metrics, Software Cost Estimation, COCOMO Model, Project Scheduling.

**Unit – III**

**Total Hours: 06**

Software Staff & Personnel Planning, Rayleigh Curve, Software Team Organization & Control Structure.  
Project Monitoring & Control Techniques.

**Unit – IV**

**Total Hours: 06**

Software Quality Assurance & Configuration Management: Software Quality, Software Quality Assurances, Software Testing, Formal Technical Reviews, ISO Software Quality Standards, Software Configuration Management, SCM Process, Configuration Audit. (12 Hours)

**Unit – V**

**Total Hours: 06**

Risk Management: Software Risks, Reactive and Pro-active Risk Strategies, Risk Identification, Risk Projection, Risk Mitigation, Risk Monitoring and Management.

**REFERENCE:**

1. Bob Hughes and Mike Corterell (2001). Software Project Management, Tata McGraw Hill, New Delhi, Second Edition.
2. Ivar Jacobson, Grady Booch and James Rumbaugh (2000). The Unified Software Development Process. Pearson Education Asia, Singapore.



Registrar  
Sri Satsya Sai University of Technology  
& Medical Sciences, Srisaigal (M.P.)

3. Jack, R. Meredith and Samuel J. Mantel Jr. (2002). Project Management: A Managerial Approach. John Wiley & Sons, Singapore, Fourth Edition.

4. Robert K. Wysocki, Robert Beck Jr. and David B. Crane (2002). Effective Project Management. John Wiley & Sons, Singapore, Second Edition.



A handwritten signature in blue ink, consisting of a stylized 'S' followed by a horizontal line that extends to the right and then curves upwards.

Registrar  
Sri Sairam Sri University of Technology  
& Medical Sciences, Chennai (M.P.)



**REFERENCE:**

1. Heather E Hudson, (2006). *Global Connections - International Telecommunications Infrastructure and Policy*, 1st Edition, Wiley Publication.
2. E. Bohlin and S.L. Levin, (2000). *Telecommunications Transformation - Technology, Strategy and Policy*, 1st Edition, IOS Press.
3. McElroy, (2003). *KMCI (Knowledge Management Consortium International) and Butterworth Hienemann*, 1st Edition.
4. R. K. Mitra. (2006). *E-government: Macro Issues*, 1st Edition, GIFT Publishing.



A handwritten signature in blue ink, consisting of a stylized initial 'A' followed by a long horizontal stroke that curves upwards at the end.

Dr. Sangeeta D. Ghoshalkar, M. Tech (IT),  
Asst. Professor, School of Management Studies (S.M.S.)



SPECIALIZATION – BANKING & INSURANCE MANAGEMENT  
08301 – INDIAN BANKING & FINANCIAL SYSTEM

08301	INDIAN BANKING & FINANCIAL SYSTEM	2L:4T:0P	3 credits	3Hrs/Week
-------	-----------------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

Introduction: Definition and Meaning of Banking - Systems of Banking - Branch Banking - Unit banking - Correspondence Banking - Indian Banking - Central Banking - RBI - Origin and growth - Functions - Bank Nationalization in India Banking Regulation Act - Banking Sector Reforms.

**Unit – II**

**Total Hours: 06**

Financial System: Meaning - Concepts - Financial System and Economic Development - Theoretical development and Empirical evidence of Gurley and Shah, Donaldson, etc - Financial structure - Financial Markets.

**Unit – III**

**Total Hours: 06**

Structure of Indian Financial System - Money and Capital Markets - Money Market : Sub markets - Characteristics of well developed Money Market - Bill Market scheme - Components - Reforms in Indian Money Market.

**Unit – IV**

**Total Hours: 06**

Capital Market : Meaning, Components - New Issue Market, Private Placements - Book Building, Secondary Market - Stock exchange - Reforms in Indian Capital Market - Regulations by SEBI - Indian Debt market - Government and Private - Non-Banking Financial Intermediaries - Chit funds companies - Nidhis - Finance companies - Hire Purchase and Leasing and Insurance sector.

**Unit – V**

**Total Hours: 06**

Foreign Exchange Market : Meaning and structure - Regulatory authority in India • Players in Forex Market - Authorized dealers and Money changers.



## REFERENCES:

1. Bhole L M., Financial Markets and Institutions , Tata McGraw Hill, Delhi, 2001 (Text Book)
2. Srivastava R M., Management of Indian Financial Institutions. Himalaya Publishing House, Mumbai
3. Khan M Y., Indian Financial System, Tata McGraw Hill, Delhi
4. Tennan M L., Banking : Law and Practice in India, India Law House, New Delhi
5. Dekock: Central Banking: Crosby Lockwood Staples, Lond



  
Registrar

Sri Satya Sai University of Technology  
& Medical Sciences Saharanpur (M.P.)

**08302 – MONETARY & TREASURY MANAGEMENT**

08302	MONETARY & TREASURY MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
-------	--------------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I****Total Hours: 06**

Monetary Policy: Objectives-A macro economic view-Central Bank Tools to regulate Money Supply-The Impact of Open Market Operations on other Tools of Monetary Policy-the Monetary Ratios-Other Factors that impact Monetary Base and Bank Reserves.

**Unit – II****Total Hours: 06**

Credit Policy: Objectives, Theory and Practice, Instruments; Fiscal Policy: Importance of Budgets, Union Budget, State Budget, Finances of Union and State Governments, Finance Commission-Striking balance between inflation and growth through monetary and fiscal policies.

**Unit – III****Total Hours: 06**

Treasury Management: Objectives of Treasury, Structure and organization, Functions of a Treasurer, Responsibility of a Treasurer.

**Unit – IV****Total Hours: 06**

Treasury operations: Treasury Instruments- Liquidity Management CRR/CCIL/RTGS- Objectives, sources and deployment, internal control, Netting- Cost center/Profit center, integrated treasury, Planning & control, Risk analysis.

**Unit – V****Total Hours: 06**

Treasury and investment policy-Role of IT in treasury management-Regulation and compliance-Internal & External Audit.

(Case Studies are compulsory)

**Suggested Books:**

1. Avadhani, VA., Treasury Management in India, Himalaya Publishing House, Mumbai
2. The Indian Institute of Bankers, Treasury, Investment and Risk Management, Mumbai
3. Indian Institute of Banking & Finance, Treasury Management, Mumbai
4. Bagchi, Treasury Risk Management, Jaico Publishing House, Mumbai
5. Bragg, Treasury Management-The Practitioners Guide, John Wiley & Sons, New Delhi



Registrar  
Sri Satsa Sai University of Technology  
& Modern Education, Solapur (M.P.)

6. Vasmth Desai, Financial Markets & Services, Himalaya Publishing House, Mumbai
7. Khan. M.Y., Indian Financial System, Tata McGraw Hill Publishing Company Ltd., New Delhi
8. Vaish, MC , Monetary Theory, Vikas Publications, Mumbai



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Simora (M.P.)

08303 – INTERNATIONAL BANKING & FOREX MANAGEMENT

08303	INTERNATIONAL BANKING & FOREX MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
-------	--	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

International Banking: Global trends and developments in International banking- International Financial Centers, Offshore Banking Units, SEZs-International Financial Institutions: IMF, IBRD, BIS, IFC, ADB-Legal and Regulatory aspects of international banking.

**Unit – II**

**Total Hours: 06**

International Finance: Fundamental principles of lending to MNCs; International Credit Policy Agencies and Global Capital Markets; Methods of raising equity and debt resources through ECBS, ADRs/GDRs, ECCBS and other types of Bonds, etc. in international markets;

**Unit – III**

**Total Hours: 06**

Project and Infrastructure Finance-Investments both in India and abroad, joint ventures abroad by Indian Corporates, investment opportunities abroad for resident Indians; Financing of mergers and acquisitions.

**Unit – IV**

**Total Hours: 06**

Framework of Foreign Exchange: Sources and Uses of Foreign Exchange Balance of Payments; Foreign Exchange Market Mechanism-Different types of exchange rates, exchange rate determination, convertibility of Indian Rupee; Role of Banks in Forex markets-Functions of a ForexDept, maintenance of foreign currency accounts.

**Unit – V**

**Total Hours: 06**

Forex Business: Foreign Exchange Management Act (FEMA) and its philosophy; Role of RBI and FEDAI in regulating foreign exchange business of banks/other authorized dealers-NRI customers and various banking and investment products available to them under FEMA.

**(Case Studies are compulsory)**

**Suggested Books:**

1. Jeevanandam C., Foreign Exchange, Practice, Concepts & Control, Sultan Chand & Sons,



REGD OFFICE  
Sri Sathya Sai University of Technology  
& Medical Sciences, Sirsora (H.P.)



2. Chaudhuri BK & Agarwal OP, Foreign Trade & Foreign Exchange, Himalaya Publishing House, Mumbai
3. Apte PG, International Financial Management, Tata McGraw Hill Publishing Company Ltd., New Delhi
4. Rajwade AV, Foreign Exchange, International Finance & Risk Management, Academy of Business Studies, New Delhi
5. Indian Institute of Banking and Finance, International Banking, Mumbai



  
Head of  
St. Sreya Sri University of Technology  
& Health Studies - Sishore (H.P.)

08304 – CORPORATE BANKING

08304	CORPORATE BANKING	2L:1T:0P	3 credits	3Hrs/Week
-------	-------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

Corporate Banking- Meaning and importance, various services provided viz., cash management, salary payment, debt management, factoring and forfaiting, trusteeship, custodial services, business advisory, off shore services, trade services, Forex management, etc.

**Unit – II**

**Total Hours: 06**

Corporate Deposits-Importance of institutional deposits vis-a-vis retail deposits; Corporate Finance-Working capital finance, fund and non-fund based limits and import-export finance, corporate debt restructuring.

**Unit – III**

**Total Hours: 06**

Investment Banking-Meaning and scope of investment banking, evolution, overview of current state of investment banking in India; Merchant Banking –Advisory services for equity/debt issues, management, placement and distribution of equity/debt; Mergers and Acquisitions, Divestitures-Identification, Structuring, Negotiation and Execution, arranging finances, etc.

**Unit – IV**

**Total Hours: 06**

Corporate advisory services-Capital restructuring, Project advisory, private equity and Venture capital, loan syndication, etc.

**Unit – V**

**Total Hours: 06**

Project and Infrastructure Finance: Characteristics of Project Finance Technology selection, Assessment of technical collaborator-Market Analysis, Financial Analysis; Common risks in projects-Risk mitigation methodologies in projects; Project Planning-Network techniques for project implementation; Infrastructure financing cash flow deal agreement with parties involved-SPV-Monitoring and follow-up of the project.

**(Case studies are compulsory)**

**Suggested Books:**

1. Uppal R, Indian Banking in the globalised world, New Century Publications, New Delhi



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Saharanpur (M.P.)

2. Indian Institute of Banking & Finance, Corporate Banking, Mumbai
3. Avadhani, International Finance, Himalaya Publishing House, Mumbai
4. Madhu Viji, Multinational Financial Management, Excel Publications, New Delhi
5. Apte, PG, International Financial Management, Macmillan Publishers, Mumbai



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Solapur, India

**SPECIALIZATION – PRODUCTION MANAGEMENT**  
**10301 – MATERIALS MANAGEMENT**

0301	MATERIALS MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
------	----------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

Materials Management: An Overview; Objectives; Evolution; Strategies; Functions; Profit Making Potential; Costs.

**Unit – II**

**Total Hours: 06**

Inventory Management: Stages; Selective Control; Demand Forecasting; Lead-time; Safety Stock; Fixed Quantity Reorder System;

**Unit – III**

**Total Hours: 06**

Fixed Period Reorder System; MRP and JIT systems; Inventory Valuation – Along with the Problems on Inventory Valuation, Capital Equipment Purchases

**Unit – IV**

**Total Hours: 06**

Purchasing: Objectives; Types of Materials; Important Aspects; Procedures; Quality; Quantity, Time, Price and Source; Standardization and Codification; Vendor development; Value Analysis; Make or Buy Decisions; Negotiations; Institutional, Government and International Buying.

**Unit – V**

**Total Hours: 06**

Warehousing and Transportation: Warehouse Location; Transportation; Receiving, Issuing and Store Keeping.

**Case Analysis and Presentation.**

**Suggested Readings:**

1. Logistics and Supply Chain Management, MacMillan 2003, 1st Edition.
2. Rahul V Atekar, Supply Chain Management concepts and case, PHI, New Delhi.
3. Robert B Handfield and Ernest L Nichols, Supply Chain Management PHI, New Delhi.
4. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts, Mac Millan



### 10302 – SERVICE OPERATIONS MANAGEMENT

10302	SERVICE OPERATIONS MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
-------	-------------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

Service Operations Concept: Difference between Manufacturing and Service Operations, Service Operations Characteristics, Different Pure Service Organizations and their peculiarities, Field Service and its impact on manufacturing organizations, Field Service and Customer satisfaction.

**Unit – II**

**Total Hours: 06**

Service Operation Strategy: Service objectives and goal formulation, Service organization: In house Vs. Outsourcing, Centralized Vs. Decentralized, Creating Customer Connection, Enhancing customer satisfaction, Service Operations as Profit Centre.

**Unit – III**

**Total Hours: 06**

Field Service Management, Service Manpower Planning & Scheduling: Field Service Organization, Field Service Inventory Management, Field Technical Support Service, Integrating Field Service with Information Technology,

**Unit – IV**

**Total Hours: 06**

Field Service Effectiveness Evaluation, Field Service and Customer Relations Management, Uncertainty in Manpower & Requirements, Cyclical and Seasonal nature of demand, Queuing effect, Service Level Considerations and Cost Considerations in Manning, Linear Programming and other models of planning and scheduling.

**Unit – V**

**Total Hours: 06**

Customer Relationship Management: Customer requirement assessment, Customer satisfaction parameters and indices, Manpower recruitment and training, Customer feedback collection and analysis, Customer service evaluation. IT enabled Customer Service: Call Centre Operations and Management, Web-enabled Services, ERP enabled Field and Technical Support Services, Tele marketing and servicing.



  
103



**Case Study: Compulsory, Relevant Cases have to be discussed in each unit**

**Suggested Readings:**

1. Dale H. Besterfield, et al., Total Quality Management, Pearson Education Asia, 1999. (Indian Reprint 2002).
2. James R. Evans & William M. Lindsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002
3. Oakland J.S. "Total Quality Management Butterworth – Heinemann Ltd., Oxford. 1989.



*[Handwritten signature]*  
Dr. [Name] (Faint text)  
[Faint text]

**10303 – INNOVATION AND R&D MANAGEMENT**

<b>10303</b>	<b>INNOVATION AND R&amp;D MANAGEMENT</b>	<b>2L:1T:0P</b>	<b>3 credits</b>	<b>3Hrs/Week</b>
--------------	--	-----------------	------------------	------------------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

Introduction & Managerial aspects of Innovation function Introduction, Components of Innovation, Types of Innovations, Models of Innovation Processes, Evolution and characteristics of Innovation Management, Key drivers of Innovation, Factors influencing Innovation ,Organizing for Innovation, Factors influencing organizational design, Developing Innovation Strategy ,Characteristics of creative of creative organization.

**Unit – II**

**Total Hours: 06**

Research and Development Management Introduction,, Meaning, Objectives, Significance, Classification of R&D according to R&D type, process phase, measurement level, purpose of measurement and measurement perspective. Technology development approaches, Performance of R&D management in Indian scenario.

**Unit – III**

**Total Hours: 06**

Financial Evaluation of R&D Projects Introduction, Cost effectiveness of R&D,R&D financial forecasts,

Project selection, Evaluating R&D ventures, Conflicting views of managers, Allocation of resources,

R&D programme planning and control, Project management, Project Planning and Control techniques.

**Unit – IV**

**Total Hours: 06**

The Industrial R&D Process, R&D, Growth, and Shareholder value, Strategy: Driving Value in The Competitive Arena, Building A Pro Forma DCF Model, Shortcuts and Market-Based Approaches, Managing Value and Risk in The R&D Portfolio, R&D Metrics.



  
**Registrar**

**Sri Satya Sai University of Technology**  
**Medical Sciences Campus (MTC)**

Unit – V

Total Hours: 06

**INTRODUCTION TO ERP SYSTEMS:** Review of DBMS and Transaction processing concepts - Business Processes and integration across functions. Salient features of ERP systems offered by leading vendors, prerequisites and process of implementation.

**Case Study: Compulsory, Relevant Cases have to be discussed in each unit**

**Suggested Readings:**

1. Dale H. Besserfeld, et al., R&D, Pearson Education Asia, 1999. (Indian Reprint 2002).
2. James R. Evans & William M. Lindsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002
3. Oakland J.S. "Total Quality Management Butterworth – Heinemann Ltd., Oxford. 1989.



  
Registrar  
Setu Setu University of Technology  
& Health Sciences, Setu (H.P.)

10304 – TECHNOLOGY MANAGEMENT

10304	TECHNOLOGY MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
-------	-----------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the advertising management.

**Course outcome:**

- The students can learn how to developing an effective advertising programme for communicating companies value.

**Unit – I**

**Total Hours: 06**

Introduction & Technology Policy, Definition ,Technology and society ,Definition of technology , Classifications of technology, Definition of management ,Management of technology (MOT),The conceptual frame work for (MOT), - Drivers of MOT- Significance and Scope of MOT- Role of Chief Technology Officer - Responding to Technology challenges. Technology Policy – Determinants of Nation's Capability – Role of Government – Science and Technology policy – Status of Technology in India – Future of India

**Unit – II**

**Total Hours: 06**

Technology Planning and Strategy Tools, Technology Acquisition Technology Planning – Tools for Company Technology Analysis – Tools for industry Technology Analysis – Trajectories of Technology.

**Unit – III**

**Total Hours: 06**

Alliances: Formal versus Informal Alliances, Duration of an Alliance, Location: Domestic versus International Alliances Concerns in Alliances , Mergers and Acquisitions of Technology, Strategic Reasons for Mergers and Acquisitions, Types of Mergers and Acquisitions, Technology Acquisition - Methods Acquisition - Internal Development - External acquisition Sources - Acquisition decisions

**Unit – IV**

**Total Hours: 06**

Innovation Management, Technology Transfer, Definition of Innovation, Definition of Management of Innovation, The Process of Managing Innovation, Making Decisions for Managing Innovation, Tools for Managing Innovation,

**Unit – V**

**Total Hours: 06**

Process Innovations – Concept and types of process - Process Management Concerns - Types of Process innovations- Process improvement techniques – Organizing for improvements , Technology Transfer – Definition – Classification and Significance - Elements of transfer process - Types of Technology transfer



Case Study: Compulsory, Relevant Cases have to be discussed in each unit

*[Signature]*  
Registrar

**Suggested Readings:**

1. Logistics and Supply Chain Management, MacMillan 2003, 1st Edition
2. Rahul V Altekar, Supply Chain Management concepts and case, PHI, New Delhi.
3. Robert B Handfield and Ernest L Nichols, Supply Chain Management PHI, New Delhi.
4. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts, Mac Millan.



  
Registrar  
Sri Satya Sai University of Techno-  
& Medical Sciences Sehraon (H)



**SPECIALIZATION – DISASTER MANAGEMENT**  
**13301 - Natural and Anthropogenic Disasters Management**

13301	Natural and Anthropogenic Disasters Management	3L:1T:0P	4 credits	4Hrs/Week
-------	--	----------	-----------	-----------

**Preamble:-**

- The course is intended to provide a general insight in the dimensions of disasters caused by nature beyond the human control as well as the disasters and environmental hazards induced by human developmental activities.

**Course outcome:**

- To know the determination of stability and safety factor and to also know the Earth quakes.

**UNIT-I**

**Total Hours: 06**

Structure of the atmosphere; Pressure, temperature, precipitation, Cloud classification and formation; Coriolis force; El Nino phenomenon; Western disturbances; Energy model and budget of the earth.

**UNIT-II**

**Total Hours: 06**

Depletion of natural capital; development as causes of disasters; rapid population growth, environmental pollution; epidemics; industrial accidents and chemical releases; multipurpose project and resettlement issues; humanitarian assistance in emergencies.

**UNIT-III**

**Total Hours: 06**

Floods – flood plains, drainage basins, nature and frequency of flooding, flood hazards, urbanization and flooding, flood hydrographs, Dams barrages and river diversions, creation of reservoir, influence on micro-climate, impact on flora and fauna.

**UNIT-IV**

**Total Hours: 06**

Landslides – Landslide analysis, determination of stability and safety factor. Coastal hazards – tropical cyclone, coastal erosion, sea level changes and its impact on coastal areas and coastal zone management. Climate change-Emissions and Global warming, impact on sea level in south Asian region Environmental disruptions and their implications

**UNIT-V**

**Total Hours: 06**



  
 Reviewer  
 Sri Sai University of Technology  
 & Health Sciences School (M.P)

Earth quakes - Preliminary concepts, seismic waves, travel-time and location of epicenter, nature of destruction, a seismic designing, quake resistant buildings and dams. Tsunamis – causes and location of tsunamis; disturbance in sea floor and release of energy, travel time and impact on fragile coastal environment.

**Readings:**

1. William H. Dennen and Bruce R. Moore, WCB Publishers, Iowa, 1986.
2. John M. Wallace and Peter V. Hobbs, Atmospheric Science: An Introductory Survey, Academic Press, New York, 1977.
3. EgbortBocker and Rienk Van Grondille, Environmental Physics, John Wiley & Sons Ltd., 1999.
4. Barbar W. Murk et. al., Environmental Geology, John Wiley & Sons, New York, 1996.



  
Registrar  
Jai Saiya Sai University of Technology  
A Medical Education Scheme (M.P.)

## 13302 - DISASTER PREPAREDNESS AND DECISION MAKING

13302	DISASTER PREPAREDNESS AND DECISION MAKING	2L:1T:0P	3credits	3Hrs/Week
-------	---	----------	----------	-----------

### Preamble:-

- The course would cover disaster preparedness, monitoring and issues in emergency management. It will also deal with contingency planning for business, industry, community and international disasters.

### Course outcome:

- To know the public health aspects of disaster management and emergency services systems.

### UNIT-I

Total Hours: 06

Global Disaster: Science and Policy, Institutional framework for disaster preparedness and mitigation- Global and Indian scenario, Managing natural and anthropogenic disasters, risk assessment, Principles and Practice of disaster response operations and management, Disaster Planning, Administration and Current trends in disaster preparedness.

### UNIT-II

Total Hours: 06

Hazard monitoring, tracking and modeling, Early warning systems, warning protocols, India Disaster Resource Network, Environmental Hazards, public health aspects of disaster management and emergency services systems, urban hazards and disasters: an introduction to disaster planning, fire services preparedness. Shelter environments.

### UNIT-III

Total Hours: 06

Conceptual and Applied Issues in Emergency Management: Operational decision making, Introduction to Emergency Management and planning, organization and structure for Emergency Management, Emergency research Methods, Public Information for Emergency Management, Principles and Practice of Disaster Relief.

### UNIT-IV

Total Hours: 06

Principles of natural hazard reduction, Toxicology and Biohazards in Emergency Management, Terrorism Preparedness: Critical Infrastructure and Emergency Management, Emergency Preparedness, Response, and Planning for Hazardous Materials, Terrorism, WMD, and other contemporary Issues,



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sehore (M.P.)

UNIT-V

Total Hours: 06

Incident Management Systems and Emergency Operations Center, Contingency Planning, Community Emergency Response Team, Community Relations for Environmental and Emergency Managers, Contingency Planning for Business and Industry, International Disasters and human element in preparedness.

**Readings:**

1. Living With Risk: A global Review of Disaster Reduction Initiatives 2004 Vision, United Nations, 2004.
2. Parasuraman S., India Disasters Report: towards Policy Initiatives, Oxford University Press, 2004.



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehore (M.P.)

## 13303 - DISASTER LAW AND PROTECTION

13303	DISASTER LAW AND PROTECTION	2L:1T:0P	3credits	3Hrs/Week
-------	-----------------------------	----------	----------	-----------

### Preamble:-

- The objective is to make students aware of the various provisions with regard to protection of environment and various contingencies to be followed in case of actual disasters.

### Course outcome:

- The students can know and understand the Inter-development Corporation for Disaster Mitigation and Forestry for Disaster Mitigation

### UNIT-I

Total Hours: 06

Historical Background: Overview of provisions of Indian Constitution, International Provisions and effects in India, Various Indian Acts with regard to Environment Protection, Laws relating to Environment and Industrial Self Regulation.

### UNIT-II

Total Hours: 06

Pollution Control Boards of India: Central Level, State Level, Implementation, Level of Compliance. Aspects of Good Governance: Civil Services Reforms, Role of Army in large scale disaster management situations, E-Cops Programmes, CVC and Corruption.

### UNIT-III

Total Hours: 06

Long Term Implications of Disasters with regard to Law: Crisis Morphology, Long term consequences for the victims, revising the models of Disaster Management, Policy Implications.

### UNIT-IV

Total Hours: 06

Environment Jurisprudence: Case Law, Public Liability Insurance Act of 1991, Role of Human Rights in Disasters, Public Activism and Role of PIL, Civil Liberties and Public Safety, Liability and Indemnification under the Constitution and legislation.

Total Hours: 06



Signature  
Registrar  
Sri Suresh Das University of Technology  
& Hospital Education School (S.P.)  
120



Aspects of Good Governance: Civil Services Reforms, Role of Army in large scale disaster management situations, E-Cops Programme, CVC and Corruption. Concerns: Delayed Justice Dispensation System, Implementation of Rule of Law in Large Scale emergencies and Seizure of Public Property during disasters.

**Readings:**

1. David Shaman, India's Pollution Regulatory Structure and Background, in New Ideas in Pollution Regulation, World Bank Group, January 5, 1996.
2. Walter Laqueur, No end to war: terrorism in the twenty-first century. New York: Continuum, 2003.
3. Norman Dotsen, ed., Democracy and the rule of law, Washington, D.C. : CQ Press, 2001.



  
Registrar  
Sri Saiya Sai University of Technology  
& Medical Sciences Sehara (M.P.)

**SPECIALIZATION – HOTEL MANAGEMENT**  
**12301 – FOOD PRODUCTION**

12301	FOOD PRODUCTION	2L:1T:0P	3credits	3Hrs/Week
-------	-----------------	----------	----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to Classification of cooking factors.

**Course outcome:**

- To know the Historical progression leading to modern cookery and the Organizational structure.

**UNIT I**

**Total Hours: 06**

To Introduce the Historical progression leading to modern cookery - History of cooking - Aims & Objective - Cooking –art or science To impart knowledge about different kitchen equipment

**UNIT II**

**Total Hours: 06**

Heavy and Light equipment - Utensils & Knives - Care & maintenance - Use To impart Knowledge of various culinary terms, level of skill, attitude towards work, behaviour & personal hygiene - Western & Culinary terms

**UNIT III**

**Total Hours: 06**

Personal grooming, hygiene & uniform - Do's and don'ts while working in the kitchen to understand the functioning of Food Production Dept.

**UNIT IV**

**Total Hours: 06**

Organizational structure - Layout - Duties & responsibilities - Interdepartmental relations Foundation ingredients & their role in F.P - Composition of different ingredients & the action of heat on fat, carbohydrates, proteins, vitamins & minerals.

**UNIT V**

**Total Hours: 06**

Classification of cooking factors - Classification according to function like – fats, rising agents, sweetening agents, egg, liquids/stock flavoring & seasoning, thickening To understand the methods of Preparation - Mix-en-place - Methods of mixing To understand the texture of cooked food products - Various textures -Faults and remedies.

**Suggested Readings:**

Food & Beverage Control By: Richard Kotas and Bernard Davis



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences, Sec-109, N.P.J

- Food & Beverage Cost Control- Lea R. Dopson, Wiley Publishers.
- Food & Beverage Management By: Bernard Davis & Stone
- Food & Beverage Service- Dennis R. Lillicrap. & John A. Cousins. Publisher: ELBS
- Food & Beverage Service Management- Brian Vargese
- Food & Beverage Service Training Manual- Sudhir Andrews, Tata Mc Graw Hill.
- Hotel & Catering Costing & Budgets, R.D. Boardman, Heinemann



  
Registrar  
Sri Satya Sai University of Technology  
& Medical Sciences Sehora (M.P.)

12302 – COMMUNICATION FOR PROFESSIONALS

12302	COMMUNICATION FOR PROFESSIONALS	2L:1T:0P	3credits	3Hrs/Week
-------	---------------------------------	----------	----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the Facing an Interview panel.

**Course outcome:**

- To know the Stress Management and also understand the Identification of Vouchers.

**Unit I**

**Total Hours: 06**

Stress Management Meaning, purpose, techniques, Basic concept of Recruitment and Selection, Intent and purpose, selection procedure, types of interviews

**Unit II**

**Total Hours: 06**

Handling meetings, Types of meetings, Structuring a meeting: agenda and minutes, Conducting a  
Unit III

**Total Hours: 06**

Preparing for interviews, Self planning, writing winning resume, knowledge of company profiles, academics and professional knowledge review, update on current affairs and possible questions

**Unit IV**

**Total Hours: 06**

Facing an interview panel, Time – Keeping, grooming, dress code, document portfolio, frequently asked questions and their appropriate answers, self – introduction, panel addressing, mental frame – work during interviews

**UNITY V**

**Total Hours: 06**

Reservations - Feedback - Cancellation & Amendments - Identification of Vouchers - Manual Tabulation ; Ledger and Billing - Mechanical Ledger. Billing - Computerized Ledger. Billing - Tourism -International Hotel Regulations

**Suggested Readings :**

- Business Communication, Lesikar, Pentis (AITBS)
- Theory & Application
- Business Communication, K.K. Sinha Galgotia Publishing House
- Communication for Business, Shirley Taylor, Pearson Education Asia
- Effective Business Communication, Asha Kaul, Prentice Hall of India
- Business Communication, Rajinder Pal, Himalayan Publishing House



Registrar  
Sri Satyam Sai University of Technology,  
& Medical Sciences Sohoni (M.P.)

## 12303 – FOOD & BEVERAGE SERVICE MANAGEMENT AND CONTROL

12303	FOOD & BEVERAGE SERVICE MANAGEMENT AND CONTROL	2L:1T:0P	3 credits	3Hrs/Week
-------	--	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the Food Production Control.

### Course outcome:

- To understand the Planning & Operating various F & B Outlets and support and also the Menu Management.

### Unit – I

**Total Hours: 06**

Restaurant Planning: Introduction, Planning & Operating various F & B Outlets and support, ancillary areas, Factors- Concept, Menu, Space & Lighting, Colors and Market, Restaurant Design team, Restaurant Problems and Guest Situation Handling – (thumb rules)

### Unit – II

**Total Hours: 06**

Buffer: Introduction, Types, Buffer Sectors, Equipment's Used, Factors, Space requirements & Checklist, Buffer Presentation, menu planning, staff requirement, Buffer Management, Function Catering: Introduction, Types of Function, Function Administration & Organization-

### UNIT-III

**Total Hours: 16**

Booking Procedure, Menus, Function contracts, Seating Arrangements, Other Catering Operations: Off-Premises Catering, Hospital Catering, Industrial & Institutional Catering, Airline & Railway catering, Home/Delivery, Take away, and Afternoon & High Teas; Introduction, Menu, and Cover & Service.

F & B Control- Overview: Introduction, Objectives of F & B Control, Problems in F & B Control, Methodology of F & B Control, Personnel Management in F & B Control. Cost & Sales Concepts: Definition of Cost, Elements of Cost, Classification of Cost, Sale defined, Ways of expressing sales concepts, Cost/Volume/ Profit Relationships (Break- even analysis).

### Unit – IV

**Total Hours: 06**

Budgetary Control: Introduction, Objectives, Kinds of Budget, Budgetary Control Process, Stages in the preparation of Budgets. Budgeting for F & B Operations, Food & Beverage Control: Purchasing Control,



Registrar  
Sri Saiya Sai University of Technology  
& Medical Sciences, Sahora-481129



Receiving Control, Storing and Issuing Control, Food Production Control, Food/ Bev Cost Control, Food/ Bev  
Sales Control, Standard Yield, Standard Portion Sizes, Standard Recipes

UNIT- V

Total Hours: 06

Menu Management: Introduction, Types of Menu Planning Considerations & Constraints, Menu Costing and Pricing, Menu Merchandising, Menu Engineering, Menu Fatigue, Menu as a In- House Marketing Tool.

**Books Recommended**

- Financial & Cost control techniques in hotel & Catering Industry – Dr J.M.S. Negi
- Food & Beverage Control By: Richard Kotas and Bernard Davis
- Food & Beverage Cost Control- Lea R Dopson, Wiley Publishers.
- Food & Beverage Management By: Bernard Davis & Stone
- Food & Beverage Service- Dennis R. Lillicrap. & John.A. Cousins. Publisher: ELBS
- Food & Beverage Service Management- Brian Vargese
- Food & Beverage Service Training Manual- Sudhir Andrews, Tata Mc Graw Hill.
- Hotel & Catering Costing & Budgets, RD. Boardman, Heinemann
- Introduction F & B Service- Brown, Heppner & Deegan



Dr. Suresh C. University of Technology  
& Medical Sciences, Solapur (M.S.)

## 12304 – MARKETING FOR HOSPITALITY & TOURISM

12304	MARKETING FOR HOSPITALITY & TOURISM	2L:1T:0P	3credits	3Hrs/Week
-------	-------------------------------------	----------	----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to help in marketing management in hospitality and tourism.

### Course outcomes:

- To know the Marketing Environment, Consumer Markets and Consumer Buyer Behavior.

### UNIT – I

Total Hours: 06

Restaurant Planning: Introduction, Planning & Operating various F & B Outlets and support, auxiliary areas,  
Factors- Concept, Menu, Space & Lighting, Colors and Market, Restaurant Design team, Restaurant Problems  
and Guest Situation Handling – (thumb rules)

### Unit – II

Total Hours: 06

Buffet: Introduction, Types, Buffet Sectors, Equipment's Used, Factors, Space requirements & Checklist, Buffet Presentation, menu planning, staff requirements, Buffet Management. Function Catering: Introduction,  
Types of Function, Function Administration & Organization-

### UNIT- III

Total Hours: 06

Booking Procedure, Menus, Function contracts, Seating Arrangements. Other Catering Operations: Off-Premises Catering, Hospital Catering, Industrial & Institutional Catering, Airline & Railway catering, Home Delivery, Take away, and Afternoon & High Teas: Introduction, Menu, and Cover & Service.

### UNIT – IV

Total Hours: 06

Budgetary Control: Introduction, Objectives, Kinds of Budget, Budgetary Control Process, Stages in the preparation of Budgets, Budgeting for F & B Operations, Food & Beverage Control: Purchasing Control,



  
11/11/2023  
Dr. Sangeeta, University of Rajasthan  
& Institute of Management Studies (UJMS)

Receiving Control, Storing and Issuing Control, Food Production Control, Food/ Bev Cost Control, Food/ Bev Sales Control, Standard Yield, Standard Portion Sizes, Standard Recipes

UNIT-V

Total Hours: 06

Menu Management: Introduction, Types of Menu Planning Considerations & Constraints, Menu Costing and Pricing, Menu Merchandising, Menu Engineering, Menu Fatigue, Menu as a In- House Marketing, Tool.

**Books Recommended**

- Financial & Cost control techniques in hotel & Catering Industry – Dr J.M.S. Negi
- Food & Beverage Control By: Richard Kotas and Bernard Davis
- Food & Beverage Cost Control- Lea R Dopson, Wiley Publishers.
- Food & Beverage Management By: Bernard Davis & Stone
- Food & Beverage Service- Dennis R. Lillicrap, & John.A. Cousins. Publisher: ELBS
- Food & Beverage Service Management- Brian Vargese
- Food & Beverage Service Training Manual- Sudhir Andrews, Tata Mc Graw Hill.
- Hotel & Catering Costing & Budgets, RD. Boardman, Heinemann
- Introduction F & B Service- Brown, Heppner & Deegen



Dr. Subodh K. Choudhary, Director  
& Head of School of Management Studies (SSSUTMS)

## 13304 - DISASTER MITIGATION

13304	DISASTER MITIGATION	3L:1T:0P	4 credits	4Hrs/Week
-------	---------------------	----------	-----------	-----------

### Preamble:-

- The course would cover disaster preparedness, immediate response to disaster, policy implications, setting priorities, initiatives, perspective on regulations and humanitarian assistance to societies with case studies.

### Course outcome:

- To know the Inter-development Corporation for Disaster Mitigation and Forestry for Disaster Mitigation

### UNIT – I

Total Hours: 06

Disaster Mitigation through Development: Disaster Mitigation: Basic Concepts, Structured and Non Structured Mitigation, Relationship between Disaster and Development, Sustainable Development for Disaster Mitigation.

### UNIT – II

Total Hours: 06

Inter-development Corporation for Disaster Mitigation: Coordination, Planning and Networking, Coordination with Civil Authorities including Community and NGOs representations NCC, NSS.

### UNIT – III

Total Hours: 06

Civil Defense, Armed and Para Military Forces, Concept of Trigger Mechanism, Prerequisites for Trigger Mechanism, Trigger Mechanism as a tool in Disaster Mitigation.

### UNIT – IV

Total Hours: 06

Information and Communication in Disaster Mitigation: Information Technology and Disaster Mitigation, Role of database in Disaster Mitigation, GIS and GPS applications.

### UNIT – V

Total Hours: 06

Forestry for Disaster Mitigation: Existing Forest Scenario, Pressure on Forest & Forest Degradation, Deforestation, Environmental Degradation and Disasters, Insurance in Disaster Mitigation, Life Insurance, Structure Damage insurance, Crop/Cattle Insurance, Re-insurance.



  
Registrar  
Sat Saba Sat University of Technology  
& Medical Sciences Sehore (M.P.)

**Readings:**

1. Carter, W.N. Disaster Management: A Disaster Manager's Handbook, Asian Development Bank, Manila, 1992.
2. UNDRO, Managing Natural Disasters - A Manual for Policy Makers and Planners, New York, 1991.
3. Sharma, V.K. (ed): Disaster Management. Indian Institute of Public Administration, New Delhi, 1995.
4. Report of the High Powered Committee (HPC) on Disaster management, NCDM, New Delhi, 2001.



  
Registrar  
Sri Sai Baba Sai University of Technology  
& Medical Sciences Solapur (M.P.)



## IV SEMESTER

### **MBA C 401 SPIRITUALITY MANAGEMENT**

MBA C 401	SPIRITUALITY MANAGEMENT	3L:1T:0P	4 credits	4Hrs/Week
-----------	-------------------------	----------	-----------	-----------

#### **Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the Management in Business and Organization of Today's World.

#### **Course outcome:**

- The students can learn the basic concept of Spirituality Management and also understand traditional management and modern management.

#### **UNIT-I**

**Total Hours: 10**

Introduction -Definition ,Need ,Objectives, Nature, Scope, Basic concepts of Spirituality Management, Spirituality as Leadership, Pros and Cons of Spirituality in Management.

#### **UNIT - II**

**Total Hours: 10**

Influence of Religion on Spirituality - Role of Religion in context of Classical Management, Traditional Management and Modern Management. Comparison of Classical Management with Modern Management in Today's era. Work as Meditation. Problems with Pluralism.

#### **UNIT - III**

**Total Hours: 10**

Love and Spirituality in Management - Compassion of Humankind.Other Ethical references for Good Leadership and Management in Business and Organisation of Today's World.

#### **UNIT-IV**

**Total Hours: 08**

Positive Psychology and De-attachment - Asakti (Attachment) and Anasakti (Non-Attachment) with References to Spirituals.Teaching of Spiritualism by CharuTalwarandChanakya. The Bhagavad Gita's Teaching of Spirituality.

#### **UNIT - V**

**Total Hours: 07**

Workplace Spirituality - The movement in Spirituality in Management in Modern Era.Values and Leading of Spirituality at workplace.Conclusions& Recommendations for Spirituality.

#### **SUGGESTED READINGS:**

1. Clark, W.H., The Psychology of Religion,Macmillan, New York, NY, 1958.



  
Registrar  
SRM Institute of Science and Technology  
K. J. Somaiya Institute of Management Studies (M.P.)

2. Conger, J.A., "Introduction: Our Search for Spiritual Community", In Conger, J.A. and Associates, Spirit at Work: Discovering the Spirituality in Leadership, Jossey-Bass, San Francisco, CA, 1994.

4. Charu Talwar (November 2006) Punjab University, Chandigarh, India.

5. Bhagavad Gita

6. Benefiel, M. (2005). Soul at work: Spiritual leadership in organizations. New York: Seabury Books. [ISBN #1596270136]

7. Fry, L.W. (2005). Toward a paradigm of spiritual leadership. The Leadership Quarterly, 16(5), 619-722



  
Dr. State of University of Technology  
A Market Station School (M.P.)

## MBA C 402 BUSINESS RESEARCH METHODS

MBA C 402	BUSINESS RESEARCH METHODS	3L+1T:0P	4credits	4Hrs/Week
-----------	---------------------------	----------	----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the business calculations.

### Course outcome:

- To use the research methodology for the benefit of the organization. The techniques for Research methods to search required information effectively.

### UNIT-I

**Total Hours: 10**

Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable, Research Process; Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues – Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis, Hypothesis Testing – Logic & Importance

### UNIT – II

**Total Hours: 10**

Research Design: Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses, Experimental Design: Concept of Independent & Dependent variables, Qualitative and Quantitative Research: Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication; Merging the two approaches.

### UNIT – III

**Total Hours: 10**

Measurement: Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability, Levels of measurement – Nominal, Ordinal, Interval, Ratio. Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response, Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling, Determining size of the sample – Practical considerations in sampling and sample size.

### UNIT – IV

**Total Hours: 08**

Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association. Interpretation of Data and Paper Writing – Layout of a Research Paper, Journals in Computer Science, Impact factor of Journals, When and where to publish? Ethical issues related to publishing, Plagiarism and Self-Plagiarism.



*[Signature]*  
The School of Management, SS90/MS  
A Institute of Technology

## UNIT – V

**Total Hours: 07**

Use of Encyclopedias, Research Guides, Handbook etc., Academic Databases for Computer Science Discipline. Use of tools / techniques for Research: methods to search required information effectively, Reference Management Software like Zotero/Mendeley, Software for paper formatting like MS Office, Software for detection of Plagiarism

### Books Recommended:-

1. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
2. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
3. Research Methodology – C.R.Kothari
4. Select references from the Internet



  
Professor  
School of Management Studies  
Jawahar Education Society's  
University of Technology

## MBA C 403 ENTREPRENEURSHIP & PROJECT MANAGEMENT

MBA C 403	ENTREPRENEURSHIP & PROJECT MANAGEMENT	3Lect:0P	4credits	4Hrs/Week
-----------	---------------------------------------	----------	----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the entrepreneurship and project of the management in the organization.

### Course outcome:-

- To use of entrepreneurship management in the organization for the development of business.

### UNIT - I

Total Hours: 10

Entrepreneurship : need, scope , Entrepreneurial competencies & traits, Factors affecting entrepreneurial development, Entrepreneurial motivation (M.C.Cleland's Achievement motivation theory), Types of entrepreneur, According to Type of Business, Use of Technology, Motivation, Growth, Stages, New generations of entrepreneurship viz. social entrepreneurship, Edupreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship etc., Barriers to entrepreneurship conceptual model of entrepreneurship , entrepreneur vs. entrepreneur; Classification of entrepreneurs; Entrepreneurial Development Programs- their relevance and achievements, Role of government in organizing such programs, Women Entrepreneurs : Present status in India ; steps being taken for their promotion.

### UNIT - II

Total Hours: 10

Small Business : Concept & Definition, Role of Small Business in modern Indian Economy, Small entrepreneur in International business; Steps for starting a small industry, registration as SSI, Role of SIDBI; advantages and problems of SSIs; Institutional Support mechanism in India; Incentives & Facilities, Govt. Policies for SSIs

### UNIT - III

Total Hours: 10

Project: Definition, characteristics, types, steps in identification of projects, project life-cycle. Project management: meaning, scope & importance, role of project manager; Project appraisal: Preparation of a real time project feasibility report containing Technical appraisal, Environmental appraisal, Market appraisal (including market survey for forecasting future demand and sales) and Managerial appraisal. Idea Selection, Selection of the Product / Service, Aspects of a Project, Phases of a Project, Project Report, Contents of a Project Report, Performance of a Suggested Project Report for a manufacturing Organization

### UNIT - IV

Total Hours: 08

Project Financing: project cost estimation & working capital requirements, sources of funds, capital budgeting, Risk & uncertainty in project evaluation , preparation of projected financial



  
Dr. Suresh K. Patil  
A. P. J. S. Institute of Technology  
128



statements viz. Projected balance sheet, projected income statement, projected funds & cash flow statements, Preparation of detailed project report, Project finance.

#### UNIT – V

**Total Hours: 07**

Implementation of projects: Graphic Representation of Project Activities, Network Analysis, Management & control of projects, Project scheduling, MIS in project, problems of project implementation, project audit.

#### Text Books:

1. Kenneth R., Van Varo this, Entrepreneurship and Small Business Management.
2. Rosanna Chandra, Projects : Planning, Analysis, Selection, Implementation & Review, Tata McGraw Hill

#### Reference books:

1. C.B. Gupta & N.P. Srinivasan, Entrepreneurial Development.
2. P.Gopala Krishnan & V.E.Rama Moorthy , Project Management, MacMillan India
3. Maylor, Project Management



  
Registrar  
Sri Sate Sri University of Technology  
& Medical Sciences Scheme (M P)

## SPECIALIZATION – MARKETING MANAGEMENT

### 01- 401 SALES AND DISTRIBUTION MANAGEMENT

01- 401	SALES AND DISTRIBUTION MANAGEMENT	2L:1T:0P	3credits	3Hrs/Week
---------	-----------------------------------	----------	----------	-----------

#### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the present process of sales and distribution Management in Organization.

#### Course outcome:-

- To develop sales and distribution policy in the organization and to understand the developing and Managing Sales Evaluation Program.

#### Unit - I

Total Hours: 06

Nature and Scope of Sales Management; Setting and Formulating Personal Selling Objectives; Recruiting and Selecting Sales Personnel. Selling and Marketing concept – theories of selling – New business Vs. serving business – Consumer goods selling – Industrial selling – International selling – Retail selling – Classification of sales people – Characteristics of sales people – Personal selling: Objectives, Policies, Strategies under competitive settings

#### Unit - II

Total Hours: 06

Developing and Conducting Sales Training Programs; Designing and Administering Compensation Plans; Motivating Sales Personnel.

#### Unit - III

Total Hours: 06

Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing Sales Evaluation Program me; Sales Cost and Cost Analysis.

#### Unit - IV

Total Hours: 06

An Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels; Managing Marketing Channels.

#### Unit - V

Total Hours: 06

Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.



  
Registrar  
Shri Sai Baba University of Technology  
& Medical Sciences Solapur (M.S.) 430

### SUGGESTED READINGS:

1. Anderson, R. Professional Sales Management! Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992
2. Anderson, R. Professional Personnel Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992
3. Buskirk, R H and Stanton, W J Management of Sales Force. Homewood Illinois, Richard D. Irwin, 1983
4. Dairymple, D J Sales Management; Concepts and Cases, New York, John Wiley, 1989
5. Johnson, EM etc, Sales Management: Concepts, Practices and Cases, New York, McGraw Hill, 1986
6. Stanton, William J etc Management of a Sales Force, Chicago, Irwin, 1995
7. Still, R. R. Sales Management. Englewood Cliffs, New Jersey, Prentice Hall, Inc., 1988



  
Registrar  
of Schools, University of Rajasthan  
Jaipur

## 01 402 INTERNATIONAL MARKETING

01 402	INTERNATIONAL MARKETING	2L:1T:0P	3credits	2Hrs/Week
--------	-------------------------	----------	----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the environmental procedure of international business Management in an Organization.

### Course outcome:

- To take decision making in international marketing in the organization and to know the role of Fiscal and Non-fiscal Barriers.

### UNIT-I

**Total Hours: 06**

International Marketing–Definition, Concept and Setting; Distinctions between International Trade, Marketing and Business; Economic Environment of International Marketing; International Institutions – World Bank, IMF, UNCTAD, WTO, Customs Union, Common Markets, Free Trade Zones, Economic Communities.

### UNIT-II

**Total Hours: 06**

Constraints on International Marketing–Fiscal and Non-fiscal Barriers, Non-tariff Barriers; Trading Partners – Bilateral Trade Agreements, Commodity Agreements and GSP.

### UNIT-III

**Total Hours: 06**

India and World Trade, Import and Export Policy, Direction and Quantum of India's Exports Institutional Infrastructure for Export Promotion; Export Promotion Councils, Public Sector Trading Agencies, ECGC, Commodity Boards etc.

### UNIT-IV

**Total Hours: 06**

Procedure and Documents–Registration of Exporters, Export Quotations, Production and Clearance of Goods for Exports, Shipping and Transportation, Insurance, Negotiation of Documents; Instruments of Payments – Open Account, Bills of Exchange; Letter Of Credit – Export Finance.

### UNIT-V

**Total Hours: 06**



*[Signature]*  
SRM Institute of Science and Technology  
S. Ramesh

International Marketing Mix—Identification of Markets, Product Policy, International Product Life Cycle Promotion Strategy, Pricing Strategy and Distribution Strategy; Various Forms of International Business; Marketing of Joint Ventures and Turnkey Projects.

**SUGGESTED READINGS:**

7. Bhattacharya, B. Export Marketing: Strategies for Success. New Delhi, Global Business Press, 1991.
8. Johri, Lalit M. International Marketing: Strategies for Success. University of Delhi, Faculty of Management Studies, 1980.
9. Keegan, Warren. Global Marketing Management. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995.
10. Pripalomi, V.H. International Marketing. Prentice Hall.
11. Terpstra, Vern and Sarathy, R. International Marketing. Orlando, Dryden Press, 1991.
12. Walter, I and Murray, T. Handbook of International Business, New York, John Wiley, 1988.
13. Ozkvisit, Sak and Shaw, J.J. International Marketing: Analysis and Strategy. New Delhi, Prentice Hall of India, 1995.



  
Assistant Professor  
School of Management Studies (SSSUTMS)  
University of Technology  
A. N. S. College, Delhi (M.P.)



## 01 403 RURAL MARKETING

01 403	RURAL MARKETING	2L:1T:0P	3credits	3Hrs/Week
--------	-----------------	----------	----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the techniques and processes of environmental of rural marketing business.

### Course outcome:

- To solve the problems related to sales in rural marketing in the organization and to know the Buying decision process.

### Unit - I

Total Hours: 06

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.

### Unit - II

Total Hours: 06

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

### Unit - III

Total Hours: 06

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

### Unit - IV

Total Hours: 06

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

### Unit - V

Total Hours: 06

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

### SUGGESTED READINGS:

1. BalaramDogra&KarninderGhuzran, RURAL MARKETING: CONCEPT & CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008
2. A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007
3. CSG Krishnamachary&Lalitha Rameshkrishna, - RURAL MARKETING, Pearson Education Asia, 2009
4. Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd, New Delhi
5. Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi.
6. RudderDuttSunderam, INDIAN ECONOMY, Tata McGraw Hill, Publishers, New Delhi



## 01 404 RETAIL MARKETING

01 404	RETAIL MARKETING	2L:1T:0P	3 credits	3Hrs/Week
--------	------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the environmental procedure and tools of retail marketing in business Organization.

### Course outcome:-

- To understand the Marketing Channels & Supply Chains and also to know the Recent Trends in retailing.

### UNIT-I

Total Hours: 06

Marketing Channels & Supply Chains: Emergence, role and types of marketing channels, channel members and their characteristics, choosing various channel options, factors affecting the choice. Supply chain management (SCM) - advantages gained, physical flow of merchandise, and logistics of e-retailing.

### UNIT-II

Total Hours: 06

Retailing: Nature and Importance of retailing, wheel of retailer, Types of retailing- ownership based, store based, non-store based, web based. Retail management decisions, Recent Trends in retailing.

### UNIT-III

Total Hours: 06

Strategic Planning in Retailing: Situation analysis, objectives, identification of consumers and positioning, overall strategy, specific activities and control. Identifying & understanding consumer – Consumer demographics & life styles, consumer needs & desires, consumer shopping attitude, consumer decision process, retailer's action.

### UNIT-IV

Total Hours: 06

Location, Operation & Merchandise Management :Trading Area Analysis, site selection, store formation size and space allocation, store security and credit management. Merchandise plans- forecasts, innovativeness, assortment decisions, brand decisions, timing and allocation, merchandise pricing.

### UNIT-V

Total Hours: 06

Retail Promotion: Building retail store image, atmosphere, layout planning. Retail promotional mix strategy, Retail store sales promotional schemes.

### SUGGESTED READINGS :

1. Berman, Barry and Joel Evans Retail Management
2. Cooper, I. Strategy planning in Logistics and Transportation
3. Cox, Roger and Paul Brittain Retail Management



Registrar  
Sri. Prasad  
Sri. Prasad  
135

4. Levy & Weitz Retailing Management
5. Kotler, Philip Marketing Management



  
Registrar  
University of Applied Sciences  
Hamburg School of Technology  
Hamburg School of Technology (HST)

## SPECIALIZATION – HUMAN RESOURCE MANAGEMENT

### 02 401 MANAGEMENT OF INDUSTRIAL RELATIONS

02 401	MANAGEMENT OF INDUSTRIAL RELATIONS	2L:1T:0P	3 credits	3Hrs/Week
--------	------------------------------------	----------	-----------	-----------

#### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the conceptual and practical aspects of industrial relations at the macro and micro levels problems in business Organization.

#### .Course outcome:

- The students can take the decision in industrial relation in HR management and also to study the Quality of Work Life- Workers,

#### UNIT-I

**Total Hours: 06**

Industrial Relations Perspectives; Industrial Relations and the Emerging Socio-economic Scenario; Industrial Relations and the State. Industrial Relations Management-Concept- Evaluation - Background of industrial Relations in India- Influencing factors of IR in enterprise and the consequences.

#### UNIT-II

**Total Hours: 06**

Legal Framework of Industrial Relations; Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and the Management. Quality of Work Life- Workers" Participation in Management - Workers Participation in India, shop floor, Plant Level, Board Level- Workers" Welfare in Indian scenario- Collective bargaining concepts & Characteristics -Promoting peace.

#### UNIT-III

**Total Hours: 06**

Wage and Salary administration-Nature & Significance of wage, salary administration, essentials- Minimum wage- Fair wage, Real wage, Incentives & fringe benefits. Issues and Constraints in Wage Determination in India. Discipline and Grievance Management; Negotiation and Collective Settlements.

#### UNIT-IV

**Total Hours: 06**

Participative management and Co-ownership; Productive Bargaining and Gain Sharing. Employment Structure -Social Partnership-Wider approaches to industrial relations- Labor Market.

#### UNIT-V

**Total Hours: 06**



*[Signature]*  
Head of School of Management, SSSUTMS, Solera

Employee empowerment and Quality Management; Industrial Relations and Technological Change. Meaning, nature and scope of industrial disputes - Causes and Consequences of Industrial Disputes - Prevention and Settlement of industrial disputes in India.

**SUGGESTED READINGS:**

1. Kochan, T.A. & Katz Henry, 'Collective Bargaining and Industrial Relations', 2nd ed. Homewood, Illinois, Richard D Irish, 1988
2. Mankootam, K, 'Trade Unionism, Myth and Reality', New Delhi, Oxford University Press, 1982
3. Niland J R etc. 'The Future of Industrial Relations', New Delhi, Sage, 1994.
4. Papola, T S & Rodgers, G. 'Labour Institutions and Economic Development in India', Geneva, ILO, 1992
5. Ramaswamy, E A, 'The Rayon Spinners The Strategic Management of Industrial Relations', New Delhi, Oxford University Press, 1994
6. Virmani, B. R., 'Participative Management vs. Collective Bargaining', New Delhi, Vision Books, 1988.
7. Webb-Sidney & Webb., Beatrice, 'Industrial Democracy', Melbourne, Longman, 1987



  
Assistant Professor of Management  
School of Management Studies (SSSUTMS)



## 02 402HRM: TRAINING & DEVELOPMENT

02 402	HRM: TRAINING & DEVELOPMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	-----------------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the role of HRD in business Organization.

### Course outcomes;

- The students can run the Training systems and processes of the organization. And also to know the Management of Training Function.

### UNIT-I

Total Hours: 06

Training Process— an overview, Role, Responsibilities and Challenges to Training Managers.

### UNIT-II

Total Hours: 06

Organization and Management of Training Function, Training Needs Assessment and Action Research.

### UNIT-III

Total Hours: 06

Instructional Objectives and Lesson Planning, Learning Process, Training Climate and Pedagogy.

### UNIT-IV

Total Hours: 06

Developing Training Modules , Training Methods and Techniques , Facilities Planning and Training Aids , Training Communication.

### UNIT-V

Total Hours: 06

Training Evaluation, Training and Development in India.

### SUGGESTED READINGS:

1. Beuret, Roger ed., 'Improving Training Effectiveness', Aldershot, Gower, 1988
2. Buckley R & Caple, Jim. 'The Theory & Practice of Training'. London, Kogan & Page, 1995
3. Lynton, R Pareek, U., 'Training for Development'. 2nd ed. New Delhi. Vistaar, 1990
4. Pepper, Allan D., 'Managing the Training and Development Function'. Aldershot, Gower, 1984
5. Rae, L., 'How to Measure Training Effectiveness', Aldershot, Gower, 1986
6. Reid, M A etc., 'Training Interventions: Managing Employee Development'. 1st ed. London, IPM, 1992
7. Senge, P., 'The Fifth Discipline: The Art and Practice of the Learning Organization'. London, Century, 1992



## 02 403 LABOR LEGISLATIONS

02 403	LABOR LEGISLATIONS	2L:1T:0P	3 credits	3Hrs/Week
--------	--------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the Indian labor legislation.

### Course outcome:

- To make students aware with the basic requirements and mandate of labor legislation and also to know The Industrial Employment (Standing Orders) Act 1961.

### Unit I

**Total Hours: 06**

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations Emerging challenges of IR in India, Linking Industrial Relations with economic growth of a country, Trade Unionism: Development of trade unionism, functions, type and structure, problems & suggestive remedial measures of trade unions, The Trade Unions Act 1926- objectives, recognition and registration, Industrial Democracy & Participative Management

### Unit II

**Total Hours: 06**

Collective Bargaining: Significance, types & Procedure of collective bargaining Discipline: The Industrial Employment (Standing Orders) Act 1961, Misconduct, Disciplinary Action, Types of punishments, Code of Discipline, Domestic Enquiry, Grievance Function in IR: Grievance Settlement Procedure, Industrial Disputes: Preventive & Settlement Machinery in India

### Unit III

**Total Hours: 06**

The Factories Act, 1948 & The shop & Establishment Act 1948. The Payment of Wages Act, 1923. The Workmen's compensation Act, 1972. The Industrial Disputes Act, 1947.

### Unit IV

**Total Hours: 06**

The Payment of Minimum wages act 1936. The Contract Labor (Abolition & regulative) Act. The ESI Act, 1948, The Trade unions act, 1926.

### Unit V

**Total Hours: 06**

The payment of Bonus Act, 1965. The payment of Gratuity Act, 1972. The Maternity Benefit Act, 1961. Employee's Provident fund & Miscellaneous Provisions Act, 1952.

### Text Books:

6. Manoria CB, Manoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)
9. Singh B.D. - Industrial Relations & Labour Laws (Excel, 1st Ed.)

**Reference Books:** 1. Srivasava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)

3. Venkateshwar - Industrial Relations (Oxford, 2006, 2nd Ed.)

4. Senappa Arav, Industrial Relations



*[Handwritten Signature]*

## 02 404 COUNSELLING SKILLS FOR MANAGERS

02 404	COUNSELLING SKILLS FOR MANAGERS	3L:1T:0P	3 credits	3Hrs/Week
--------	---------------------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the Indian labor legislation.

### Course outcome:

- To make students aware with the basic requirements and mandate of labor legislation and also to Understanding Client's Behavior.

### UNIT I

Total Hours: 06

Emergence and growth of Counseling Services, Counseling Process and Application of Counseling to Organization and Personal Situation with focus on Performance Counseling, Approaches to Counseling.

### UNIT II

Total Hours: 06

Counselors- Client Relationship, Understanding Client's Behavior, Developing and termination a Counseling Relationship and Follow Up, Assessing Client's Problem, Special Problems in Counseling.

### UNIT III

Total Hours: 06

Counselor's Attitudes, Skills of Counseling, Counseling Strategies, Counseling Therapies- Insight Oriented Therapy, Behavior Therapy and Group Theory.

### UNIT IV

Total Hours: 06

Communication and Persuasion, Communication Strategies and Reference Group and their Role in Understanding Client's Problem.

### UNIT V

Total Hours: 06

Motivation and Incentive Requirement of Productivity, Role of Counseling in Understanding of Low Productivity of Indian Workers, Need of Counseling Cell in the Organization, Application of Counseling to Organizational Situations with a focus on Performance Counseling.

### Suggested Readings

5. Comer L S, Guide Hackney H- The Professional Counselor's Process to Helping
6. McLennan, Nigel - Counseling for Managers
7. Moursund J - The Process of Counseling and Theory
8. Flipppo, Edwin B - Principles of Personnel Management
9. Janase - Interpersonal Skills in Business
10. Murnighan C A - Counseling- A Skills Approach



Registrar  
Sri Satya Sai University of Technology  
& Health Sciences, Solapur (M.P.)

11. Lussier - Human Relations in Organization
12. Corner L S et.al- The Professional Counselor Guide to Helping
13. Paterson – The counselling Process



Registrar

SSSUTMS, Sikkim University  
Sikkim

## SPECIALIZATION – FINANCE MANAGEMENT

### 23 401 INTERNATIONAL FINANCE MANAGEMENT

23 401	INTERNATIONAL FINANCE MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	----------------------------------	----------	-----------	-----------

#### Preamble:-

- Through reading the text, references and discussion of cases students should be able to integrate the global developments with the changing business environment in India

#### Course outcome:

- To explore the sources of long term finance and design financial strategies and also to know the International Financial Reporting Standards (I.F.R.S) and Indian Accounting Standards (I.A.S)

#### Unit – I

Total Hours: 06

Nature & Scope of International Finance, The role of information technology and financial integration in the process of globalization. International Financial Institutions: International Monetary Fund, World Bank. International credit rating agencies and rating criteria. International Financing decision. Issues in Overseas Funding Choices, Economic Circumstances and overall funding choices, funding and risk management aspects. Parity conditions in International Finance: Purchasing power parity, Covered Interest Parity, Real Interest Parity, Parity Conditions and Managerial Implications.

#### Unit – II

Total Hours: 06

Foreign Exchange Markets: Forecasting Exchange Rates, Fundamental Factors affecting Exchange Rates, Time Series Forecasting Models Functions of Foreign exchange market. Role of participants in foreign exchange market. Foreign exchange Management Act 1999, Role of Reserve Bank of India in Management of foreign exchange. Exchange Rates Spot rate, Forward rate, Cross Rates, Types of exchange rate regimes. Parity relations, Purchasing power parity, interest parity, exchange risk, types of exchange risk, Management of exchange risk. Hedging, Internal & External techniques of heading. Currency futures and options, Currency swaps. Speculation in foreign exchange market. Currency arbitrage. Covered interest arbitrage. Convertibility of Indian Rupee. Exchange Rate Behaviour, Efficiency and Forecasting.

#### Unit – III

Total Hours: 06

Global Capital Markets, Historical perspective and development, participants, issues, investors, intermediaries, External Commercial Borrowing, Foreign Bonds & Euro Bonds. Foreign equity and Euro equity. Depository Receipts (A.D.Rs and G. D.Rs) Disintermediation, Deregulation, Securitization, Globalization. Methods of raising resources by borrowers in international markets – domestic foreign currency loans out of foreign currency resources like FCNR (B), EEFC, etc. International portfolio investment, International liquidity, Foreign Exchange Market Mechanism, Foreign Trade zone.

#### Unit – IV

Total Hours: 06

International Bond Markets, Development, Types of Bonds, floating Rate Notes (FRNs), Deep Discount Bonds, Zero Coupon Bonds, Dual Currency Bonds, and Equity related Bonds. Procedure for Bonds



*[Signature]*  
143



Issues. 4.2: Syndicated loans, Multicurrency options, Syndication process in practice, offer documents and mandate, loan Agreements. Rights and Duties of Managing and Agents Banks.

**Unit - V**

**Total Hours: 06**

International Financial Reporting Standards (I.F.R.S) and Indian Accounting Standards (I.A.S) on foreign transactions. International Receivables and cash management.

**Learning Resources:**

1. International Financial Management by P.G. Apte 2010 Ed.
2. International Financial Management by VyaptakeshSharan
3. International Financial Management by S.P. Srinivasan
4. International Finance by Maurice Levi, Keith P. ( 2013 Edition) Foreign Exchange.
5. International Finance, Risk Management by A.V. Rajwade Currency Exposures and Derivatives by A.V Rajwade



  
Dr. [Name] [Title]  
School of Management Studies  
(SSGATMS)

### 03-402 INCOME TAX MANAGEMENT

03-402	INCOME TAX MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	-----------------------	----------	-----------	-----------

#### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the various direct and indirect taxes and their implications.

#### Course outcome:

- To know the direct and indirect income tax implement in the organization and also to take Concessions and incentives for corporate decisions.

#### UNIT- I

Total Hours: 06

Introduction to Direct Taxes: Income tax. Exempted income. Head of income, Salary, House property, Business & profession, capital gain & other sources.

#### UNIT-II

Total Hours: 06

Set-off and carry forward of losses. Deductions from gross total income. Calculation of total income and tax for individual (Salary only). Assessment procedure, Advance taxes and T. D. S. Introduction to proposed Direct Tax Code.

#### UNIT-III

Total Hours: 06

Introduction to Indirect taxes: Central sales taxes, service tax, Excise duty and CENVAT. VAT- Introduction. Computation of Tax on companies. Tax and business reorganization: Merger and amalgamation, Tax planning regarding employees' remuneration, Tax appeals, revision and review.

#### UNIT- IV

Total Hours: 06

Tax planning: Concept, Nature, scope and significance. Problems of tax planning. Organizational problems of tax Management. Tax- evasion and tax avoidance. Tax- Consideration in specific managerial decisions. Wealth Tax: Charge & scope of wealth tax, Deemed assets, exempted assets, Valuation of assets. Computation of net wealth and wealth tax. Collection, recovery and refund, penalty, Appeal & revision.

#### UNIT-V

Total Hours: 06

Corporate income Tax: Tax Concessions and incentives for corporate decisions. Tax planning for depreciation; Treatment of losses and unabsorbed items; Carry forward and set-off of losses. Central Excise Act, 1994 & Excise planning. Customs Act and Customs duties planning.

#### Recommended Books:

1. Dr. Vinod K Singhania & Dr Monica Singhania, Corporate Tax Planning and Business tax Procedures, Taxmann Publication, Latest Edition
2. Girish Ahuja & Ravi Gupta, Direct Tax Laws & Practices, Bharat Law House, Latest Edition
3. Dr. Vinod K Singhania & Dr Kapil Singhania Direct Taxes – Law & Practice, Taxmann, Latest Edition
4. H P Bhatia, Corporate Taxation, Orient Law House, Latest Edition



*[Handwritten signature]*  
145

5. Paolo M Panteghini, Corporate Taxation in a dynamic world, Springer, Latest Edition
6. Lakhotia, R. N., Corporate Tax Planning
7. Poorer , Monroe & Steward, Tax Planning with Precedents



*[Handwritten signature]*  
Dr. [Name] [Title]  
[Institution Name]

### 03 403 DERIVATIVES & RISK MANAGEMENT

03 403	DERIVATIVES & RISK MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	-------------------------------	----------	-----------	-----------

#### Preamble:—

- Through reading the text, references and discussion of cases students should be able to understand the various derivatives and risk management.

#### Course outcome:-

- The students Possess good skills in hedging risks using derivatives and also to make a Specifications of Futures Contract.

#### UNIT I

**Total Hours: 06**

INTRODUCTION:-Derivatives – Definition –Types–Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives.

#### UNIT II

**Total Hours: 06**

FUTURES CONTRACT - Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging using Futures- Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.

#### UNIT III

**Total Hours: 06**

OPTIONS : Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options– American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts.

#### UNIT IV

**Total Hours: 06**

SWAPS :Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk.

#### UNIT V

**Total Hours: 06**

DERIVATIVES IN INDIA: Evolution of Derivatives Market in India – Regulations - Framework – Exchange Trading in Derivatives– Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives.

#### TEXTBOOKS

6. John C. Hull "Options, Futures and other Derivative Securities", PHI Learning, 9th Edition, 2012



7. Keith Redhead, „Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs”,- PHI Learning, 2011

#### REFERENCES

3. Stulz, Risk Management and Derivatives, Cengage Learning, 2nd Edition, 2011.
4. Varma, Derivatives and Risk Management, 2nd Edition, 2011.
5. David Dufresne – „Option and Financial Futures – Valuation and Uses, McGraw Hill International Edition.
6. S.L.Dutta, Financial Derivatives- Theory, Concepts and Practice, Prentice Hall Of India, 2011. 5, Website of NSE, BSE.



  
Registrar  
Sri Sai Sai University of Technology  
& Medical Sciences Solapur (M.P.)



### 03 400 ADVANCE FINANCIAL SERVICES

03 404	ADVANCE FINANCIAL SERVICES	2L:4T:0P	3 credits	3Hrs/Week
--------	----------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the modes of issuing securities and advance services.

**Course outcome:**

- To make good knowledge on merchant banking activities and also to understand the Role of Merchant Banker in Appraisal of Projects.

**UNIT I**

**Total Hours: 06**

**MERCHANT BANKING;** Introduction – An Over view of Indian Financial System – Merchant Banking in India – Recent Developments and Challenges ahead – Institutional Structure – Functions of Merchant Bank - Legal and Regulatory Framework – Relevant Provisions of Companies Act- SERA- SEBI guidelines- FEMA, etc. - Relation with Stock Exchanges and OTCEI.

**UNIT II**

**Total Hours: 06**

**ISSUE MANAGEMENT;** Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments – Issue Pricing – Book Building – Preparation of Prospectus Selection of Bankers, Advertising Consultants, etc. - Role of Registrars – Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale – Green Shoe Option – E-IPO, Private Placement – Bought out Deals – Placement with FIs, MFs, FII, etc. Off - Shore Issues. – Issue Marketing – Advertising Strategies – NRI Marketing – Post Issue Activities.

**UNIT III**

**Total Hours: 06**

**OTHER FEE BASED SERVICES :-** Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds – Business Valuation.

**UNIT IV**

**Total Hours: 06**

**FUND BASED FINANCIAL SERVICES:-** Leasing and Hire Purchasing – Basics of Leasing and Hire purchasing – Financial Evaluation.

**UNIT V**

**Total Hours: 06**

**OTHER FUND BASED FINANCIAL SERVICES: -** Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – factoring and For feiling – Venture Capital.



  
 Registrar  
 S.J. Somaiya Institute of Technology  
 & Health Sciences, Solapur (M.S.)

## TEXTBOOKS

1. M.Y.Khan, Financial Services, Tata McGraw-Hill 12th Edition, 2012
2. NaliniPravaTripathy, Financial Services, PHI Learning, 2011.

## REFERENCES:

1. Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2010.
2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi.
3. Varshney P.N. & Minal D.K., Indian Financial System. Sultan Chand & Sons, New Delhi.
4. Sasidharan, Financial Services and System, Tata McGraw Hill, New Delhi, 2nd Edition, 2011.



  
Registrar  
Sri Satya Sai University of Technology  
A Medical Suburban Campus (M.P.)

## SPECIALIZATION - HOSPITAL MANAGEMENT

### 04 401 HOSPITAL WASTE MANAGEMENT

03 401	HOSPITAL WASTE MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	---------------------------	----------	-----------	-----------

#### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the hospital waste management.

#### Course outcome:

- . To use proper use of hospital Hazards and also to know the Purpose Hospital Hazards Management.

#### UNIT-I

**Total Hours: 06**

Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures.

#### UNIT-II

**Total Hours: 06**

Hospital Hazards Management: Meaning – Need – Principles – Purpose.

#### UNIT-III

**Total Hours: 06**

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

**Total Hours: 06**

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

**Total Hours: 06**

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.

#### Reference Books:

5. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.



*[Signature]*  
Head of School of Management Studies (HMS)  
SSGUIMS  
84 Sector 29, Gurgaon, Haryana (HR)

6. SalvatoreDominick : Managerial Economics in Global Economy, Thomson, 2006.
7. Dean Joel : Managerial Economics, Prentice Hall India, Eastern Economy Edition, 2008
8. DwivediD,N : Managerial Economics, Vikas, 2009.



*[Handwritten signature]*  
V. K. SINGH  
Vice-Chancellor, SSSUTMS  
(Sohore)

**04 402 HEALTHCARE ECONOMICS**

04 402	<b>HEALTHCARE ECONOMICS</b>	2L:1T:0P	3 credits	3Hrs/Week
--------	-----------------------------	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the resource allocation and market.

**Course outcome:**

- To know about the determinants of market demand and also To clear the Concept of resource allocation.

**UNIT – I**

**Total Hours: 06**

Managerial Economics – Introduction – Scope – relevance – hospital resources issues – Demand Analysis – Demand forecasting – purpose – methods – criteria for a good forecasting method – consumer durable goods – capital goods – determinants of market demand – law of demand – demand curve.

**UNIT - II**

**Total Hours: 06**

Concept of resource allocation – cost analysis – concepts – classification – short run – long run cost functions – Economics of size – economies and dis-economies of scale – Input output analysis

**UNIT - III**

**Total Hours: 06**

Market Structure – pricing policy – pricing under perfect competition – under pure monopoly – Economic Fluctuations and business – business cycle – business policy – inflation – monetary and fiscal policies.

**Unit – IV**

**Total Hours: 06**

Public – Government's role in different socio-economic systems, Budgets – Allocation of Medical field – central – state governments – structure – five year plans.

**Unit – V**

**Total Hours: 06**

Medical Tourism: Role of Medical Tourism, Methods to attract Foreign Medical Tourists, Facilities available for foreign patients, Role of travel Agencies, Govt. Policy on Medical Tourism.

**REFERENCE BOOKS**

4. Even J. Douglas : Managerial Economics – Theory, Practice and problems, Prentice Hall of India,
- Duffy N.F. Managerial Economics – Wesley Publishing House, New York. 2007
5. Stills E. Addison : Managerial Economics, Homewood, Illinois, Dorsey Press Inc, 2008.
6. Spencer M.H. : Managerial Economics, Homewood, Illinois, Richard C. Irwin Inc, 2009
7. Varian H.C. : Managerial Economics – Concepts and Analysis for Business Decisions in Indian Environment, Lawrence Publishing House, New Delhi, 2006.



  
 Dr. [Signature]  
 Head of Department  
 School of Studies, Sionore  
 153



8. Varshay R.L. & Maherwarik.L. : Managerial Economics, Sulian Chand & Sons Publishers, Thomas P.C. : Managerial Economics. 2005.

9. SalratoreDominick : Managerial Economics in Global Economy, Thomson, 2006.

10. Dean Joel : Managerial Economics, Prentice Hall India, Eastern Economy Edition, 2008

11. Dwivedi.D.N : Managerial Economics, Vikas, 2009.



Dr. Jyoti B. Patil, School of Management Studies,  
S.S.S.U.T.M.S.

### 04 403 HEALTH INSURANCE

04 403	HEALTH INSURANCE	2L:1T:0P	3 credits	20hrs/Week
--------	------------------	----------	-----------	------------

#### Preamble:-

- Through reading the text, references and discussion of cases students should be able to understand the administration of Health Insurance Schemes.

#### Course outcome:

- To know the government health insurance terminology and also to know the schemes of Health Policy.

#### UNIT-I

**Total Hours: 06**

Introduction – Economics of Life and Health Insurance – Importance, Socio-political realities – Insurance Terminology.

#### UNIT-II

**Total Hours: 06**

Health Policy vis-à-vis Health Insurance Policies – Indian Scenario – Different Products – Demand and Scope – Limitation.

#### UNIT-III

**Total Hours: 06**

Administration of Health Insurance Schemes like CGHS & ESI and Social Security Measures, TPAs, Governing Mechanisms including IRDA.

#### UNIT-IV

**Total Hours: 06**

Health Insurance Taxation – Four General Insurance Companies - Standardization and grading of Hospital Services – Role of Vigilance and Real-time information about the services.

#### UNIT-V

**Total Hours: 06**

Health Insurance Providers – Government and Private – Micro-insurance, The role and responsibilities of provider – insurer-patient and the regulatory agencies.

#### Reference Books

5. Gupta P.K, Insurance and Risk Management, Himalaya Publishing House, 2006.
6. My Collection of HI – Material and Books, 2007.
7. Insurance Exam – Material, 2006
8. American Books – Managed Care On History of Health Insurance – Origin – Development & Growth – 2007.
9. Insurance Compendium – Given by Venugopal, 2005.



04404 CLINICAL, DIAGNOSTIC & THERAPEUTIC SERVICES

04404	CLINICAL, DIAGNOSTIC & THERAPEUTIC SERVICES	2L:1T:0P	3 credits	3Hrs/Week
-------	---	----------	-----------	-----------

**Preamble:-**

- Through reading the text, references and discussion of cases students should be able to understand the Common Terms of Healthcare Management.

**Course outcome:**

- To know the Common Terms of Healthcare Management and also to know the use of Housekeeping Records.

**UNIT-I**

**Total Hours: 06**

Common Terms of Healthcare Management: Terms related to levels of healthcare; Primary; Secondary and Tertiary – Systems of Medicine – Ayurveda, Siddha, Unani, Homeopathy, Yoga, Naturopathy, Reiki, etc. – Preventive and Curative Medical Care – General and Specialty Hospitals – Pharmacopoeia (inpatient and outpatient)

**UNIT-II**

**Total Hours: 06**

Specialty-wise terminology – Pathology terms of Common Use – Clinical, diagnostic and therapeutic Terms – Pediatric services – Dental – Psychiatric.

**UNIT-III**

**Total Hours: 06**

Casualty and Emergency – Neurology – Obstetrics and Gynecology – Dermatology intensive care – Coronary care services.

**UNIT-IV**

**Total Hours: 06**

Medical Records – Admission – Billing – Nursing Records – Diagnostic Records – Infection Control Records – Maintenance of Intensive Care Units Records.

**UNIT-V**

**Total Hours: 06**

Housekeeping Records – Food Records – Engineering Records – Maintenance Records – Security Records – Final Documents – Mortuary Maintenance Records – Transportation – Medico Legal Records.

**Recommended Books:**

1. Rajiv Mishra, Rachel Chatterjee, Sujatha Rao, India Health Report, Oxford University Press, New Delhi, 2005.
2. My Collection of HI – Material and Books, 2007.
3. Insurance Exam – Material, 2006



## SPECIALIZATION – INTERNATIONAL BUSINESS MANAGEMENT

### 05 401 INTERNATIONAL TRADE OPERATIONS

05 401	INTERNATIONAL TRADE OPERATIONS	2L:1T:0P	3 credits	3Hrs/Week
--------	--------------------------------	----------	-----------	-----------

#### Preamble:-

- Through reading the text, references and discussion of cases with the students should be able to understand the international trade policy .

#### Course outcome:

- To know the Theories of international trade and also to implement the FDI policy of India.

#### Unit -I

Total Hours: 06

Theoretical Foundations of International Trade: Reasons for international trade: Mercantilist and Neo-mercantilist view; Theories of international trade: Absolute and comparative advantage theories; Modern theories of trade; Gains from trade; Foreign trade multiplier; Terms of trade.

#### Unit II

Total Hours: 06

Direct Investment: FDI in the world economy, The Political Economy of FDI, Cost and Benefit of FDI to Host and Home Countries, Government Policy Instruments and FDI; Foreign debt situation.

#### Unit III

Total Hours: 06

Instruments of Commercial Policy: Tariffs quotas and other measures and their effects; Arguments for and against protection; Trade regulations and WTO; Trade policy and developing countries.

#### Unit IV

Total Hours: 06

Factor Movements and International Trade in Services; Capital flows-Types and theories of foreign investments, Barriers to foreign investments; Labour migration; Theory of international trade in services.

#### Unit V

Total Hours: 06

Regional Economic Integration: Levels of Regional Economic Integration; Free trade area, customs union, economic union, and common market; Trade creation and diversion effects, NAFTA, EU, SAARC, ASEAN.

#### Suggested Readings:

1. Economic Survey, Govt. of India.
2. Export-import Policy and Other Documents, Govt. of India.
3. Hazari, R. Bharat, Micro Economic Foundations of International Trade, Croom Helm, London and Sydney.
4. Letiche, John M., International Economics: Policies and Theoretical Foundations, Academic Press, New York.



Registrar

Sri Sathy Sai University of Technology  
& Medical Sciences Sector (SSUTMS)

5. Mannur, H.G., International Economics, Vikas Publishing House, New Delhi,
6. Salvatore, D., International Economics, John Wiley and Sons.
7. Sodersten, BO, International Economics, McMillan, London



  
Registrar  
Sri Siddhaganga University of Technology  
& Health Sciences Sector (M.P.)



## 05 402 MNC'S: FINANCIAL MANAGEMENT

05 402	MNC'S: FINANCIAL MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	-----------------------------	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases with the students should be able to understand MNC'S financial management.

### Course outcome:

- To know the international trade and also to make the balance of payment.

### UNIT-I

**Total Hours: 06**

Introduction: International Trade, Its Importance, Theories of International Trade- Theory Comparative Costs, Classical Theory, Absolute Advantage, Hucksler-Ohlin Theory, Free Trade V/S Protection- Barriers to Foreign Trade, Tariff and Non-Tariff Barriers.

### UNIT-II

**Total Hours: 06**

Balance of Payment : Meaning Of BOP, Components Of BOP, Importance Of BOP, Meaning Of Deficit And Surplus, Equilibrium, Disequilibrium And Adjustments, Methods Of Correcting Disequilibrium, Accounting Principles In BOP.

### UNIT-III

**Total Hours: 06**

Foreign Exchange Markets: Defining Foreign Exchange Market, Its Structure, Settlement System, Exchange Rate, Participants, Understanding SPOT and Forward Rates, Foreign Exchange Quotations, Premium and Discount In Forward Market, Cross Rates, Inverse Rates And Arbitrage.

### UNIT-IV

**Total Hours: 06**

Exchange Rate Determination: Determination Under Gold Standard And Paper Standard, Factors Affecting Exchange Rates, Purchasing Power Parity Theory, Demand And Supply Theory, Equilibrium Rate Of Exchange, Fluctuating V/S Fixed Exchange Rates, Exchange Control, Objectives Of Exchange Control.

### UNIT-V

**Total Hours: 06**

Capital Budgeting for Multinational Corporation and Working Capital Management for MNC. Cost of Capital for Foreign Investment. Instruments: ADR, GDR, Euro Currencies, International Commercial Papers. International Financial Institutions: Introduction to IMF, Its Importance, Functions and Significance.

### Text Readings

1. V.A.Avadhani, "International Finance", 4th Edition, Himalaya Publication.
2. P.G.Apte, "International Financial Market", 2nd Edition, Tata McGraw Hill.
3. M. J. G. "International Financial Management", Galgotia Publications.



Registrar  
Sri Satsang University of Technology  
& Medical Sciences, Solapur (M.S.)

### Suggested Readings

1. V.K.Bhalla, "International Financial Management", 2nd Edition, Anmol Publications.
2. Maurice D. Levi, "International Finance", New York, McGraw Hill, 3rd Ed.
3. Ian. H. Giddy, "Global Financial Markets", Delhi, ATBS Publication.
4. John Hollard, "International Finance Management", Oxford, Blackwell Publication.
5. "Multinational Financial Management", Alan C. Shapiro / Hardcover / Published 1996.
6. "International Accounting and Multinational Enterprises", Lee H. Radabaugh, et al / Paperback / Published 1993.



  
Registrar  
Sri Satek University of Technology  
& Applied Sciences (SUSAT)

## 05 403 TRADING BLOCKS & FOREIGN TRADE FRAME WORK

05 403	TRADING BLOCKS & FOREIGN TRADE FRAME WORK	2L:1T:0P	3 credits	3Hrs/Week
--------	---	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases with the students should be able to provide specialize knowledge in International trade.

### Course outcome:

- To understand the Indian foreign trade policy and also to study the Flow of foreign trade and trade relations.

### Unit -I

**Total Hours: 06**

India's foreign Trade policy: origin, meaning and importance, determinants of INDIAN FOREIGN TRADE POLICY (SALIENT FEATURES OF EXIM POLICY), Regional economic integration.

### Unit -II

**Total Hours: 06**

Flow of foreign trade and trade relations, India balance payment, Theory of balance of payment, balance of trade, Performance of India's external sector and recent trade reforms, sectorial analysis of India's foreign trade and India's trade basket, trade liberalization in transition economies.

### Unit -III

**Total Hours: 06**

Institutionalization of International trade, Pre GATT scenario, Establishment of WTO, summit of WTO, Regional blocks NAFTA, SAFTA ASEAN etc. Concepts, Objectives, TRIPS, Law and procedure, Trade marks, Copy rights

### Unit -IV

**Total Hours: 06**

Settlement of disputes under WTO, India's Trade relationship with major Trade Blocks in the world India's Trade agreements with various blocks.

### Unit -V

**Total Hours: 06**

Foreign investment policy – policy framework for FDI in India, FDI trend of FII and FDI in India, India's Trade Agreement with SAARC, European Unions (EU), US, ASEAN and China, BRICS, OPEC, India's with common wealth countries.

### Reference Books:

1. Francis Cherrunilam, International Trade and Export Management, Himalya Publications, 2009.
2. Bhagwati J (ed), International Trade, Penguin Books, 2007.
3. India's Trade statistics, published by CMIE and DGCIS,



Signature  
Registrar  
Sri Satguru University of Health Sciences  
& Medical Education, Sehore (M.P.)



## 05 404 FOREX MANAGEMENT AND CURRENCY DERIVATIVES

05 404	FOREX MANAGEMENT AND CURRENCY DERIVATIVES	2L:1T:0P	3 credits	3Hrs/Week
--------	---	----------	-----------	-----------

### Preamble:-

- Through reading the text, references and discussion of cases with the students should be able to understanding of the principles and procedures relating to markets and different types of currency derivatives.

### Course outcome:

- To understand the Foreign Exchange Market and also to determinants of Exchange Rates and Exchange Controls.

### UNIT-I

The Foreign Exchange Market - Organization - Spot Vs. Forward Markets - Bid and Ask rates - Interbank Quotations - International Market Quotations - Cross Rates - Merchant Rates - FEDAI Regulations - Role of RBI

**Total Hours: 06**

### UNIT-II

Exchange Rates - Exchange rate systems - Gold Standard - Bretton Woods - Fixed Vs. Floating Exchange Rate systems - Determinants of Exchange Rates - Exchange Controls.

**Total Hours: 06**

### UNIT-III

Foreign Exchange Transactions - Purchase and Sale transactions - Spot Vs. Forward transactions - Forward Margins - Interbank Deals - Cover deals - Trading - Swap deals - Arbitrage Operations - Factors determining Forward margins - Different types of Foreign exchange exposer.

**Total Hours: 06**

### UNIT-IV

Ready and Forward Exchange Rates - Principle types of Ready Merchant rates - Ready rates based on cross rates - Forward exchange contracts - Execution of Forward contracts - cancellation and Extensions - Dealing position - Exchange position - Cash position.

**Total Hours: 06**

### UNIT-V

Currency Derivatives - Currency Forwards - Currency Futures - Currency Options - Exchange traded transactions - Financial Swaps - Forward Rate agreements - Interest Rate Options.

**Total Hours: 06**

### REFERENCES

1. Alan C Shapiro, MULTINATIONAL FINANCIAL MANAGEMENT, Prentice Hall, New Delhi
2. Francis Cherunilam, INTERNATIONAL ECONOMICS, Tata McGraw Hill Pub Ltd, New Delhi
3. Ian H Giddy, GLOBAL FINANCIAL MARKETS, AITBS Publishers and Distributors, New Delhi
4. C Jeevanandam, FOREIGN EXCHANGE: PRACTICE, CONCEPTS, Sulran Chand & Sons, New Delhi
5. Vijayabhaskar P and Mahapatra B., DERIVATIVES SIMPLIFIED, RESPOSE BOOKS, Sage Publications, New Delhi.



*[Handwritten Signature]*  
163



## SPECIALIZATION – INFORMATION TECHNOLOGY MANAGEMENT

### 07-401 NETWORK APPLICATION AND MANAGEMENT

07-401	NETWORK APPLICATION AND MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	------------------------------------	----------	-----------	-----------

#### Preamble:-

- Through reading the text, references and discussion of cases with the students should be able to the fundamental concepts of data communications and networking with emphasis on business applications

#### Course outcome:

- To know the Fundamentals of computer network management.

#### Unit I

Total Hours: 06

Fundamentals of computer network management: Communicating in a Network-Centric World, Communicating over the Network, Application Layer Functionality and Protocols, OSI Transport Layer, OSI Network Layer, Addressing the Network: IPv4, OSI Data Link Layer, OSI Physical Layer, Ethernet, Planning and Cabling Networks, Configuring and Testing Your Network.

#### Unit II

Total Hours: 06

Introduction to routing: Introduction to Routing and Packet Forwarding, Static Routing, Introduction to Dynamic Routing Protocols, Distance Vector Routing Protocols, RIPv1, VLSM and CIDR, RIPv2, The Routing Table, EIGRP, Link-State Routing Protocols, OSPF.

#### Unit III

Total Hours: 06

Switch & wireless technology: LAN Design, Basic Switch Concepts and Configuration, VLANs, Introducing VLANs, VTP, STP, Inter-VLAN Routing, Basic Wireless Concepts and Configuration, Introduction to WANs, Concepts, Frame Relay, Network Security, ACLs, Teleworker, Services, IP Addressing Services, DHCP.

#### Unit IV

Total Hours: 06

Network management applications: Configuration management, Fault management, Performance management, Event Correlation Techniques, Security Management, Report Management, Service Level Management.

#### Unit V

Total Hours: 06

Managing Information Systems in Organizations: Introduction, Managing in the Internet Era, Managing Information Systems in Organization-the IT interaction model, Challenges for the manager-what information to build?-how much to spend on information systems?-what level of



3. Mittal, Alka. And Gupta, S. L.(2008). Principles of Insurance and Risk Management", 2nd Edition, Sultan Chand and Sons.
4. Panda, G.S.(2005). Principles and Practices of Insurance, Kalyani Publications.
5. Mishra, M. N.(2004). Principles and Practices of Insurance, Sultan Chand and Sons



*Handwritten signature and text in blue ink, possibly a library or department stamp.*

## BS 402 BANK MANAGEMENT

BS 402	BANK MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	-----------------	----------	-----------	-----------

### Preamble:

- The students with the in depth knowledge of financial management in the banking organizations. Familiarizing the students with the new banking practices and processes.

### Course outcome:

- To understand the current position of the Indian Financial System.

### UNIT I

**Total Hours: 06**

Indian Financial System: An Overview. Indian Banking System- Banking Structure in India, Evaluation of the Banking System and Future Trends. Analysis of the Banking Structure and Performance Measurement. Interpreting Bank Balance Sheet and Income Expenditure Statements, Financial Statement Analysis and Bank Performance Measurement | CAR, NPA, Liquidity Ratios, Structural Ratios and Profitability Ratios

### UNIT II

**Total Hours: 06**

Banking Regulations - Control of the Banking Sector by the RBI | CRR, SLR, CRAR and Income Recognition Norms, Provision for NPAs.

### UNIT III

**Total Hours: 06**

Management of Banking Organisation - Loan Management, Investment Management, Liquidity Management Profit and Growth Management. Asset Liability Management Using traditional GAP and Modern Techniques

### UNIT IV

**Total Hours: 06**

Mergers and Acquisition, Bancassurance and Universal Banking. Opportunity for Strengthening the Banking Organisation. Financial Innovations and Opportunities for Banks- Factoring, Securitisation and Take Out Finance

### UNIT V

**Total Hours: 06**

Technological Innovations and Opportunities for Banks. International Banking - Organizational Structure, Activities and Regulation.

### Suggested Readings:

1. M Y Khan, (2011). Financial Services, 6th Edition, Tata McGraw Hill.
2. Hull, John C. (2012). Banking and Financial Institutions", 2nd Edition, Prentice Hall.
3. Fabozzi, Frank J. "Foundations of Financial Markets and Institutions", (Latest Edition). Prentice Hall.
4. Varshney and Mital. (2009). Indian Financial System, 10th Edition, Suhan Chand & Sons.
5. Mehra, R.S. Fundamental of Banking; Himalaya Publishing House Co., New Delhi.
6. Nigam, B.M.L. Banking Law and Practice, Konark Publishers, Delhi.



  
Registrar  
Sri Sathya Sai University of Technology  
& Medical Sciences, Sathya Sai (M.P.)

## BS 403 BANKING FINANCIAL SERVICES MANAGEMENT

BS 403	BANKING FINANCIAL SERVICES MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	---------------------------------------	----------	-----------	-----------

### Preamble:

- Grasp how banks raise their sources and how they deploy it and manage the associated risks. Understand e-banking and the threats that go with it.

### Course outcome:

- To the Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks.

### UNIT I

**Total Hours: 06**

OVERVIEW OF INDIAN BANKING SYSTEM - Overview of Indian Banking System, Functions of banks, key Acts governing the functioning of Indian banking system – RBI Act 1934, Negotiable Instruments Act 1881, Banking Regulations Act 1948 – Rights and obligations of a banker, Overview of Financial statement of banks – Balance sheet and Income Statement.

### UNIT II

**Total Hours: 06**

SOURCES AND APPLICATION OF BANK FUNDS - Capital adequacy, Deposits and non-deposit sources, Designing of deposit schemes and pricing of deposit services, application of bank funds – Investments and Lending functions, Types of lending – Fund based, non-fund based, asset based – Different types of loans and their features, Major components of a typical loan policy document, Steps involved in Credit analysis, Credit delivery and administration, Pricing of loans, Customer profitability analysis.

### UNIT III

**Total Hours: 06**

CREDIT MONITORING AND RISK MANAGEMENT - Need for credit monitoring, Signals of borrowers' financial sickness, Financial distress prediction models – Rehabilitation process, Risk management – Interest rate, liquidity, forex, credit, market, operational and solvency risks – risk measurement process and mitigation, Basic understanding of NPAs and ALM.

### UNIT IV

**Total Hours: 06**

MERGERS, DIVERSIFICATION AND PERFORMANCE EVALUATION - Mergers and Diversification of banks into securities market, underwriting, Mutual funds and Insurance business, Risks associated therewith, Performance analysis of banks – background factors, ratio analysis and CAMELS.

### UNIT V

**Total Hours: 06**

HIGH TECH E-BANKING- Payment system in India – Paper based, e-payments – Electronic banking – advantages – Plastic money, E-money – Forecasting of cash demand at ATMs – Security threats in e-banking and RBI's initiatives.

### REFERENCE



  
Registrar  
Sri Sai Institute of Technology  
& Medical Sciences, Jabalpur (M.P.)

1. Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Meera Sharma, "Management of Financial Institutions - with emphasis on Bank and Risk Management", PHI Learning Pvt. Ltd., New Delhi 2010.



  
REGISTRAR  
Dr. Suresh M. University of Technology  
A Medical Sciences School (M.P.S.)

08 404 LEGAL ISSUES: BANKING & INSURANCE

08 404	LEGAL ISSUES: BANKING & INSURANCE	2L:1T:0P	3 credits	3Hrs/Week
--------	-----------------------------------	----------	-----------	-----------

**Preamble:**

- The students with the in depth knowledge of financial management in the banking organizations and legal issues of banking and insurance.

**Course outcome:**

- To understand the Banking Regulation Act, 1949 and also to Role of RBI.

**UNIT-I**

**Total Hours: 06**

Evolution of modern commercial banking in India: Basic concepts; Banking structure banking consolidation; Banking sector reforms in India. Banking Regulation Act, 1949; Role of banking in Economic Development, Role of RBI. Sources of bank funds; Deposit products- Types of Bank Deposits, The Fee based services, Letter of credit, Bank Guarantees, Subsidiary Services, Off Balance Sheet activities, Bank assurance.

**UNIT-II**

**Total Hours: 06**

Non Performing Assets; Prudential norms for asset classification and provisioning Management of capital funds: Functions, Capital Adequacy ratio - The New Basel Accord-Implication for Banks. New Forms of Banking: Wholesale and Retail Banking. Universal and Narrow banking. Corporate Banking, Off shore Banking and Multi National banking.

**UNIT-III**

**Total Hours: 06**

Anti money laundering: Concept, Its need and KYC norms. Risk Management in Banks: Basic concepts, Need/purpose, process, different types of risk in banks- operational, Liquidity, Credit risk, capital risk. Interest rate risk and systematic risk. Asset- Liability Management.

**UNIT-IV**

**Total Hours: 06**

Quality in Services: Why Quality , What is Quality , Satisfaction vs Expectations , Levels of Quality, Costs of Quality, Elements of Quality , Quality Gaps , Responsibility for Quality , Monitoring Customer Needs and Expectations , Tools for Quality Control , Handling Complaints in Insurance. Relationship Marketing: Marketing Management Process. Customer Relationship Management.

**UNIT-V**

**Total Hours: 06**

Strategies for Insurance Marketing : Product and its Differentiation , Product Development , Flexible options, Product Image , Product Obsolescence, Boston Matrix, Pricing , Customer Service , Market Research, Distribution and Distribution Channels , Direct Marketing , Promotion , PR and Publicity , Merchandising , Personal Selling. People. Role of Intermediaries: Insurance Agents, Bancassurance, Direct Marketing, Promotion, Merchandising, Reward Systems, Empowering.

**Suggested Readings:**



  
Registrar  
Sree Siddaganga University of Technology  
& Health Sciences, Tumkur (176)



1. M Y Khan,(2011). Financial Services, 6th Edition, Tata McGraw Hill.
2. Hull, John C. (2012). Banking and Financial Institutions\*, 2nd Edition, Prentice Hall,
3. Mehta, R.R.S.: Fundamental of Banking: Himalaya Publishing House Co., New Delhi.
4. Nigam, B.M.L.: Banking Law and Practice, Konark Publishers, Delhi.
5. Gupta. P.K. (2009). Insurance and Risk Management, 2nd Edition, Himalaya Publishing House.
6. George. E. Rejda. (2005). Principles of Risk Management and Insurance, 9th Edition. Pearson Education.
7. Mittal, Alka. And Gupta. S. L.(2008). Principles of Insurance and Risk Management", 2nd Edition, Sultan Chand and Sons.
8. Panda. G.S.(2005). Principles and Practices of Insurance, Kalyani Publications.
9. Mishra, M. N.(2004). Principles and Practices of Insurance, Sultan Chand and Sons.



  
Rachester  
School of Management Studies  
A Institute of Management Studies (IMS)

capabilities should be created with information systems?-how centralized should the services be?-what security levels are required?-what is technology road map for the organization?

**Text Books**

1. Mani Subramanian, (2012). Network Management: Principles and practice , 2nd Edition, Addison Wesley New York.
2. Jerry, Fitz Gerald and Alan, Dennis. (2009). Business Data Communications & Networking, 10th Edition, John Wiley & Sons.

**Reference Books**

1. Tanenbaum, A. S. (2004). Computer Networks, 5th Edition, Pearson Education.
2. David A. Stamper. (2003). Business Data Communications, 6th Edition, Addison Wesley.
3. Burke Richard J. (2008). Network Management: Concepts and Practice, 1st Edition, Pearson Education



*[Handwritten signature]*  
Assistant Professor  
Department of Management Studies  
Anna University, Chennai-600 025

## IT 402 DATA CENTRE MANAGEMENT

IT 402	DATA CENTRE MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	------------------------	----------	-----------	-----------

### Preamble: -

- The purpose of this course Data Centre Management is to explain the basics of the history of the data Centre, need for businesses and different designs are classified.

### Course outcome:

- To know the Effect of availability of resources in design, including power, connectivity and water.

### Unit I

**Total Hours: 06**

Basic Concepts: History of the data Centre, Critical services provided by Data Center, Role of Data Centers, Digital, and low carbon economy, Identifying the relevant industry bodies, associated standards and regulations.

### Unit II

**Total Hours: 06**

Site selection and environmental considerations: Standards recommendations. Effect of availability of resources in design, including power, connectivity and water, Geographical influences on the location of a data Centre, including air-quality and localized risks. Other site selection criteria, Future Influence on design.

### Unit III

**Total Hours: 06**

Architecture Design and Standards Recommendations: Align design and architecture. Business impact of decisions, Design from a TCO perspective over lifecycle. External Shell design. Space considerations. Structural Specifications, Applicable Standards – including fire resistance, fire suppression and security, etc. Codes & Regulations – including legislative requirements and voluntary initiatives. different types of data Centre design.

### Unit IV

**Total Hours: 06**

Raised Access Floor and Design: Best Practices, connecting the infrastructure with copper and fibre, history of the access floor & raised floor. Relevant standards and regulations. Floor loading. Design considerations with regard to flooring, Tiling and ramp standards in Datacentre and their roles in airflow management. Current Cabling standards and their importance. (12 Hours)

### Unit V

**Total Hours: 06**

Managing Social Media: Introduction, Social Dynamics of the Internet, Services of the Internet- Blogs-Social Networks, Technology of the Internet- Twitter-Rating-Tagging/folksonomies, Social issues-Media impact-Collaboration-Emergence of order, Social Networks in the Enterprise

### Text Books:

- Mauricio Arregoces & Maurizio Portolani, (2003). Data Center Fundamentals, 1st Edition,



*[Signature]*  
Professor  
Department of Information Technology  
Government College of Engineering, Bangalore

2. James Hannan, (2011). A Practical guide to data center operations management, volume 6, Auerbach Publishers.
3. Kevin Corbin, Ron Fuller, David Jansen, (2013). NX-OS and Cisco Nexus Switching: NextGeneration Data Center Architectures, 2nd Edition, Cisco Press.



  
Head of Department  
Department of Information Systems  
A Quality Standard School (AQS)

## 07-403 KNOWLEDGE MANAGEMENT

07-403	KNOWLEDGE MANAGEMENT	2L+1T:0P	3 credits	3Hrs/Week
--------	----------------------	----------	-----------	-----------

### Preamble:

- The proposed course tend to provide the students understanding of concepts and role of Knowledge Management in organizations & introduce key themes of organizational practices, techniques, and technology to realize more value from knowledge assets.

### Course outcome:

- To know the Role of Consultant in Knowledge Management and also to Knowledge Management Strategies

### Unit I

**Total Hours: 06**

Introduction : Overview of Knowledge Management: Data, Information and Knowledge; History of Knowledge Management, Demystifying and Importance of Knowledge Management, Information Management Vs Knowledge Management; Knowledge Management's Value Proposition, Users Vs Knowledge Workers, Role of Consultant in Knowledge Management

### Unit II

**Total Hours: 06**

Strategic Dimensions of KM: Knowledge Management Strategies, Strategic Drivers, Impact of Business Strategy on Knowledge Strategy, Porter's Five forces Model, Resource Strategy Model, Strategic Advantage, Knowledge Maps, Strategic Knowledge Resources, Balanced Scorecard and Knowledge Strategy

### Unit III

**Total Hours: 06**

Knowledge Management System: Knowledge Management Processes; Knowledge Management Systems: Types of Knowledge Systems. Knowledge Management Architecture, Knowledge Management System Implementation, Knowledge Discovery in Databases; Knowledge Management Infrastructure; Knowledge Management System Life Cycle (KMSLC), SDLC Vs KMSLC; Challenges and Barriers to Knowledge Management Systems, Drivers of Knowledge Management System

### Unit IV

**Total Hours: 06**

Tools & Techniques in KM: Knowledge Management Mechanisms & Technologies, Role of IT in KM, Knowledge Portals and Knowledge Management Tools, Communities and Collaborations, Intelligent Techniques in Building KMS, Data Mining In KM; Scope, Cost Efficiency and Reliability of Technologies to Support Knowledge work; Measurement Systems for KM, Knowledge Audit, Knowledge Divestiture, IP Protection, KM Certifications; Practices of Knowledge Management in Modern Global Organizations.

### Unit V

**Total Hours: 06**

Decision Support Systems: Introduction, Understanding DSS- MIS and DSS-Decision making- types of decisions, Analytics and Business Intelligence- BI techniques

### Text Book

- Anu Singh Lather, Anil K Saini and Sanjay Dhirga, (2011). Knowledge Management, Macmillan.
- Fernandes A.C. (2009). Knowledge Management, 1st Edition, Pearson Education.

### Reference Books



1. Natarajan G and Shekhar S. (2000), Knowledge Management: Enabling Business, Tata McGraw Hill.
2. Warier, Sudhir. (2009). Knowledge Management, 3rd Reprint, Vikas Pub. House.



*[Handwritten signature]*  
The Director, School of Management Studies (SSSUNIS)



**07 404 E- CUSTOMER RELATIONSHIP MANAGEMENT**

07 404	<b>E- CUSTOMER RELATIONSHIP MANAGEMENT</b>	2L:1T:0P	3 credits	3Hrs/Week
--------	--	----------	-----------	-----------

**Preamble:**

- The course aims to impart skills and knowledge needed to manage the Customer Relationship function so as to gain competitive advantage and it also helps the students to learn about the functionality of CRM.

**Course outcome:**

- To understand the CRM in your business strategy and also to CRM utility in India.

**Unit I**

**Total Hours: 06**

Introduction to CRM- Introduction to CRM, Consider CRM in your business strategy, Initial CRM Considerations, Preparing for Technical Implementation. The Customer Service/Sales Profile: customer Service /Sales Profile, Three levels of Sales and Services, Importance of the Organization and Business Process of the Organization. Shape of your customer Services and Sales Profile, CRM and your profile Tool for Capturing Customer Information.

**Unit II**

**Total Hours: 06**

Pre-Order, Point Of Order & Post Order Customer-Support Issues: Online Visibility via SearchEngines, Real time Access to Product Information, Inventory Integration, International Business, Shipping, and Order Tracking. Understanding Point of Order issues, ensuring a Smooth Ordering Process, Providing an Intuitive Site Navigation Scheme. Post Order Issue: Tracking Order, Managing Relationship Through Conflict.

**Unit III**

**Total Hours: 06**

Introduction to E-CRM, Technology Advancement, . it's Applications, The e-CRM Marketing in India, Major Trends. Global Scenario for e-CRM, CRM utility in India. Electronic Data Exchange EDI- Definitions & Applications, Standardization and EDI, EDI- Legal Security and Privacy Issues, Advantages & Limitations of EDI

**Unit IV**

**Total Hours: 06**

E-Advertising & Marketing: The new age of information-based Marketing. Emergence of internet as a competitive advertising media, Market Research, Weakness in Internet Advertising. e-Advertising & Marketing in India.

**Unit V**

**Total Hours: 06**

Electronic Commerce: Introduction, E-commerce Technology ,doing business over internet- networks- online payment technology- Mobile engines-direct selling- auctions electronic data interchange (EDI ), aggregators, E-business. commerce- ecommerce- portals.

1. ED Pezlen , (2005) ,Customer Relationship Management, 1st Edition, Pearson Ltd.
2. Alok Kumar Rai, (2011). Customer Relationship Management: Concepts and Cases, 2nd Edition, Prentice Hall of India.
3. Simon Knox, Adrian Payne, Stan Maklan, (2003). Customer Relationship Management, 1 st Edition, Routledge Inc.
4. Paul Goodey, (2013). Sales force CRM: The Definitive Admin Handbook, 2nd Edition



  
**Registrar**  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Sehore (M.P.)

# SPECIALIZATION – BANKING & INSURANCE ANAGEMENT

## 08 401 INSURANCE MANAGEMENT

08 401	INSURANCE MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	----------------------	----------	-----------	-----------

### Preamble:

- The course will focus primarily on those concepts, techniques and issues in the context of a person aspiring for a career in Insurance and Risk Management.

### Course outcome:

- To know the basics and nature of insurance and also to Understanding insurance customers

### UNIT-I

**Total Hours: 06**

The Concept of Insurance and its Evolution: The basics and nature of insurance , evolution and nature of insurance , how insurance operates today, different classes of insurance , importance of insurance , how insurance takes care of unexpected eventualities. The Business of Insurance: Management of risk by individuals , management of risk by insurers ,fixing of premiums , reinsurance and its importance for insurers ,role of insurance in economic development and social security , contribution of insurance to the society.

### UNIT-II

**Total Hours: 06**

Risk Management: Provides an understanding of risk management, different types of risks ,actual and consequential losses , management of risks , loss minimization techniques. Concept of Risk: Types of Risk, Managing Risk, Sources and Measurement of Risk, Risk Evaluation and Prediction. Application of Statistical Techniques in Risk Avoidance. Disaster Risk Management.

### UNIT-III

**Total Hours: 06**

Insurance Customers: Understanding insurance customers, different customer needs, importance of customers, customer mindsets, customer satisfaction, customer behavior at purchase point, customer behavior when claim occurs ,importance of ethical behavior. The Insurance Contract: Terms of an insurance contract , principles which form the foundation of insurance , significance of the principle of insurable interest , the principle of indemnity , the principle of subrogation ,the principle of contribution , disclosure of all relevant information , principle of utmost good faith , the relevance of proximate cause , the insurance contract.

### UNIT-IV

**Total Hours: 06**

Insurance Terminology: Common terms used in insurance , terms common to both life and non- life insurance , terms are specific to life and non - life insurance , how insurance terms are used. UNIT-

### UNIT- V

**Total Hours: 06**

Concept of Unit-linked policies : ULIP premium and its break-up ,Types of funds in ULIPS ,Traditional plans Vs ULIPS ,How ULIPS work, Top Up & NAV , Features of ULIPS , Revival of ULIPS, IRDA guidelines on ULIPS.

### Suggested Reading:

- Gupta, P.K. (2009). Insurance and Risk Management, 2nd Edition, Himalaya Publishing House.
- George, E. Rejda. (2005). Principles of Risk Management and Insurance, 9th Edition, Pearson Education.



Registrar  
Sri Satya Sai University of Education  
6 Medical Science School (M.S.S.)



## 10 402 PURCHASING AND MATERIALS MANAGEMENT

10 402	PURCHASING AND MATERIALS MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	-------------------------------------	----------	-----------	-----------

### Preamble:

- The key objective of this course is to acquaint the students with Decision-making for effective and efficient purchase, storage and flow of materials in manufacturing and service organization; cost-reduction techniques in Pre-Purchase, Purchase and Post Purchase systems

### Course outcome:

- To understand Production Planning and control Function and also to Procedures and Documentation in Production Planning and Control

### UNIT-I

Total Hours: 06

Role of Purchasing and Materials management-Objectives, Organization and Inter-relationships, Determination and Description of Material Quantity.

### UNIT-II

Total Hours: 06

Material Planning in Push and Pull system, MRP and JIT; Determination and Description of Material Quality-Receiving and Incoming Quality Inspection, Acceptance Sampling Plans, Vendor Process Capability;

### UNIT-III

Total Hours: 06

Cost Reduction Techniques-Standardization, Simplification & Variety Reduction Value Analysis and Engineering, Make or Buy Decision, Purchasing Research, Source of Supply, Price Determination and Negotiation, Vendor Rating, Selection and Development.

### UNIT-IV

Total Hours: 06

Legal Aspects of Purchasing, Public Purchasing and Tendering; International Purchasing Procedures and Documentation; Purchasing of Capital Equipment- Appraisal Methods, Evaluating Suppliers' Efficiency, Scores Layout, Classification and Codification.

### UNIT-V

Total Hours: 06

Material Logistics- Warehousing Management, Material Handling, Traffic and Transportation, Disposal of Scrap, Surplus and Obsolete Materials; Inventory Control of Spare Parts, Materials information System.

### SUGGESTED READING;

- Ansari A and Modares B. JJ Purchasing. Nnew York, Free Press.
- Billy P. etc. Purchasing Principles and Management. London, Pitman.
- Burn, David N. Proactive Procurement. Englewood cliffs, New Jersey, Prentice Hall Inc.,



Registrar  
Shaheed Suhrawardy University of Technology  
& Health Sciences Sector (SHUHS)

4. Dobler, d.W. etc. Purchasing and Materials Management. New York, McGraw Hill, .
5. Dutta, A.K. Integrated Materials Management, New Delhi, PHI,
6. Farrington B and Waters, Derek W. Managing Purchasing. London. Chapman & Hall.
7. Gopalakrishnan P and Sundershan M. Handbook of Materials Management. New Delhi, Prentice Hall of India.



  
Dr. Suresh K. University of Technology  
& Health Sciences Centre (U.P.)



## 10 403 WORLD CLASS MANUFACTURING

10 403	WORLD CLASS MANUFACTURING	2L:1T:0P	3 credits	3Hrs/Week
--------	---------------------------	----------	-----------	-----------

### Preamble:

- To acquaint the students with the world class manufacturing environment and optimized Production principles.

### Course outcome:

- To understand Manufacturing Management, Choice of Technology and Capacity.

### UNIT I

Total Hours: 06

World Class Manufacturing Environment; Imperatives for success - Technology, Systems approach and change in the mindset; Strategic decisions in, Manufacturing Management: Choice of Technology, Capacity.

### UNIT II

Total Hours: 06

Layout / Automation in Material handling systems; Implementation Problems/Indian experience; Optimized Production; Just - in - Time System; JIT Manufacturing System, JIT Pull system Chain Management/Bench Marketing;

### UNIT III

Total Hours: 06

QFD - Quality House, Failure Mode effect analysis, Fault - tree analysis, Concurrent Engineering Principles Taguchi quality loss function, and Robust Design concept, Designing products through 'Fuzzy' Logic, Quality Management Systems and ISO Standards;

### UNIT IV

Total Hours: 06

Total Productive Maintenance, Objective of TPM - Total System effectiveness, Role of IT in World Class Manufacturing, Flexible Manufacturing Systems (FMS), Six Sigma.

### UNIT V

Total Hours: 06

Growth of Urbanization and Problems of Transportation: Transport- Challenges and Limitations; Government Activities in Transportation; Load Planning; Transportation Modes and their Selection; Sequential Travel Demand Forecasting Models; Future Developments in Transportation; Motor Vehicle Act 1988 and its Impact on Urban Transport System; Emission Norms.

### Suggested Readings:

- Buffa, Elwood et. al. *Programmed learning at for Production and Operations Management - Illinois*, Learning System Co.
- Dervitsionis, Kostas N. *Operations Management*, McGraw Hill.
- Hughes, Chris, *Productions and Operations Management*, Pan Books.





4. Schonberger, Richard J., *Japanese Manufacturing Techniques*.
5. Dickey, J W., *Metropolitan Transportation Planning*, Tata McGraw Hill.



*[Handwritten signature]*  
Dr. J. W. Dickey  
Metropolitan Transportation Planning  
Tata McGraw Hill

## 10 404 PRODUCT DESIGN

10 404	PRODUCT DESIGN	2L:1T:0P	3 credits	3Hrs/Week
--------	----------------	----------	-----------	-----------

### Preamble:

- To understand the application of structured methods to develop a product.

### Course outcome:

- To understand the development Process, Generic Process- Adapting to product types. Evaluation and decay curve – cost expenditure curve.

### UNIT I

Total Hours: 06

Defining Product, Types of products. Product development – characteristics, duration and cost, challenges. Development Process: Generic Process- Adapting to product types. Evaluation – decay curve – cost expenditure curve.

### UNIT II

Total Hours: 06

Product Planning Process – Steps. Opportunity identification – breakdown structure- product development charter. Product Life Cycle. Technology Life Cycle - Understanding Customer Needs - Disruptive Technologies- Product Specification - Concept Generation – Activity- Steps-Techniques.

### UNIT III

Total Hours: 06

Concept Selection – Importance, Methodology, concept Screening, Concept Scoring, Concept Testing. Product Architecture- Definition, Modularity, implication, Establishment, Delayed Differentiation. Platform Planning.

### UNIT IV

Total Hours: 06

Industrial Design, Design for Manufacturing-Value Engineering-Ergonomics-Prototyping-Robust Design- Design for X-failure rate curve-product use testing-Collaborative Product development-Product development economics-scoring model- financial analysis.

### UNIT V

Total Hours: 06

Defining Intellectual Property and Patents, Patent Searches and Application, Patent Ownership and Transfer, Patent Infringement, New Developments and International Patent Law.

### TEXT BOOKS

- Karl T. Ulrich, Steven D. Eppinger, Anita Goyal Product Design and Development, Tata McGraw – Hill Fourth Edition, reprint 2009.
- Kenneth B.Kahn, New Product Planning, Sage, 2010.

### REFERENCES

- A.K. Chitale and R.C. Gupta, Product Design and Manufacturing, PHI, 2008.
- Deborah E. Bouchoux, Intellectual Property Rights, Delmar, Cengage Learning, 2005.
- Anil Mital, Anoop Desai, Anand Subramanian, Aashil Mital, Product Development, Elsevier, 2009.
- Anand Ganesan, Product Life Cycle Management, Tata McGraw Hill, 2006.



  
Registrar  
SA Saha Sir University of Technology  
& Medical Sciences Sehore (MSS)

5. Kerber, Ronald L., Laseter, Timothy M., Strategic Product Creation, Tata-McGraw Hill, 2007.



  
Registrar  
Sri Satek Sri University of Technology  
& Medical Sciences - Solapur (M.P.)

## SPECIALIZATION – HOTEL MANAGEMENT

### 12 401 FOOD SCIENCE, NUTRITION & DIETITICS MANAGEMENT

12 401	FOOD SCIENCE, NUTRITION & DIETITICS MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	--	----------	-----------	-----------

#### Preamble:

- The Objectives of nutrition & dietetics, Principles of Dietetics, Major Nutrients – characteristics, functions, digestion & metabolism and food sources.

#### Course outcome:

- To know the Psychological factors, determining food habits and also the Environmental & Behavioral factors influencing food.

#### UNIT-I

**Total Hours: 06**

Introduction to Nutrition & Dietetics - Food and health. Objectives of nutrition & dietetics. Principles of Dietetics. Major Nutrients – characteristics, functions, digestion & metabolism and food sources. Deficiencies & diseases.

#### UNIT-II

**Total Hours: 06**

Food Groups Cereals & Pulses Milk & milk products, milk borne diseases, pasteurization, boiling & preservation. Eggs, Meats, Poultry, Fish – cooking, preservation. Nuts & Dried Fruits, Sweets foods, sweetening agents. Fruits & Vegetables. Spices & Condiments - Water • Definition. • Dietary sources, functions of water. Role of water in maintaining health. Water balance.

#### UNIT-III

**Total Hours: 06**

Food Microbiology • Food Microbiology – introduction. • Food intake & food habits • Psychological factors, determining food habits. • Environmental & Behavioral factors influencing food acceptance. Food Processing • Definition. • Types of treatment • Effects of heat, acid, alkali on food constituents. Evaluation of Food • Definition. • Objectives, sensory assessment of food quality. • Introduction to proximate analysis of food constituents.

#### UNIT-IV

**Total Hours: 06**

Balanced Diet • Definition. • Importance of balanced diet. • RDA for nutrients – age, gender, physiological state. • Planning nutritionally balanced diets based on food groups.

#### UNIT-V

**Total Hours: 06**

Meal Planning • Definition. • Factors affecting meal planning. • Principles of meal planning. • Critical evaluation of meals – Hotels, Institutional & Industrial Catering. • Calculation of nutritive values of foods, food value.

#### Reference:



  
Registrar  
Sri Saiya Sai University of Technology  
& Medical Sciences Solapur (M.S.)

## 12 403 KITCHEN OPERATION MANAGEMENT

12 403	KITCHEN OPERATION MANAGEMENT	2Lect:0P	3 credits	3Hrs/Week
--------	------------------------------	----------	-----------	-----------

### Presumbe:

- The student's studies about this course are job description of various kitchen staffs.

### Course outcome:

- To know the Cooking by gas, Cooking by electricity and Fuel less cooking.

### UNIT I

Total Hours: 06

JOB DESCRIPTIONS OF VARIOUS KITCHEN STAFF - Executive chef, • Second chef / Sous chef • Chef garden manager / larder chef • Chef poissonnier / fish cook.

### UNIT II

Total Hours: 06

JOB DESCRIPTIONS OF VARIOUS KITCHEN STAFF - Butcher / bouchier • Salad maker / saladier • Roast cook / chef rôtisseur • Grill cook / chef gaillardia • Carver / trancheur.

### UNIT III

Total Hours: 06

JOB DESCRIPTIONS OF VARIOUS KITCHEN STAFF - Pastry chef / chef pâtissier • Baker / boulanger • Ice cream chef / glacier • Sauce cook / chef saucier • Soup cook / chef potage • Vegetable egg & noodle cook / cook entremetteur.

### UNIT IV

Total Hours: 06

JOB DESCRIPTIONS OF VARIOUS KITCHEN STAFF - Relief cook / chef tournant • Duty cook / chef de garde, Night duty chef / chef de nuit • Banquet chef / chef de banquets • Breakfast cook / chef de petit • Staff cook / chef communal

### UNIT V

Total Hours: 06

FUELS USED IN COOKING • Cooking by fire • Cooking by oil • Cooking by gas • Cooking by electricity • Fuel less cooking.

### Reference:

- Clinical Dietetics & nutrition – F.P.Anita
- Food Science Chemistry & Experimental foods – Dr. M. Swaminathan
- Normal & Therapeutic Nutrition – H. Robinson
- Microbiology – Anna K Joshi
- Principles of food science – Borgstrom&Macmillon.



Registrar  
SR Sree Sai University of Technology  
& Medical Sciences Sohore (M.P.)

## 12 404 HOSPITALITY: LAWS & REGULATIONS

12 404	HOSPITALITY: LAWS & REGULATIONS	2L+1T:0P	3 credits	3Hrs/Week
--------	---------------------------------	----------	-----------	-----------

### Preamble:

- This course studies about the Laws applicable to hotel and catering industry, Procurement of licenses and permits required to operate hotel restaurant and other catering establishments.

### Course outcome:

- To know about the Indian Contract Act - Definition and importance with various provisions. Factories Act 1944 and the working environment welfare health.

### UNIT I

**Total Hours: 06**

Introduction to Hotel Law - Laws applicable to hotel and catering industry. • Procurement of licenses and permits required to operate hotel restaurant and other catering establishments. • Criterion of fixation of taxes for various tariff structures applicable to hotels – luxury expenditure sales surcharge service tax etc.

### UNIT II

**Total Hours: 06**

Overview of Applicable Acts & Laws • The Indian Contract Act - Definition and importance with various provisions. • Factories Act 1944 – working environment welfare health and safety measures • Sale of Goods Act 1930 • The Companies Act 1956 • Indian Partnership Act 1932. • The standards of weight and measures Act 1956 • Prevention of food adulteration Act 1954 - Jurisdiction of inspectors. • The payment of Wages Act 1948 • The minimum Wages Act 1948 - Payment of Bonus Act 1965 • Employees Provident Fund and miscellaneous Payment of Gratuity Act 1972 • Workmen Compensation Act 1948. • Environment Protection Act. • Consumer Protection Act.

### UNIT III

**Total Hours: 06**

Hotel – Guest Relationship • Right to receive or refuse accommodation to a guest. • Guests' right to privacy. • Tenancy laws. • Duty to protect guest. • Employees and third party threats in restaurants and parking lots. Laws governing lost and found property • Hotel's liability regarding guest property unclaimed property loss of property. • Hotel defenses to liability claims. • Statutory limits on hotel's liability.

### UNIT IV

**Total Hours: 06**

Food Legislation • Hotel's liability regarding guest property unclaimed property loss of property. • Central State and local food laws. • Warranty. • Truth in menu and labeling laws. • Food adulteration. • Powers and duties of a Food Inspector. Liquor Legislation • Independent bar Operation. • Dispense Bar. • Satellite Bar. • Compound license. • Beer bars.

### UNIT V

**Total Hours: 06**

Taxation • Direct and Indirect Taxes • Registration • Payment of Taxes • Maintenance of books of accounts and documents • Submission of returns and statements -assessments under the provisions of the following: Indirect Taxes: Commercial/Sales Tax Act ( State) • Tax on Luxuries ( Hotels & Lodging Houses) Hotel Receipts Tax Act 1980 (Central), Profession Tax Act ( State) • Direct Taxes: The Indian Income -tax Act, 1961 (Special reference to deductions in newly set up hotel).

### References:

- Mercantile Law – ND Kapoor
- Mercantile Law – M. S. Ghoshal



  
Registrar  
SA Solapur for University of Technology  
& Health Sciences Solapur (U.T.S.)  
189



3. Principles of Business Law – Aswathapa K
4. Business Law – MC Kuchal
5. Bare aspects of respective legislation
6. Shops & Establishments Act.
7. Industrial Laws - P.L. Malik
8. Industrial Laws - Sanjeev Kumar
9. Labour Law Journals - Monthly
10. Current Labour Reporter - Monthly



  
Registrar  
SR Satej 201 University of Technology  
& Applied Sciences, Sehore (M.P.)

**SPECIALIZATION – DISASTER MANAGEMENT**  
**13 401 NATURAL AND MANMADE DISASTER**

13 401	NATURAL AND MANMADE DISASTER	2L:1T:0P	3 credits	3Hrs/Week
--------	------------------------------	----------	-----------	-----------

**Preamble:**

- This course is designed to appraise the participants about various disasters, their characteristics, causes and impacts. This course is responding to such events and draws a long term plan to minimize the impact of various disasters.

**Course outcome:**

- To know about the environment Pollution acts and also to green house effects.

**UNIT – I**

**Total Hours: 06**

Fire: Urban area fire; building construction and structural fire protection, electric hazard shock and protection; Aircraft fire: action required for rescue and fire fighting in aircraft and airports; forest fire, explosives, fire hazard and protection in special risk areas, coal fire.

**UNIT – II**

**Total Hours: 06**

Environment Pollution: Marine environment, environment degradation, land use changes in coastal zone, waves, tidal storms, erosion, habitat pollution, sediment discharge and control. Water and Air Pollution: Air quality, urban air pollution, pollutants, sources, ground water pollution sources & hazards of pollution.

**UNIT – III**

**Total Hours: 06**

Biodiversity Extinction and Deforestation: Biodiversity, species at risks, loss of biodiversity, management of species diversity, deforestation its causes & adverse effects. Green House Effects and Global Climate Changes: Greenhouse gases, effects, global warming & its effects, ozone depletion, changes in carbon-dioxide; impact on ecosystem.

**UNIT – IV**

**Total Hours: 06**

Mining and environment, land & environment degradation and management, mined land reclamation. Industrial Disasters : Manmade hazards, toxic chemicals, noise pollution, environment and ground water pollution and management, solid waste management.

**UNIT – V**

**Total Hours: 06**



  
 Registrar  
 Sri Satya Sai University of Technology  
 & Medical Sciences, Seclore (M.P.)

Epidemics: Health risks, chemicals, diseases, future diseases, medical aid, vulnerability analysis, preparedness, rehabilitation. War and Chemicals: Hazardous wastes, reactivity, toxicity, nuclear war, biological weapons, armed conflicts, land mines etc.

**Readings:**

1. World Institution Building Programme Centre for Institutional Material preparation and Development (2004), *Matters of Disaster Mitigation*, Papers 1-16.
2. *Disaster Prevention and Mitigation 1984* : UNDRP Publications, Geneva.
3. *World Disaster Report 1993*, International Federation of Red Cross.
4. Alexander, D. 1993, *Natural Disaster*. UCL Press Ltd., London.
5. Collins Larry R. and Scheind Thomas D. (2000). *Disaster Management and Preparedness*. Taylor and Francis, 2000.



Rektorat  
SA Sohra Sid University of Technol...  
& Health Sciences Sohra (M.P.)

## 13 402 RECONSTRUCTION AND REHABILITATION

13 402	RECONSTRUCTION AND REHABILITATION	2L:1T:0P	3 credits	3Hrs/Week
--------	-----------------------------------	----------	-----------	-----------

### Preamble:

- The objective of the course is to understand the challenges and issues which may be encountered in post event management / recovery/ rehabilitation, and will offer a number of strategies which can be used to resolve them successfully.

### Course outcome:

- To understand the Social and economic rehabilitation and also to Repair and retrofitting.

#### UNIT-1

Total Hours: 06

Recovery and reconstruction: Introduction, medium term and long term recovery aspects, community participation in defining objectives and their priorities,

#### UNIT-2

Total Hours: 06

Rehabilitation: Physical and social infrastructure: Relocation and reconstruction of housing, public buildings, roads, bridges, dams, archives and monuments.

#### UNIT-3

Total Hours: 06

Emergency services such as water supply, electricity, waste management, communication, capacity building for self-help construction,

#### UNIT-4

Total Hours: 06

Social and economic rehabilitation: Capacity building for reconstruction and rehabilitation, Skill enhancement for livelihood development, training and awareness programs, medical aid therapy and counseling, agricultural aids

#### UNIT-5

Total Hours: 06

Repair and retrofitting: Superficial repair, structural repair, structural strengthening of habitable spaces, public buildings, roads, bridges, dams, culverts etc.

### Readings:

- Sharma, Vinod K. Disaster management, NCDM, IIPA, New Delhi, 1994
- Mathur, G.C. Housing in Disaster prone areas, National Building Organization and U.N. Regional Centre. ESCAP, New Delhi, 1986
- Mishra, P.K. Transforming adversity into opportunity: experiences from Gujarat earthquake reconstruction program World congress on Natural disaster mitigation proceedings, February 2004.



  
Registrar

**LS 403 PREVENTIVE LAWS IN DISASTER MANAGEMENT**

LS 403	PREVENTIVE LAWS IN DISASTER MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	--	----------	-----------	-----------

**Preamble:**

- This course students are expected to know the role of the Union government, the State governments, local administration and local bodies in disaster management.

**Course outcome:**

- To know the Distribution of legislative and administrative powers between the Union and the States.

**UNIT-I**

**Total Hours: 06**

Role of the Union and the States in Disaster Management: Article 246 of the Constitution: Distribution of legislative and administrative powers between the Union and the States with special reference to following entries of Seventh Schedule, Union List: Entry Nos. 6, 7, 15, 22, 53, 54, 55 State List: Entry Nos. 1, 2, 5, 6, 25 Concurrent List: Entry Nos. 18, 19, 29, 36 Functions of designated ministries (MoH as the nodal agency)

**UNIT-II**

**Total Hours: 06**

Important statutes with provisions relevant to Disaster Management: Role of legislations in Disaster Management, Scope of Disaster Management Law with reference to Disaster Management Bill 2005, Disaster Management Laws in Bihar and Gujarat, Essential Services Maintenance Act, Environment Protection Act, 1986, including Hazardous Substances Rules, Explosives Act, 1872, Explosive Substances Act, 1908, Mines and Minerals (Regulation and Development) Act, 1957, Insecticides Act, 1968, Atomic Energy Act, 1962, Factories Act, 1948, WMD Bill, 2005.

**UNIT-III**

**Total Hours: 06**

Planning and disaster vulnerability: Planning Commission in Disaster Management, Part IX A : Local bodies (Municipalities and Panchayati Raj Institutions), Panchayats: Article 243 G read with Eleventh Schedule of the Constitution, Municipalities: Article 243 W read with 12th Schedule of the Constitution, Model Town and Country Manning Act, 1960.

**UNIT-IV**

**Total Hours: 06**

Local Administration and disaster risk reduction: Municipalities Legislations with reference to DMC Act, 1957, Power and functions of local administration.

**UNIT-V**

**Total Hours: 06**



  
**Registrar**  
 Sri Siddaganga Institute of Technology  
 & Medical Sciences Srirangapatna (M.P.)

Case studies: Building byelaws: Ahmedabad building collapses in 2001 Gujarat earthquake, Fire safety norms: Uphar Cinema and Tamilnadu School fire tragedies, Municipal services: Plague in Surat, Crowd Management: Satara Stampede, NOC for industrial undertakings: Bhopal Gas Tragedy.

**Readings:**

1. Muzhopadhyaya, A.K. 2005, Crisis and disaster management literature and aftermath". Newage International Publications, New Delhi.



  
Registrar  
The State Of University of Technology  
K. J. Somaiya Institute of Technical Education, Sohore (T. N.)



### 13 404 AGENCIES IN DISASTER MANAGEMENT

13 404	AGENCIES IN DISASTER MANAGEMENT	2L:1T:0P	3 credits	3Hrs/Week
--------	---------------------------------	----------	-----------	-----------

#### Preamble:

- This course, the student is expected to know different international, national and local agencies involved in disaster management and their specific mandate with emphasis on their operations in situation of disaster.

#### Course outcome:

- To understand the State and District Level Agencies and the Role and Responsibilities of DM in prevention.

#### UNIT-I

**Total Hours: 06**

International Agencies: United Nations and its specialized agencies like UNDP, FAO, WHO AEC (Atomic Energy Commission), United Nations Disaster Management Cell, New Delhi.

#### UNIT-II

**Total Hours: 06**

International Federation of Red Cross and Red Crescent Societies (IFRC) and National Red Cross/Red Crescent Societies.

#### UNIT-III

**Total Hours: 06**

National Agencies: Disaster Management Cell (Ministry of Home Affairs, Govt. of India), National Institute of Disaster Management, Indian Red Cross Society, Planning Commission, National Civil Defense Organization, Bharat Scouts and Guides, Military and Para-Military Forces; Corporate Bodies etc.

#### UNIT-IV

**Total Hours: 06**

State and District Level Agencies: Disaster Management cells at state level and District level, District Magistrate office, Role and Responsibilities of DM in prevention, preparedness, mitigation, relief and rehabilitation; local bodies and role of different functionaries.

#### UNIT-V

**Total Hours: 06**

Civil Society Agencies: NGOs, Religious and Cultural Organizations, Community based organizations, political parties and their affiliates, Philanthropic organizations, Recent case studies on the role played by various civil society organizations during disasters.

#### Readings:



*[Signature]*  
Coordinator  
of School of Management Studies  
University of Technology  
Kharagpur

1. Disaster Management in India – A Status Report. National Disaster Management Division, Ministry of Home Affairs, Govt. of India, 2004.



  
R. K. SINGH  
Off. Secy. (for University of Rajasthan  
& Medical Science School (M.S.S.))