

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

MASTER OF BUSINESS ADMINISTRATION (F – T)

(CHOICE BASED CREDIT SYSTEM)

2nd YEAR

III SEMESTER

COURSE CURRICULUM

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

**MBA (CBCS)-III SEM
MBA C 301 INTERNATIONAL BUSINESS**

Objectives: The objective of this course is to give an understanding of the effects of the multinational dimension on the business strategies and management of a MNC company. Business problems created by operating a business in more than one country will be examined in order to modify the business strategies of firms in foreign markets.

UNIT I: 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: International Business Theories: Introduction Mercantilism, Absolute Advantage Theory Comparative Cost Theory, Hecksher-Ohlin Theory. Instruments of Trade Policy - Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy.

UNIT III: 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: 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: 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.)

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MBA (CBCS)-III SEM MBA C 302 BUSINESS LEGISLATION

Unit I

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

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

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

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

Unit V

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. Akhileshwar Pathak: 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 Chand & Sons, 2009. .
6. S.N.Maheshwari & Maheshwari: Business Law and Regulation, Himalaya,.2008
7. Business Law, Seth, Pearson Education Asia

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**MBA (CBCS)-III SEM
MBA C 303 OPERATION RESEARCH**

Unit I:

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:

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:

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:

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:

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.

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 - Paneersevam – Prentice Hall of India
4. Operations Research – J. K. Sharma - McMillan
5. Operations Research – Hira and Gupta – S. Chand & Co.
6. Operations Research – V.K. Kapoor – Sultan Chand & Sons, New Delhi.

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III SEMESTER

COURSE CURRICULUM

**SPECIALIZATION – MARKETING MANAGEMENT
(GROUP -1)**

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

**MBA (CBCS)-III SEM
01301 - ADVERTISING MANAGEMENT**

Objective: The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.

Unit-I

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

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

Advertisement copy, Its components and types; The importance of creativity in advertising, creative strategy and process, implementation and evaluation.

Unit-IV

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

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).

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. Chunawalla, 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

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**MBA (CBCS)-III SEM
01302 – MARKETING OF SERVICES**

UNIT-I

Marketing Services - concept of service - characteristics of service - classification of service - causes of growth of the services sector - need for services marketing.

UNIT-II

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

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

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

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. Adrhian Payne, The Essence of Marketing, Prentice Hall of india (P) Ltd, New Delhi, 2001
2. Chistopher 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. Valare A Zeithmial & Mary joBitner, Services Marketing, Tata McGraw Hill Publishing Company, New Delhi, 2000

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**MBA (CBCS)-III SEM
01303 – MARKETING RESEARCH**

Objective: The course is designed to inculcate the analytical abilities and research skills among the students.

Unit-I

Marketing Research: Introduction, Management uses of marketing research, Problem Formulation & steps in decision Making Process.

Unit-II

Research Design: Introduction, Exploratory Research, Descriptive research, Causal/ Experimental Research Design, Relationship in between different types of designs.

Unit-III

Data Collection Methods, Primary & Secondary Data, Observation & Questionnaire Techniques, Analysis & interpretation of Data, Development of questionnaire.

Unit-IV

Sample Design, Sample Plan, Probability & Non- Probability Sampling, Sample Size, etc., Attitude Measurement through different types of scales.

Unit-V

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

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**MBA (CBCS)-III SEM
01304 – MARKETING OF NON-PROFIT ORGANISATION**

Objectives: The course aims at familiarizing the students with the application of the concept & need of marketing in Non-Profit organisation.

Unit – I

Introduction: Non Profit Organisation, Concept, Non Profit Organisation in India, types, problems. Characteristics, Need of Marketing of Non Profit Organisation.

Unit – II

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

Managing Marketing efforts: Understanding Consumer. Product, Product Mix, Product Mix decisions for Non-profit Organisation Pricing for Non Profit organisations.

Unit - IV

Market Segmentation for Non profit organisation, Target Marketing Promotion: Advertising, personal selling, sales promotion and Public Relations for Non profit Organisation.

Unit - V

Managing Human Resource: Attracting People, Analysing people, Recruitment, Members and membership criterion, 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

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III SEMESTER

COURSE CURRICULUM

**SPECIALIZATION – HUMAN RESOURCE MANAGEMENT
(GROUP - 2)**

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

**MBA (CBCS)-III SEM
02301 – HR PLANNING AND DEVELOPMENT**

OBJECTIVE: To help students understand Human Resource Development Process.

UNIT I

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

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

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

Training – conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria; Evolution 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

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 Udai 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.

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**MBA (CBCS)-III SEM
02302 – HUMAN RESOURCE DEVELOPMENT**

UNIT-I

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

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

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

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

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.

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.

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MBA (CBCS)-III SEM

02303 – MANPOWER DEVELOPMENT FOR TECHNOLOGICAL CHANGE

Objectives: Recent years have witnessed rapid technological changes affecting industry and business in different ways. This course aims to discuss the major aspects of technological change and the kind of human resource management strategies and steps which may equip the organization and its human resources to adequately cope with such changes.

Unit I

Manpower management, Manpower management in the 21st Century; Environmental context of human resource management, the emerging profile of human resources.

Unit II

Technology Change - Changing technology, Concept and process of technological innovation, Organizational implications of technological change, Transformation.

Unit III

Implications of Human resource, Human resource implications of technological change; Performance / potential evaluation in the context of new technology;

Unit IV

Manpower training and career development. Technology transfer with human face; New issues in manpower training and career development.

UNIT V

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. Gampbell, 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. Shittaker, D H. Managing Innovation. Cambridge University Press, Cambridge, 1990

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MBA (CBCS)-III SEM

02304 – LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS

Objectives: Understanding of the legal framework is important for the efficient decision making relating to man management and industrial relations. The course aims to provide an understanding; application and interpretation of the various Labour laws and their implications for industrial relations and Labour issues.

UNIT-I

INDUSTRIAL RELATIONS: Trade Union Act 1926, Industrial Employment Disciplinary Action (Standing orders 1946), Industrial Dispute Act 1947.

UNIT-II

WAGES AND SALARY: Payment of wages act 1936, Minimum wages act 1948, The Payment of Bonus Act 1965, Equal Remuneration Act 1976.

UNIT-III

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

WORKING CONDITIONS: Factory act 1948, The Delhi shops and establishment act 1954.

UNIT-V

RECRUITMENT AND TRAINING: The employment exchanges (compulsory notification of vacancy) act 1959, The apprentices act 1961.

Suggested Readings :

- 1 Ghaiye.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.

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III SEMESTER

COURSE CURRICULUM

**SPECIALIZATION – FINANCE MANAGEMENT
(GROUP - 3)**

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

**MBA (CBCS)-III SEM
03301 – SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

Objectives: - The main objective of this course is to help students to learn the concept of security analysis and portfolio management and their role in the overall financial system.

Unit-I

Investment Alternatives, Investment attributes, Investment vs. Speculation vs. Gambling, Primary and Secondary market and its operations, NSE and BSE, Buying and Selling shares, Stock market Indices. Corporate Debt Market and Money market. Risk and Return- Risk and Return of a single asset and portfolio, CAPM (Practical Problems)

Unit-II

Basic valuation model, valuation of Bonds/Debentures, YTM, Bond Duration. Valuation of Preference Shares, Valuation of Ordinary Shares. Other approaches to valuation of shares. (Practical Problems)

Unit-III

Fundamental Analysis- Macroeconomic Analysis, Industry Analysis, Company Analysis. Technical Analysis- Charting technique, Technical Indicators, Trading Rules. Efficient Market Hypothesis- Random Walk and search for theory, efficient market, weak form, semi strong form and strong form efficient market Hypothesis.

Unit-IV

Traditional and Modern portfolio management. Portfolio Risk and return, Portfolio Diversification, Optimal portfolio, CAPM- Basic assumptions, CML, SML. Arbitrage pricing theory. (Numerical Problems)

Unit-V

Specification of Investment objectives and constraints, Formulation of Portfolio strategy, Selection of securities, Portfolio execution, Portfolio Revision, Performance Evaluation- Sharpe, Treynor, Jensen and fgm measures.

Suggested readings:

1. Fischer & Jordan, Security Analysis and Portfolio Management, Prentice Hall India.
2. Punithavathy Pandian, 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.

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**MBA (CBCS)-III SEM
03302 – FINANCIAL MARKET & SERVICES**

Objective: The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets. The syllabus is structured in a way which provides adequate information about the roles of intermediaries and its regulating bodies. The course also provides information about the prevailing financial system in India.

UNIT- I

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

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

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

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

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.

Books for Reference:

- 1) Edminister R.D.Financial Institution ,Market and Management.
- 2) Verma, J.C.A Manual Of Merchant Banking
- 3) M.West Lake ,FactoringN.Vinayakan ,
- 4) A profile of Indian Capital Market

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. E. G. Benton, Financial Intermediaries An Introduction

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MBA (CBCS)-III SEM 03303 – MICRO FINANCE & DEVELOPMENT

OBJECTIVE: This course intends to develop the basic awareness of Microfinance and its various dimensions. It also attempts to provide exposure of the SHGs and Governmental support.

UNIT I

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

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

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

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

Participatory Rural Appraisal: Introduction, Participatory Assessment- Concepts and Pre-requisites, 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
5. Branch, Brian & Janette Klaehn. Striking the Balance in Microfinance: A Practical Guide to Mobilizing Savings. PACT Publications, Washington, 2002.
6. Dowla, Asif & Dipal Barua. 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, 2005

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**MBA (CBCS)-III SEM
03304 – CORPORATE FINANCE**

OBJECTIVES: To understand the concept of Business Finance and Finance Techniques. To gain experience in financial policies, strategies and practices towards efficient corporate financial accounting and management.

UNIT-I

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

Capital rationing – Sensitivity analysis – Mutually exclusive projects – Public utility accounts – Repairs and replacements – Banking company accounts – Insurance company accounts – Double accounts.

UNIT –III

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

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

Definition of projects – Projects appraisal – Financial Analysis, Technical Analysis, Social cost benefit analysis – Cost benefit analysis.

TEXT BOOKS:

1. S.C. Kuchal: CORPORATE FINANCE.
2. S.K. Stephen A. Ross, Corporate Finance, Mc Graw Hill/Irwin

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, Mc Graw Hill.

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III SEMESTER

COURSE CURRICULUM

**SPECIALIZATION – HOSPITAL MANAGEMENT
(GROUP - 4)**

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

MBA (CBCS)-III SEM 04301 – LEGAL & ETHICAL ISSUES FOR HOSPITAL

OBJECTIVES: The Hospital being a part of the larger socio political set up the student will be exposed to the legal and ethical issues pertaining to the Hospitals.

UNIT I

Establishment, Registration and Regulation of Health Care Organization: Registration and Regulation of Healthcare organization under Andhra Pradesh Private Medical Care Establishment Act 2002; Formation of Health care Organization under Partnerships and Corporate basis (private and public) and compliance with Medical Council of India Act.

UNIT II

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

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

Medico Legal Issues: Police Investigation – Giving evidence – Court deliberations organ transplantation – Euthanasia (mercy killing) – Diagnosis, prescriptions and administration of drugs – Post treatment services – Anesthesia, Surgery and sale of drugs.

UNIT V

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.

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.

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**MBA (CBCS)-III SEM
04302 – HEALTH EDUCATION & COMMUNICATION**

Objective: To study the process of the Communication for health Education and to give brief introduction about need of health education

UNIT I

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

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

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

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

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

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

MBA (CBCS)-III SEM

04303 – HOSPITAL SUPPORT SERVICES

OBJECTIVE: Understand the structure and functions of different departments of a hospitals and health care organizations. Developing skills in planning, building and managing hospitals and health care organizations. Application of the concepts & techniques of Modern Management in different health care units.

UNIT I INTRODUCTION

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 MANAGING ENGINEERING &UTILITY SERVICES

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- installation and commissioning-hospital equipment repair and maintenance quality control.

UNIT III HOSPITAL HAZARDS

General safety of the patients, fire safety, hospital hygiene, hospital acquiredinfection, 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-Kartar Singh Committee- Srivastava Committee

UNIT IV EVALUATION OF HOSPITAL & HEALTH SERVICES

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 MANAGING SERVICES IN CRISIS

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

REFERENCES

1. Arnold D. Kalcizony& Stephen M. Shortell, Health Care Management.
2. Carolyn SemplePiggot& 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

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

MBA (CBCS)-III SEM 04304 – MEDICAL WASTE MANAGEMENT

Objective: To understand about Health Care Waste, Legal guidelines on Waste Disposals, Coding different Wastes, Treatment and Disposal, Management issues, Maintenance of records and reports.

Outcome: Ensuring waste being recycled/disposed safely by proper guidelines.

UNIT I

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

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

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

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 - rotaclave system – hydroclave

UNIT V

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

TEXT BOOKS:

1. D.B. Acharya, Meeta Singh, The Book of Hospital Management, Minerva Press, 2003.
2. Mohd Faisal Khan, Hospital Waste Management: Principle and Guidelines, Kanishka Publishers, 2010.

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

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

MASTER OF BUSINESS ADMINISTRATION (F – T)

(CHOICE BASED CREDIT SYSTEM)

III SEMESTER

COURSE CURRICULUM

**SPECIALIZATION – INTERNATIONAL BUSINESS
MANAGEMENT
(GROUP - 5)**

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

MBA (CBCS)-III SEM 05301 – INTERNATIONAL LOGISTIC MANAGEMENT

Objective: The course is to introduce the evolution and basic concepts of Logistics Management. The course further deals with the focus towards international Marketing and its relation with logistics. It also deals with the international logistics and introduces various transportation modes their advantages. The inventory management and containerization also taught with the focus towards international logistics.

Outcome: The students should understand the various components of International Logistics management and be able to relate the importance of international marketing with the logistic functions. The students should be able to apply the knowledge in designing suitable marketing channel for international trade and to suitably design a packaging.

Unit – I

Overview Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsystem; The work of Logistics; Integrated Logistics; Barrier to Internal Integration.

Unit – II

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

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

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

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 Varshing, Publisher: Sultan Chand and Sons
3. Logistic Management and World Sea Borne Trade by MultiahKrishnaveni, Publisher: Himalaya Publication
4. Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India

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

**MBA (CBCS)-III SEM
05302 – EXPORT & IMPORT MANAGEMENT**

Objective: The course will focus on the various a foundation to participants who seek a career in International markets. The subject also deals with the international business practices, customs and policies and International issues such international shipping. It also focuses on International trade barriers and risk management.

Outcome: The goal is to prepare candidates to be ready to take up leadership positions in the export and import companies in India and abroad. Programs will help you to understand various flaws of marketing at an international level and concept of foreign exchange.

Unit I:

Export & Import – Introduction, Definitions. Evolution of Export & Import. Foreign Trade— Institutional Framework and Basics. Multinational Organizations & Structure, International Business Scenario.

Unit II:

Export-Import—Documentation and Steps, Export–Import Strategies and Practice, Export Marketing, Business Risk Management and Coverage, Export Incentive Schemes.

Unit III:

Logistics and Characteristics of Modes of Transportation, Characteristics of Shipping Industry, World Shipping, Containerization and Leasing Practices.

Unit IV:

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:

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) UshaKiran Rai, 'Export-Import and Logistics Management', PHI Learning Pvt. Ltd., 2007
- 3) Rama Gopal. C., 'Export Import Procedures - Documentation And Logistics', New Age International, 2007

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

MBA (CBCS)-III SEM 05303 – INTERNATIONAL BUSINESS LAWS

Objectives: To expose the students to the legal and regulatory framework and their implications concerning global business operations and to have a better understanding of the functioning and objectives of various world organizations.

UNIT I

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

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

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

Regulatory Framework and Taxation : Electronic Commerce – Cross Border Transactions – On-line Financial Transfers – Legal Safeguards – International Business Taxation – Tax Laws – Multilateral and Bilateral treaties – Sharing of Tax revenues.

UNIT V

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.

Text Books

1. Ray A. August, "International Business Law Text, Cases and Readings" (4th Edition) Amazon.com
2. Ray A. August, Don Mayer, Michael Bixby, "International Business Law and its Environment" (5th Edition)

Reference Books:

1. Daniels, John, Ernest W. Ogram and Lee H. Redebungh: International Business, Environments and operations.
2. Lew, Julton D.M and Clive Stand brook (eds), International Trade Law and Practice, Euromoney Publications, London.
3. Schmothoff C.R: Export Trade – The Law and Practice of International Trade.
4. Motiwal OP, Awasthi HIC: International Trade – the law and practice; Bhowmik and Company, New Delhi.
5. Kapoor ND: Commercial Law; Sultan Chand & Co., New Delhi.

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

**MBA (CBCS)-III SEM
05304 – GLOBAL BUSINESS ETHICS & CORPORATE GOVERNANCE**

Objectives: The course is to sensitize the students to issues pertaining to sustainable development and business ethics and enable development and business ethics and enable them to understand the implications of various statutory and policy guidelines concerning corporate governance for actual business decision making.

UNIT I

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

Ethical Dilemma – Ethical decision making – Ethical Reasoning – Benefits of managing ethics in work place – Organization Ethics Development System - Organizational Couture – Ethics Tools – Cdoe of ethics – Guidelines for developing code of ethics – Value based leadership.

UNIT III

Work ethics – work culture – Ethical theories – Ethical Values – Environmental ethics - Environmental Management - Environmental Management System - Environmental Laws - Consumer Protection.

UNIT IV

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 chaining times – Corporate Governance for Market capitalism.

UNIT V

Indian Ethos in Management – Principles – Approaches – Role of Gita – Karma Yoga – Wisdom Management – Quality of Work Life –Strategies for Work Life Balance.

Reference Books:

1. Chakraborty,S,K., Management by Values, Oxford University press
2. Balasubramanian,R., Corporate Governace, IIM Banagalore
3. Laura P. Hartman, Perspectives in Business Ethics, Tata McGraw Hill
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
7. O C F errell,John Paul Frederich, Linda Ferrell; Business Ethics –Ethical Decision Making & Cases,- Biztantra ,New Delhi.

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

MASTER OF BUSINESS ADMINISTRATION (F – T)

(CHOICE BASED CREDIT SYSTEM)

III SEMESTER

COURSE CURRICULUM

**SPECIALIZATION – INFORMATION TECHNOLOGY
MANAGEMENT
(GROUP - 7)**

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

**MBA (CBCS)-III SEM
07301 – DATABASE MANAGEMENT SYSTEM**

Objective: The course has been designed to introduce the students with the applications of systems designed to manage the data resources of organizations. It provides the students an opportunity to study the hands-on implementation of a database in corporate environment.

Unit I

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

Relational Database Design: Integrity Constraints; Functional Dependencies; Normalisation; Physical Database Design; Decomposition of Relation Schemes;

Unit III

Introduction to data mining & Data Warehousing; Knowledge Extraction through Data Mining.

Unit IV

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

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 Mc Graw Hill, 1996).
7. Navathe E - Fundamentals of Database Systems (Pearson Education, 3rd Ed.)

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

**MBA (CBCS)-III SEM
07302 – TECHNOLOGY INNOVATION & CHANGE**

Objectives: This course is designed to help students to understand the importance of managing technology, innovation and change at the firm's level and also at the national level. Course Contents

Unit I

Technology Management : Understanding Technology and its Relationship with Wealth of Nations and Firms Specific Knowledge; Technology Life Cycles, Technology Acquisition and Absorption;

Unit II

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

Innovations Management: Invention vs. Innovation; Innovation Strategies and Models; Concurrent Engineering; Process Innovation, Product Innovation, Innovation Management.

Unit IV

Creative and Lateral Thinking Management: Thinking, Creative Thinking, Problem Solving, Managing Lateral Thinking.

UNIT V

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, Permagon.

Reference Books

1. Tushman, Michael L and Philip Anderson (2004). Managing Strategic Innovation and Change, 2nd Edition, Oxford University Press.
2. Adair, 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.

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

**MBA (CBCS)-III SEM
07303 – SOFTWARE PROJECT MANAGEMENT**

Objectives: To acquaint the students with the software project management concepts, techniques and issues related to implementation.

UNIT 1.

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 2.

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 3.

Software Staff & Personnel Planning, Rayleigh Curve, Software Team Organization & Control Structure. Project Monitoring & Control Techniques.

UNIT 4.

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 5.

Risk Management: Software Risks, Reactive and Pro-active Risk Strategies, Risk Identification, Risk Projection, Risk Mitigation, Risk Monitoring and Management.

Text Books:

1. Roger. S. Pressman (2001). Software Engineering: A Practitioner's Approach. McGraw Hill, New Delhi, Fifth Edition.
2. Aggarwal, K. K. & Singh, Yogesh (2005). Software Engineering. New Age International.
3. Walker Royce (2001). Software Project Management: A Unified Framework. Pearson Education Asia, Singapore, First Edition.

Reference Books:

1. Bob Hughes and Mike Cotterell (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.
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.

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

MBA (CBCS)-III SEM 07304 – E-GOVERNANCE AND FRAMEWORK OF ICT

Objectives: -The objective of this subject is to prepare students in understanding the various initiatives taken by government for promoting E-Governance, E-governance models and IT Act.

Unit I

Overview of E-Government and E-Governance: Stages of E-Governance, National E-Governance Plan (NeGP), Mission Mode Projects and their implementation status, E-Governance Introduction to E-governance, Role of ICT in e-governance, Need, importance of E-governance, Categories of E-governance, Key Issues of E-Governance, Technology, Policies, Infrastructure, Training, Copyrights , Consulting Funds, E-governance Models, Model of Digital Governance, Wider Dissemination Model.

Unit II

E-governance Models: Critical Flow Model, Interactive-service model/Government to-Citizen to-Government Model (G2C2G), Major areas of E-governance Services, Public Grievances: Telephone, Ration card, transportation, Rural services Land Records, Police: FIR registration, Lost and found, Social services: Death, domicile, school certificates, Public information: employment, hospitals, railway, Agricultural sector: Fertilizers, Seeds, Utility payments Electricity, water, telephone, Commercial: income tax, custom duty, excise duty-Governance Infrastructure.

Unit III

Phases of e-government: “Brochure ware”, Interactive, and Transaction,, Five Stages of Electronic Government Development, Statutes affecting e-government development,, Human Infrastructural preparedness, Challenges for E-governance

Unit IV

Policies: National Telecom Reforms, National Telecom Policies NTPs, Regulations: Digital Divide and Digital Dividends, Development and rationale of regulation and, deregulation,

UNIT V

Role of Telecom Regulatory Agencies - Telecom Regulatory Authority of India (TRAI) & ITU, Information Technology Act (2000), Internet and E-commerce issues: privacy, security, domain names, etc., Wireless: frequency auctions, standards, competition.

Text Books

1. Vikram Raghavan, (2007). Communication Law in India-Legal Aspects of Telecom, Broadcasting, and Cable Services, 1st Edition, Lexis Nexis Butterworths.
2. D N Gupta, (2008). E Governance A Comprehensive Framework, 1st Edition, Jain Publications

Reference books

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.

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

MASTER OF BUSINESS ADMINISTRATION (F – T)

(CHOICE BASED CREDIT SYSTEM)

III SEMESTER

COURSE CURRICULUM

**SPECIALIZATION – BANKING & INSURANCE
MANAGEMENT
(GROUP - 8)**

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

MBA (CBCS)-III SEM 08301 – INDIAN BANKING & FINANCIAL SYSTEM

Objective: To enlighten the students with the Concepts and Practical dynamics of Indian Banking and Financial System.

Unit - I

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

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

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

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

Foreign Exchange Market : Meaning and structure - Regulatory authority in India • Players in Forex Market - Authorized dealers and Money changers.

Basic Text Book & References:

1. Bhole L M., Financial Markets and Institutions , Tata Mc Graw 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 Mc Graw 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

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

**MBA (CBCS)-III SEM
08302 – MONETARY & TREASURY MANAGEMENT**

Objective: To make students conversant with operational dimensions of monetary and treasury management practices in India.

Unit I:

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:

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:

Treasury Management: Objectives of Treasury, Structure and organization, Functions of a Treasurer, Responsibility of a Treasurer.

Unit IV:

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:

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 Willey & Sons, New Delhi
6. Vasanth 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

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

**MBA (CBCS)-III SEM
08303 – INTERNATIONAL BANKING & FOREX MANAGEMENT**

Objective: To enable the students familiarizing with functions and performance of international financial institutions and operational mechanism of foreign exchange market in India.

Unit I:

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:

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:

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:

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 Forex Dept, maintenance of foreign currency accounts.

Unit V:

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, New Delhi
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

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

**MBA (CBCS)-III SEM
08304 – CORPORATE BANKING**

Objective: To familiarize the students with the various services provided under head Corporate Banking with special reference to India.

Unit I:

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:

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:

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;

Corporate advisory services-Capital restructuring, Project advisory, private equity and Venture capital, loan syndication, etc.

Unit V:

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
2. Indian Institute of Banking & Finance, Corporate Banking, Mumbai
3. Avadhani, International Finance, Himalaya Publishing House, Mumbai
4. Madhu Vij, Multinational Financial Management, Excel Publications, New Delhi
5. Apte, PG, International Financial Management, Macmillan Publishers, Mumbai

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

MASTER OF BUSINESS ADMINISTRATION (F – T)

(CHOICE BASED CREDIT SYSTEM)

III SEMESTER

COURSE CURRICULUM

**SPECIALIZATION – PRODUCTION MANAGEMENT
(Group -10)**

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

**MBA (CBCS)-III SEM
10301 – MATERIALS MANAGEMENT**

UNIT I

Materials Management: An Overview; Objectives; Evolution; Strategies; Functions; Profit Making Potential; Costs.

UNIT II

Inventory Management: Stages; Selective Control; Demand Forecasting; Lead-time; Safety Stock; Fixed Quantity Reorder System;

UNIT III

Fixed Period Reorder System; MRP and JIT systems; Inventory Valuation – Along with the Problems on Inventory Valuation. Capital Equipment Purchases

UNIT IV

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

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 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.

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MBA (CBCS)-III SEM 10302 – SERVICE OPERATIONS MANAGEMENT

UNIT I

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

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

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

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

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.

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.

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**MBA (CBCS)-III SEM
10303 – INNOVATION AND R&D MANAGEMENT**

UNIT I

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

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

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

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.

UNIT V

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.Besterfiled, et at., R&D, Pearson Education Asia, 1999. (Indian Areprint 2002).
2. James R.Evans & William M.Lidsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002
3. Oakland.J.S. "Total Quality Management Butterworth – Hcinemann Ltd., Oxford. 1989.

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MBA (CBCS)-III SEM 10304 – TECHNOLOGY MANAGEMENT

UNIT I

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

Technology Planning and Strategy Tools, Technology Acquisition Technology Planning – Tools for Company Technology Analysis – Tools for industry Technology Analysis – Trajectories of Technology.

UNIT III

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

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

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

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.

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MASTER OF BUSINESS ADMINISTRATION (F – T)

(CHOICE BASED CREDIT SYSTEM)

III SEMESTER

COURSE CURRICULUM

SPECIALIZATION – HOTEL MANAGEMENT

(Group - 12)

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

**MBA (CBCS)-III SEM
12301 – FOOD PRODUCTION**

UNIT I

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

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

Personal grooming, hygiene & uniform - Do's and don'ts while working in the kitchen to understand the functioning of Food Production Dept.

UNIT IV

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

Classification of cooking factors - Classification according to function like – fats, raising agents, sweetening agents, egg, liquids/stock flavoring & seasoning, thickening To understand the methods of Preparation - Mis-en-place - Methods of mixing To understand the texture of cooked food products - Various textures -Faults and remedies

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**MBA (CBCS)-III SEM
12302 – COMMUNICATION FOR PROFESSIONALS**

Unit 1

Stress Management Meaning, purpose, techniques, **Basic concept of Recruitment and Selection**, Intent and purpose, selection procedure, types of interviews

Unit 2

Handling meetings, Types of meetings, Structuring a meeting: agenda and minutes, Conducting a

Unit 3

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 4

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

UNIT 5

Reservations - Feedback - Cancellation & Amendments - Identification of Vouchers - Manual Tabulation ; Ledger and Billing - Mechanical Ledger. Billing - Computerised Ledger, Billing - Tourism - International Hotel Regulations

Suggested Readings :

- Business Communication, Lesikar, Pettit (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

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MBA (CBCS)-III SEM

12303 – FOOD & BEVERAGE SERVICE MANAGEMENT AND CONTROL

Unit – 1

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 – 2

Buffet: Introduction, Types, Buffet Sectors, Equipment's Used, Factors, Space requirements & Checklist, Buffet Presentation, menu planning, staff requirement, Buffet Management. Function Catering: Introduction, Types of Function, Function Administration & Organization-

UNIT-3

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 – 4

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 (Bread- even analysis).

Unit – 4

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, 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-5

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

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MBA (CBCS)-III SEM

12304 – MARKETING FOR HOSPITALITY & TOURISM

Unit I

Introduction to Marketing

Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

Unit II

Marketing Environment, Consumer Markets and Consumer Buyer Behavior

Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behavior, Buying Decision Behavior, The Buyer Decision Process.

Unit III

Distribution Channels, Product Pricing and Services Strategy

Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

Unit IV

Public Relations, Sales Promotions and Integrated Marketing Communication

The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Unit V

INTRODUCTION TO CATERING MANAGEMENT Tools of Catering Management for the following organizational - Top Management - Middle management / Line Management - Operational Staff Management of Resources available to the Catering Manager Menu :- Planning - Designing - Analysis / Merchandising.

Suggested Readings:

1. Services Marketing – Ravishankar
2. Services Marketing – Zeital Valerire – A and Mary Jo Baiter Publisher: Mc Graw Hill Company
3. Service Marketing - Wood ruffe Helen Publisher Macmillan
4. Foundation and Practices Marketing of Services – Strategies for Success, Harsh V.
5. Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
6. Hospitality & Travel Marketing, Alastair M. Morrison
7. Strategic Hotel and Motel Marketing – Hart & Troy
8. Marketing for Hospitality Industry – Robert
9. Marketing Management in South Asian Perspective, Kotler, Philip, Kevin Keller, A. Koshy and M.Jha,- Pearson Education, New Delhi
10. Marketing – Kerin, Hartley, Berkowitz and Rudeliu, TMH, New Delhi
11. Marketing: Concepts and Cases – Etzel, Micael J, TMH, New Delhi