

SRI SATYA SAI UNIVERSITY OF
TECHNOLOGY AND MEDICAL SCIENCES,
SEHORE (M.P.)

MBA - IV SEM (CBCS)

W.e.f 2017-18

MASTER OF BUSINESS ADMINISTRATION
(F – T)

COURSE CURRICULUM

SESSION 2017 – 2018

SEMESTER – FOUR

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

SPIRITUALITY MANAGEMENT

MBA C 401

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

UNIT-I

Introduction -Definition ,Need ,Objectives, Nature, Scope, Basic concepts of Spirituality Management, Spirituality as Leadership, Pros and Cons of Spirituality in Management.

UNIT – II

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

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

Positive Psychology and De-attachment - Asakti (Attachment) and Anasakti (Non-Attachment) with References to Spirituals. Teaching of Spiritualism by Charu Talwar and Chanakya. The Bhagavad Gita's Teaching of Spirituality.

UNIT – V

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.
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.
3. Charu Talwar (November 2006) Punjab University, Chandigarh, India.
4. Bhagavad Gita
5. Benefiel, M. (2005). Soul at work: Spiritual leadership in organizations. New York: Seabury Books. [ISBN #1596270136]
6. Fry, L.W. (2005). Toward a paradigm of spiritual leadership. The Leadership Quarterly, 16(5), 619-722.

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

BUSINESS RESEARCH METHODS

MBA C 402

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

UNIT-I

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

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

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

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.

UNIT – V

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

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

ENTREPRENEURSHIP & PROJECT MANAGEMENT

MBA C 403

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

UNIT – I Entrepreneurship : need, scope , Entrepreneurial competencies & traits, Factors affecting entrepreneurial development, Entrepreneurial motivation (Mc Clelland'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. intrapreneur; Classification of entrepreneurs; Entrepreneurial Development Programmes- their relevance and achievements, Role of government in organizing such programmes, Women Entrepreneurs : Present status in India ; steps being taken for their promotion.

UNIT – II 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 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, Proforma of a Suggested Project Report for a manufacturing Organization

UNIT – IV Project Financing: project cost estimation & working capital requirements, sources of funds, capital budgeting, Risk & uncertainty in project evaluation , preparation of projected financial statements viz. Projected balance sheet, projected income statement, projected funds & cash flow statements, Preparation of detailed project report, Project finance.

UNIT – V 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 Voorthis, Entrepreneurship and Small Business Management.
2. Prasanna 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

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MASTER OF BUSINESS ADMINISTRATION
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COURSE CURRICULUM

SESSION 2017 – 2018

SEMESTER – FOUR

GROUP - 1

SPECIALIZATION – MARKETING

MANAGEMENT

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

MBA - IV Sem

SALES AND DISTRIBUTION MANAGEMENT

COURSE NO. 01-401

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

OBJECTIVES: The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

COURSE CONTENTS:

Unit – I 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 Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans; Motivating Sales Personnel.

Unit – III Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis.

Unit – IV 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 Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.

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. Dairymp, 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

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

INTERNATIONAL MARKETING

COURSE NO. 01-402

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

OBJECTIVES: The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.

COURSE CONTENTS:

UNIT-I 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 Constraints on International Marketing – Fiscal and Non-fiscal Barriers, Non-tariff Barriers; Trading Partners – Bilateral Trade Agreements, Commodity Agreements and GSP.

UNIT-III 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 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 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:

1. Bhattacharya, B. Export Marketing: Strategies for Success, New Delhi, Global Business Press, 1991.
2. Johri, Lalit M. International Marketing: Strategies for Success. University of Delhi, Faculty of Management Studies, 1980.
3. Keegan, Warren. Global Marketing Management. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995.
4. Onkvisit, Sak and Shaw. J.J. International Marketing; Analysis and Strategy. New Delhi, Prentice Hall of India, 1995.
5. Pripalomi, V.H. International Marketing. Prentice Hall.
6. Terpstra, Vern and Sarathy, R. International Marketing. Orlando, Dryden Press, 1991.
7. Walter, I and Murray, T. Handbook of International Business, New York, John Wiley, 1988.

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RURAL MARKETING

COURSE NO. 01-403

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives ➤ To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context. To familiarize with the special problems related to sales in rural markets, and to help understand the working of rural marketing institutions.

Unit - I

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.

Unit - II

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

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

Unit - IV

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

Unit - V

Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.

SUGGESTED READINGS:

1. Balaram Dogra & Karminder Ghuman, 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 Krishnamacharylu & Laitha Ramakrishna, - 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. Ruddar Dutt Sundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers, New Delhi

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RETAIL MARKETING

COURSE NO. 01-404

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives: The course enables students to appreciate the importance of retailing and distribution in the emerging market scenario, and equips them with the tools & techniques.

UNIT-I

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

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

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

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

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, J. Strategy planning in Logistics and Transportation
3. Cox, Roger and Paul Brittain Retail Management
4. Levy & Weitz Retailing Management
5. Kotter , Philip Marketing Management

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COURSE CURRICULUM

SESSION 2017 – 2018

SEMESTER – FOUR

GROUP - 2

SPECIALIZATION – HUMAN RESOURCE
MANAGEMENT

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

MANAGEMENT OF INDUSTRIAL RELATIONS

COURSE NO. 02-401

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

OBJECTIVES: Organizational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.

COURSE CONTENTS:

UNIT-I 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 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 - Worker's Participation in India, shop floor, Plant Level, Board Level- Workers' Welfare in Indian scenario- Collective bargaining concepts & Characteristics -Promoting peace.

UNIT-III 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 Participative management and Co-ownership; Productive Bargaining and Gain Sharing. Employment Structure -Social Partnership-Wider approaches to industrial relations- Labour Market.

UNIT-V Employee empowerment and Quality Management; Industrial Relations and Technological Change. Meaning, nature and scope of industrial disputes - Cases 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', 2nded. Homewood, Illinois, Richard D Irish, 1988
2. Mamkoottam, K, 'Trade Unionism, Myth and Reality', New Delhi, OxfordUniversity Press, 1982
3. Niland J R etc. 'The Future of Industrial Relations', New Delhi, Sage, 1994.4
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

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

HRM: TRAINING & DEVELOPMENT

COURSE NO. 02-402

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

OBJECTIVES : The purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

COURSE CONTENTS:

UNIT-I Training Process – an overview; Role, Responsibilities and Challenges to Training Managers.

UNIT-II Organization and Management of Training Function; Training Needs Assessment and Action Research.

UNIT-III Instructional Objectives and Lesson Planning; Learning Process; Training Climate and Pedagogy.

UNIT-IV Developing Training Modules; Training Methods and Techniques; Facilities Planning and Training Aids; Training Communication.

UNIT-V Training Evaluation; Training and Development in India.

SUGGESTED READINGS:

1. Beunet, 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'. 3rd ed. London, IPM, 1992
7. Senge, P., 'The Fifth Discipline: The Art and Practice of the Learning Organization'. London, Century, 1992

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

LABOR LEGISLATIONS

COURSE NO. 02-403

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Course Objectives:

To Provide conceptual framework of Industrial Relation. To make students aware with the Indian Labour legislation. To make students aware with the basic requirements and mandate of labour legislations.

Unit 1:

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

Unit2:

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 3

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 4

The Payment of Minimum wages act 1936. The Contract Labor (Abolition & regulative) Act. The ESI Act, 1948. The Trade unions act, 1926.

Unit 5

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:

1. Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalayan Publications, 15th Ed.)
2. Singh B.D. - Industrial Relations & Labour Laws (Excel, 1st Ed.)

Reference Books: 1. Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)

2. Venkata Ratnam – Industrial Relations (Oxford, 2006, 2nd Ed.)
3. Monappa Arun, Industrial Relations

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

COUNSELLING SKILLS FOR MANAGERS

COURSE NO. 02-404

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objective:

The objective of the course is to develop basic skills among students to interpedently handle a wide range of Employees Counseling and Performance Counseling.

UNIT 1

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 2

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 3

Counselor's Attitudes. Skills of Counseling. Counseling Strategies. Counseling Strategies. Counseling Therapies- Insight Oriented Therapy. Behavior Therapy and Group Theory.

UNIT 4

Communication and Persuasion. Communication Strategies and Reference Group and their Role in Understanding Client's Problem.

UNIT 5

Motivation and Inventive 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

1. Corner L S, Guide Hackney H- The Professional Counselor's Process to Helping
2. McLennan, Nigel - Counseling for Managers
3. Moursund J - The Process of Counseling and Theory
4. Flippo, Edwin B - Principles of Personnel Management
5. Janase - Interpersonal Skills in Business
6. Munra C A - Counseling- A Skills Approach
7. Lussiar - Human Relations in Organization
8. Corner L S et.el- The Professional Counselor Guide to Helping
9. Patterson – The counselling Process

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(F – T)

COURSE CURRICULUM

SESSION 2017 – 2018

SEMESTER – FOUR

GROUP - 3

SPECIALIZATION – FINANCE

MANAGEMENT

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

INTERNATIONAL FINANCE MANAGEMENT

COURSE NO. 03-401

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives: To introduce the environment of international finance and its implications on international business. To analyse the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting. To define and measure foreign exchange risks and to identify risk management strategies. To explore the sources of long term finance and design financial strategies. To integrate the global developments with the changing business environment in India.

Unit – 1 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 – 2 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 – 3 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 – 4: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 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 – 5 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 Vyuptakesh Sharan
3. International Financial Management by S.P. Srinivasan
4. International Finance by Mauric Levi, Keith P. (2013 Edition) Foreign Exchange,
5. International Finance, Risk Management by A.V. Rajwade Currency Exposures and Derivatives by A.V Rajwade

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

INCOME TAX MANAGEMENT

COURSE NO. 03-402

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives

To enable students:

- Understand the various direct and indirect taxes and their implications.
- Plan and compute the direct and indirect taxes.

UNIT- 1

Introduction to Direct Taxes: Income tax, Exempted income. Head of income, Salary, House property, Business & profession, capital gain & other sources.

UNIT-II

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

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

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

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 Ranina, Corporate Taxation, Orient Law House, Latest Edition
5. Paolo M Panteghini, Corporate Taxation in a dynamic world, Springer, Latest Edition
6. Lakhotia, R. N., Corporate Tax Planning
7. Pooter , Monroe & Steward, Tax Planning with Precedents

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

DERIVATIVES & RISK MANAGEMENT

COURSE NO. 03-403

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives:

To enable students • Understand the nuances involved in derivatives • Understand the basic operational mechanisms in derivatives

OUTCOME Possess good skills in hedging risks using derivatives

UNIT I 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 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 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 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 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

1. John.C.Hull, Options, Futures and other Derivative Securities', PHI Learning, 9th Edition, 2012
2. Keith Redhead, 'Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs',– PHI Learning, 2011.

REFERENCES

1. Stulz, Risk Management and Derivaties, Cengage Learning, 2nd Edition, 2011.
2. Varma, Derivaties and Risk Management, 2ndt Edition, 2011.
3. David Dubofsky – 'Option and Financial Futures – Valuation and Uses, McGraw Hill International Edition.
4. S.L.Gupta, Financial Derivaties- Theory, Concepts and Practice, Prentice Hall Of India, 2011. 5. Website of NSE, BSE.

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

ADVANCE FINANCIAL SERVICES

COURSE NO. 03-404

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

OBJECTIVES : To enable student

- Understand the modes of issuing securities
- Acquire financial evaluation technique of leasing and hire purchase OUTCOME
- Good knowledge on merchant banking activities

UNIT I 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 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, FIIs, etc. Off - Shore Issues. – Issue Marketing – Advertising Strategies – NRI Marketing – Post Issue Activities.

UNIT III OTHER FEE BASED SERVICES

Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds - Business Valuation.

UNIT IV FUND BASED FINANCIAL SERVICES

Leasing and Hire Purchasing – Basics of Leasing and Hire purchasing – Financial Evaluation.

UNIT V OTHER FUND BASED FINANCIAL SERVICES

Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – factoring and Forfaiting – Venture Capital.

TEXTBOOKS

1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 12th Edition, 2012
2. Nalini Prava Tripathy, 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. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.
4. Sasidharan, Financial Services and System, Tata McGraw Hill, New Delhi, 2nd Edition, 2011.

SRI SATYA SAI UNIVERSITY OF
TECHNOLOGY AND MEDICAL SCIENCES,
SEHORE (M.P.)

MBA - IV SEM (CBCS)

W.e.f 2017-18

MASTER OF BUSINESS ADMINISTRATION
(F – T)

COURSE CURRICULUM

SESSION 2017 – 2018

SEMESTER – FOUR

GROUP - 4

SPECIALIZATION – HOSPITAL

MANAGEMENT

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

HOSPITAL WASTE MANAGEMENT

COURSE NO. 04-401

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objective : The Objective of the Course is to familiarize the learner with the importance, techniques and the procedures involved in the management of Hospital Waste.

UNIT-1:

Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures.

UNIT-2:

Hospital Hazards Management: Meaning – Need – Principles – Purpose.

UNIT-3:

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-4:

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-5:

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:

1. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.
2. Salratore Dominick : Managerial Economics in Global Economy, Thomson, 2006.
3. Dean Joel : Managerial Economics, Prentice Hall India, Eastern Economy Edition, 2008
4. Dwivedi D.N : Managerial Economics, Vikas, 2009.

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

HEALTHCARE ECONOMICS

COURSE NO. 04-402

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objective : The course is intended to provide an indepth knowledge about the sources of funds and its effective utilization to achieve a better quality of health care services within a reasonable cost.

UNIT – 1

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 – 2

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 – 3

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 – 4

Public – Government’s role in different socio-economic systems, Budgets – Allocation of Medical field – central – state governments – structure – five year plans.

Unit – 5

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 :

1. Even J. Douglas : Managerial Economics – Theory, Practice and problems, Prentice Hall of India, Dufty N.F. Managerial Economics – Wesley Publishing House, New York, 2007
2. Stills E. Addison : Managerial Economics, Homewood, Illionois, Dersey Press Inc, 2008.
3. Spencer M.H. : Managerial Economics, Homewood, Illinois, Richard C. Irwin Inc, 2009
4. Verma J.C. : Managerial Economics – Concepts and Analysis for Business Decisions in Indian Environment, Lawrence Publishing House, New Delhi, 2006.
5. Varshey R.L. & Maheswari K.L : Managerial Economics, Sultan Chand & Sons Publishers, Thomas P.C. : Managerial Economics.2005.
6. Salratore Dominick : Managerial Economics in Global Economy, Thomson, 2006.
7. Dean Joel : Managerial Economics, Prentice Hall India, Eastern Economy Edition, 2008
8. Dwivedi D.N : Managerial Economics, Vikas, 2009.

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

HEALTH INSURANCE

COURSE NO. 04-403

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objective: The Student is expected to understand the nuances of Insurance and in particular the Health Insurance.

UNIT-1:

Introduction – Economics of Life and Health Insurance – Importance, Socio-political realities – Insurance Terminology.

UNIT-2:

Health Policy vis-à-vis Health Insurance Policies – Indian Scenario – Different Products – Demand and Scope – Limitation.

UNIT-3:

Administration of Health Insurance Schemes like CGHS & ESI and Social Security Measures. TPAs, Governing Mechanisms including IRDA.

UNIT-4:

Health Insurance Taxation – Four General Insurance Companies - Standardization and grading of Hospital Services – Role of Vigilance and Real-time information about the services.

UNIT-5:

Health Insurance Providers – Government and Private – Micro-insurance, The role and responsibilities of provider – insurer-patient and the regulatory agencies.

Reference Books

1. Gupta P.K, Insurance and Risk Management, Himalaya Publishing House, 2006.
2. My Collection of HI – Material and Books, 2007.
3. Insurance Exam – Material, 2006
4. American Books – Managed Care On History of Health Insurance – Origin – Development & Growth – 2007.
5. Insurance – Compendium – Given by Venugopal, 2005.

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

CLINICAL, DIAGNOSTIC & THERAPEUTIC SERVICES

COURSE NO. 04-404

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objective : The Objective of the Course is to expose the learner to the basic concepts of clinical, Diagnostic and Therapeutic services for an efficient and effective Administration of Hospitals.

UNIT-1:

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 – Pharmacopia (in patient and out patient)

UNIT-2:

Specialty-wise terminology – Pathology terms of Common Use – Clinical, diagnostic and therapeutic terms – Pediatric services – Dental – Psychiatric.

UNIT-3:

Casualty and Emergency – Neurology – Obstetric and Gynecology – Dermatology intensive care – Coronary care services.

UNIT-4:

Medical Records – Admission – Billing – Nursing Records – Diagnostic Records – Infection Control Records – Maintenance of Intensive Care Units Records.

UNIT-5:

Housekeeping Records – Food Records – Engineering Records – Maintenance Records – Security Records – Fatal Documents – Mortuary Maintenance Records – Transportation – Medico Legal Records.

Recommended Books:

1. Rajiv Mishra, Rachel Chaterjee, 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

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COURSE CURRICULUM

SESSION 2017 – 2018

SEMESTER – FOUR

GROUP - 5

SPECIALIZATION – INTERNATIONAL

BUSINESS MANAGEMENT

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

INTERNATIONAL TRADE OPERATIONS

COURSE NO. 05-401

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objective: The paper aims at acquainting the students with the theoretical foundations of international trade and enabling them to learn the pattern, structure and policy framework of India's foreign trade.

Unit I - 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 - 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 - 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 - 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 – 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.
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

Note: Latest edition of the readings may be used.

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

MNC'S: FINANCIAL MANAGEMENT

COURSE NO. 05-402

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

UNIT-I

Introduction: International Trade, Its Importance, Theories of International Trade- Theory Comparative Costs, Classical Theory, Absolute Advantage, Hecksher-Ohlin Theory, Free Trade V/S Protection- Barriers To Foreign Trade, Tariff And Non-Tariff Barriers.

UNIT-II

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

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

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

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 Mc Graw Hill.
3. A.K.Seth, "International Financial Management", Galgotia Publications.

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, AITBS Publication.
4. John Holland, "International Finance Management", Oxford, Blackwell Publication.
5. "Multinational Financial Management", Alan C. Shapiro / Hardcover / Published 1996.
6. "International Accounting and Multinational Enterprises", Lee H. Radebaugh, et al / Paperback /Published 1993.

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

TRADING BLOCKS & FOREIGN TRADE FRAME WORK

COURSE NO. 05-403

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Course Objectives: • To provide specialize knowledge in international trade • The main objective of this course is to familiarize the students with the international trade environment and the special decision variables underlying the discharge of different blocks function in a multinational corporation

Unit 1

India's foreign Trade policy: origin, meaning and importance, determinants of INDIAN FOREIGN TRADE POLICY (SALIENT FEATURES OF EXIM POLICY), Regional economic integration.

Unit 2

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 , sectoral analysis of India's foreign trade and India's trade basket, trade liberalization in transition economies.

Unit 3

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 4

Settlement of disputes under WTO, India's Trade relationship with major Trade Blocs in the world India's Trade agreements with various blocks.

Unit –5

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: Journals / Magazines

1. Francis Cherrunilam, International Trade and Export Management, Himalya Publications, 2009.
2. Bhagvati J (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

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

FOREX MANAGEMENT AND CURRENCY DERIVATIVES

COURSE NO. 05-404

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives – To enable the students to have an in-depth understanding of the principles and procedures relating to Forex markets and different types of currency derivatives and its operations.

UNIT-I The Foreign Exchange Market - Organisation – Spot Vs Forward Markets – Bid and Ask rates – Interbank Quotations – International Market Quotations – Cross Rates – Merchant Rates – FEDAI Regulations – Role of RBI

UNIT-II Exchange Rates - Exchange rate systems – Gold Standard – Bretton Woods – Fixed Vs Floating Exchange Rate systems – Determinants of Exchange Rates – Exchange Controls.

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 exposers.

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.

UNIT-V Currency Derivatives – Currency Forwards – Currency Futures – Currency Options – Exchange traded transactions – Financial Swaps – Forward Rate agreements – Interest Rate Options.

REFERENCES

1. Alan C Shapiro, MULTINATIONAL FINANCIAL MANAGEMENT, Prentice Hall, New Delhi
2. Francis Cherunilam, INTERNATIONAL ECONOMICS, Tata Mc Graw 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, Sultan Chand & Sons, New Delhi
5. Vijayabhaskar P and Mahapatra B., DERIVATIVES SIMPLIFIED, RESPOSE BOOKS, Sage Publications, New Delhi.

SRI SATYA SAI UNIVERSITY OF
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SEHORE (M.P.)

MBA - IV SEM (CBCS)
W.e.f 2017-18

MASTER OF BUSINESS ADMINISTRATION
(F – T)
COURSE CURRICULUM

SESSION 2017 – 2018

SEMESTER – FOUR
GROUP – 8

SPECIALIZATION – BANKING &
INSURANCE MANAGEMENT

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

INSURANCE MANAGEMENT

COURSE NO. 08-401

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives: 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.

UNIT-I 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 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 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 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 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:

1. Gupta. P.K. (2009). Insurance and Risk Management, 2nd Edition, Himalaya Publishing House.
2. George. E. Rejda. (2005). Principles of Risk Management and Insurance, 9th Edition, Pearson Education.
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

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

BANK MANAGEMENT

COURSE NO. 08-402

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives: Providing an in-depth analysis of the commercial banking in the liberalized Indian economy. Familiarizing the students with the regulating framework for banks in India. Equipping the students with the tools used in interpreting and evaluating performance, productivity and efficiency of the banking organisations. Equipping the students with the in depth knowledge of financial management in the banking organisations. Familiarizing the students with the new banking practices and processes

UNIT 1

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 2

Banking Regulations - Control of the Banking Sector by the RBI | CRR, SLR, CRAR and Income Recognition Norms, Provision for NPAs.

UNIT 3

Management of Banking Organisation - Loan Management, Investment Management, Liquidity Management. Profit and Growth Management. Asset Liability Management Using traditional GAP and Modern Techniques

UNIT 4

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 5

Technological Innovations and Opportunities for Banks. International Banking - Organisational 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 Mittal. (2009). Indian Financial System, 10th Edition, Sultan Chand & Sons.
5. Mehta, R.R.S. : Fundamental of Banking; Himalaya Publishing House Co., New Delhi.
6. Nigam, B.M.L. : Banking Law and Practive, Konark Publishers, Delhi.

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

BANKING FINANCIAL SERVICES MANAGEMENT

COURSE NO. 08-403

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

COURSE OBJECTIVES: • 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 OUTCOMES: • Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks

UNIT I 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 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 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 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 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.

TEXTBOOKS

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.

REFERENCE :

1. Peter S. Rose and Sylvia C. and Hudgins, "Bank Management and Financial Services", Tata McGraw Hill, New Delhi, 2012.

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

LEGAL ISSUES: BANKING & INSURANCE

COURSE NO. 08-404

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

UNIT-I

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

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 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

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

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:

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

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MASTER OF BUSINESS ADMINISTRATION
(F – T)

COURSE CURRICULUM

SESSION 2017 – 2018

SEMESTER – FOUR

GROUP - 7

SPECIALIZATION – INFORMATION
TECHNOLOGY
MANAGEMENT

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

NETWORK APPLICATION AND MANAGEMENT

COURSE NO. 07-401

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives: The course aims to combine the fundamental concepts of data communications and networking with emphasis on business applications.

Unit I

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

Introduction to routing: Introduction to Routing and Packet Forwarding, Static Routing, Introduction to Dynamic, Routing Protocols, Distance Vector Routing Protocols, 5 RIP Version 1, VLSM and CIDR, RIPv2 , The Routing Table, EIGRP, Link-State Routing Protocols, OSPF.

Unit III

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, PPP Concepts, Frame Relay, Network Security, ACLs, Teleworker, Services, IP Addressing Services, DHCP.

Unit IV

Network management applications: Configuration management, Fault management, Performance management, Event Correlation Techniques, Security Management, Report Management, Service Level Management.

Unit 5

Managing Information Systems in Organisations: Introduction, Managing in the Internet Era, Managing Information Systems in Organisation-the IT interaction model, Challenges for the manager-what information to build?-how much to spend on information systems?-what level of 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
4. Stallings, W. (2007). Data and Computer Communications, 10th Edition, Pearson Education,

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

DATA CENTRE MANAGEMENT

COURSE NO. 07-402

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives: - 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.

Unit I

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

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

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

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 5

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

1. Mauricio Arregoces & Maurizio Portolani, (2003). Data Center Fundamentals , 1st Edition, CISCO Press.
2. James Hannan, (2011). A Practical guide to data center operations management, volume 6, Auerbach Publishers.

Reference Books

1. Silvano Gai, Claudio DeSanti, (2009). I/O Consolidation in the Data Center, 1st Edition, Cisco Press;
2. Kevin Corbin, Ron Fuller, David Jansen, (2013). NX-OS and Cisco Nexus Switching: NextGeneration Data Center Architectures, 2nd Edition, Cisco Press.
3. Nash Darukhanawalla, Patrice Bellagamba, (2011). Interconnecting Data Centers Using VPLS, 1st Edition, Cisco.
4. Mickey Iqbal, (2010). IT Virtualization Best Practices: A Lean, Green Virtualized Data Center Approach, 1st Edition, MC Press.

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

KNOWLEDGE MANAGEMENT

COURSE NO. 07-403

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives: 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.

Unit I 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 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 Knowledge Management System: Knowledge Management Processes; Knowledge Management Systems: Types of Knowledge Systems, Knowledge Management Architecture, Knowledge Management System Implementation, Knowledge Discovery in Database; 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 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 5 *Decision Support Systems:* Introduction, Understanding DSS- MIS and DSS-Decision making-types of decisions, Analytics and Business Intelligence- BI techniques

Text Book

1. Anu Singh Lather, Anil K Saini and Sanjay Dhingra, (2011). Knowledge Management, Macmillan.
2. Fernandez 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.
3. Awad ME and Ghaziri, M.H, (2004), Knowledge Management, Pearson Education.
4. Joseph M. Firestone, Ph. D. and Mark W. (2003). Key Issues in the New Knowledge Management, Butterworth-Heinemann Title

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

E- CUSTOMER RELATIONSHIP MANAGEMENT

COURSE NO. 07-404

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objectives: 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.

Unit I 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 Pre-Order, Point Of Order & Post Order Customer-Support Issues: Online Visibility via Search Engines, 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 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 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 *Electronic Commerce:* Introduction, E-commerce Technology, doing business over internet- networks- electronic data interchange (EDI)-online payment technology- Mobile commerce- ecommerce-portals- search engines-direct selling- auctions- aggregators, E-business.

Text Books

1. Kristin Anderson and Carol Kerr, (2002), Customer Relationship Management, 1st Edition Tata McGraw-Hill.
2. Jeffrey Peel, (2002), Customer Relationship Management, 1st Edition, Digital press

Reference Books

1. ED Peelen , (2005) ,Customer Relationship Management, 1st Edition, Pearson Ltd.
2. Alok Kumar Rai, (2013). 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

SRI SATYA SAI UNIVERSITY OF
TECHNOLOGY AND MEDICAL SCIENCES,
SEHORE (M.P.)

MBA - IV SEM (CBCS)

W.e.f 2017-18

MASTER OF BUSINESS ADMINISTRATION
(F – T)

COURSE CURRICULUM

SESSION 2017 – 2018

SEMESTER – FOUR

GROUP - 10

SPECIALIZATION – PRODUCTION
MANAGEMENT

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

PRODUCTION PLANNING AND CONTROL

COURSE NO. 10-401

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

OBJECTIVE: To develop a broad conceptual framework based on the research which has done in the recent past and to bridge the gap between the theoretical solutions on one hand and the real world problems on the other in production planning and control.

UNIT-1

Production Planning and control Function: Production Planning and control Function; Material Requirement Planning

UNIT-2

Production Inventory system: Production-Inventory system; Forecasting for Inventory and Production Control;

UNIT-3

Aggregate Planning: Aggregate Planning; Job Shop Planning; Scheduling and Control; Just-in-Time Production;

UNIT-4

Line Balancing: Line Balancing; Planning for High Volume Standardized Products.

UNIT-5

Procedures and Documentation in Production Planning and Control: Procedures and Documentation in Production Planning and Control; Application of Computers; ERP.

SUGGESTED READING;

1. Burbidge, John L. Principles of Production Control. London, Danald and Evans, 1981.
2. Caubang, Ted C. Readings, on Production Planning and Control, Geneva, ILO.
3. Greene, James H. Production and Inventory Control Handbook, New York, McGraw Hill, 1987.
4. Mc Leavey, Dennis W and Narasimhan, S.L. Production and Inventory Control. Boston , Allyn and Bacon, 1985.
5. Peterson, R and Silver, E.A. Decisikon systems for Inventory-Management and Production Planning. New Youk John Wiley, 1979.
6. Vollmann, T.E. etc. Manufaturing Plannning and Control. Homewood. Lllinois. Richard D Irwin, 1988.

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

PURCHASING AND MATERIALS MANAGEMENT

COURSE NO. 10-402

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

OBJECTIVE: 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; Modern material planning and delivery systems like MRP and JIT and Material handling and logistics systems

UNIT-1

Role of Purchasing and Materials management-Objectives, Organization and Inter-relationships, Determination and Description of Material Quantity.

UNIT-2

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-3

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-4

Legal Aspects of Purchasing, Public Purchasing and Tendering: International Purchasing Procedures and Documentation; Purchasing of Capital Equipment- Appraisal Methods, Evaluating Suppliers' Efficiency, Stores Layout, Classification and Codification.

UNIT-5

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;

1. Ansari A and Modarress B. JI Purchasing. New York, Free Press,
2. Baily P. etc. Purchasing Principles and Management. London, Pitman,
3. Burt, David N. Proactive Procurement. Englewood cliffs, New Jersey, Prentice Hall Inc.,
4. Dobler, d.W. etc. Purchasing and Materials Management. New York, Mc Graw Hill, .
5. Dutta, A.K. Integrated Materials Management, New Delhi, PHI,
6. Farrington B and Waters, Derek W. Managing Purchasing. London, Chapman & Hall.
7. Gopalakrishanan P and Sundershan M. Handbook of Materials Management. New Delhi, Prentice Hill of India.

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

WORLD CLASS MANUFACTURING

COURSE NO. 10-403

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

Objective: *To acquaint the students with the world class manufacturing environment and optimized production principles.*

UNIT I

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

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

QFD - Quality House, Failure Mode effect analysis, Fault - tree analysis, Concurrent Engineering Principles Taguchis quality loss function, and Robust Design concept, Designing products through 'Fuzzy' Logic, Quality Management Systems and ISO Standards;

UNIT IV

Total Productive Maintenance, Objective of TPM - Total System effectiveness,. Role of IT in World Class Manufacturing, Flexible Manufacturing Systems (FMS), Six Sigma.

UNIT V

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:

1. Buffa, Elwood et. al, *Programmed learning at for Production and Operations Management - Illinois*, Learning System Co.
2. Dervitsiotis, Kostas N, *Operations Management*, McGraw Hill.
3. 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.
6. Gupta, M P., *Metropolitan Transportation System*, National.

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

PRODUCT DESIGN

COURSE NO. 10-404

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

OBJECTIVE: Understand the application of structured methods to develop a product.

UNIT I INTRODUCTION

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 PRODUCT PLANNING

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 PRODUCT CONCEPT

Concept Selection – Importance, Methodology, concept Screening, Concept Scoring. Concept Testing. Product Architecture- Definition, Modularity, implication, Establishment, Delayed Differentiation, Platform Planning.

UNIT IV INDUSTRIAL DESIGN AND DESIGN TOOLS

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 PATENTS

Defining Intellectual Property and Patents, Patent Searches and Application, Patent Ownership and Transfer, Patent Infringement, New Developments and International Patent Law.

TEXT BOOKS

1. Karl T. Ulrich, Steven D. Eppinger, Anita Goyal Product Design and Development, Tata McGraw – Hill, Fourth Edition, reprint 2009.
2. Kenneth B.Kahn, New Product Planning, Sage, 2010.

REFERENCES

1. A.K. Chitale and R.C. Gupta, Product Design and Manufacturing, PHI, 2008.
2. Deborah E. Bouchoux, Intellectual Property Rights, Delmar, Cengage Learning, 2005.
3. Anil Mital. Anoop Desai, Anand Subramanian, Aashi Mital, Product Development, Elsevier, 2009.
4. Michael Grieves, Product Life Cycle Management, Tata McGraw Hill , 2006.
5. Kerber, Ronald L, Laseter, Timothy M., Strategic Product Creation, Tata-McGraw Hill, 2007.

SRI SATYA SAI UNIVERSITY OF
TECHNOLOGY AND MEDICAL SCIENCES,
SEHORE (M.P.)

MBA - IV SEM (CBCS)

W.e.f 2017-18

MASTER OF BUSINESS ADMINISTRATION
(F – T)

COURSE CURRICULUM

SESSION 2017 – 2018

SEMESTER – FOUR

GROUP - 12

SPECIALIZATION – HOTEL
MANAGEMENT

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

FOOD SCIENCE, NUTRITION & DIETITICS MANAGEMENT

COURSE NO. 12-401

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

UNIT-I`

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

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

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 Balanced Diet • Definition. • Importance of balanced diet. • RDA for nutrients – age, gender, physiological state. • Planning nutritionally balanced diets based on food groups.

UNIT-V

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:

1. Clinical Dietetics & nutrition – F.P.Anita
2. Food Science Chemistry & Experimental foods – Dr. M. Swaminathan
3. Normal & Therapeutic Nutrition – H. Robinson
4. Microbiology – Anna K Joshna
5. Food & Nutrition - Dr. M. Swaminathan
6. Food Science – Sumathi Mudambi
7. Food Science – Potter & Hotchkiss
8. Principles of food science – Borgstrom & Macmillon.

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

FACILITIES DESIGN AND MANAGEMENT

COURSE NO. 12-402

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

UNIT I

Lodging Planning & Design • Development process. • Feasibility Studies. • Space planning. • Operational Criteria - Budgeting, Preliminary Scheduling, Site Selection, Site Design. • Hotel Design – Guest rooms, suites, lobbies & lounges, food & beverage outlets, function areas, recreational facilities, back of the house areas. • Life Cycle Costing.

UNIT II

Food Service Planning & Design • Concept Development • Feasibility study • Regulations & Laws • Layout planning – receiving, storage areas, kitchens, office spaces.

UNIT III

Building & Exterior Facilities • Ceiling, Exterior walls • Windows & doors • Structural frames, foundation elevation. • Storm water drainage systems • Utilities • Landscaping & open spaces. . • Parking Areas – parking lots, structural features, layout considerations, maintenance, parking garages, accessibility requisites and valet parking facility.

UNIT IV

Facility Systems • Water & Waste water systems – usage, quality of water, heating, water conservation & swimming pool. • Electrical Systems – Distribution Panels, wiring considerations, electronic equipment, AC & DC supply systems. • Heating, Ventilation & Air Conditioning Systems - Guest rooms HVAC systems, Centralized & decentralized systems, refrigeration cycle, building comfort factors. • Lighting Systems – sources, lighting system design, maintenance. • Safety & Security Systems – Importance of safety & security in hospitality industry, fire safety, fire prevention, fire drills, fire fighting systems & procedures, External and Internal audits, Risk & Security awareness. • Fuels – Types, Comparison and Cost effectiveness.

UNIT V

Energy Conservation & Management • Importance of conserving energy & concept of energy management • Energy Cost Control & building systems • Controlling energy costs – guestrooms, F & B production & service areas, public areas, etc.

Reference:

1. Hospitality Facilities Management & Design – David M Stipanuk & Harold Hoffman
2. How things work – The Universal Encyclopedia of machines – Vol 1 & 2.
3. Text Book of Hotel Maintenance – MS Swaminathan.

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

KITCHEN OPERATION MANAGEMENT

COURSE NO. 12-403

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

UNIT I

JOB DESCRIPTIONS OF VARIOUS KITCHEN STAFF - Executive chef, • Second chef / Sous chef • Chef garden manager / larder chef • Chef poissonnier / fish cook.

UNIT II

JOB DESCRIPTIONS OF VARIOUS KITCHEN STAFF - Butcher / bouchier • Salad maker / saladier • Roast cook / chef rôtisseur • Grill cook / chef grillardin • Carver / trancheur.

UNIT III

JOB DESCRIPTIONS OF VARIOUS KITCHEN STAFF - Pastry chef / chef pâtissier • Baker / boulanger • Ice cream chef / glacier • Souce cook / chef saucier • Soup cook / chef potage • Vegetable egg & noodle cook / cook entremet eu`r.

UNIT IV

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 petil • Staff cook / chef communar

UNIT V FUELS USED IN COOKING • Cooking by fire • Cooking by oil • Cooking by gas • Cooking by electricity • Fuel less cooking.

Reference:

1. Clinical Dietetics & nutrition – F.P.Anita
2. Food Science Chemistry & Experimental foods – Dr. M. Swaminathan
3. Normal & Therapeutic Nutrition – H. Robinson
4. Microbiology – Anna K Joshna
5. Principles of food science – Borgstrom & Macmillon.

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

HOSPITALITY: LAWS & REGULATIONS

COURSE NO. 12-404

Max. Marks (Ext. Exam):60

Min. Pass Marks: 24

UNIT I

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

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

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 restrooms 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

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

Taxation • Direct and Indirect Taxes • Registration • Payment of Taxes • Maintenance of books of accounts and documents • Submission of returns and statement -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).

Reference:

1. Mercantile Law – ND Kapoor
2. Mercantile Law – SP Iyengar
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
11. CLR Annual Digest - 1999 – 2005
12. Hotel & Tourism Laws – Dr. Jagmohan Negi.