

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

**MASTER OF BUSINESS ADMINISTRATION (F. T.)**

# **COURSE CURRICULUM**

**SEMESTER – THIRD**

**SESSION 2015 – 20116**

**Sri SatyaSai University of Technology and Medical Sciences, Sehare(M.P.)**

**BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**COURSE NO. MBA 301**

Max Marks (Ext. Exam): 70

Min. Pass Marks : 28

**OBJECTIVES:**

*The objective of this course is to develop a holistic perception of endeavor, significant from the point of view of the top executives. This also aimed to providing the students with consistent framework across strategic analysis, strategy formulation and strategy implementation.*

**COURSE CONTENTS:**

- UNIT-I Business Policy as a field of Study: General Management Point of View; Vision; Mission, Objectives and Policies; Basic concepts of strategic management: strategic management process – strategic management at the business level, functional level and corporate level
- UNIT-II Mission and business definition - Environmental Scanning- Analyzing industry and Competition - internal appraisal - concepts, techniques and cases. Environmental Analysis and Internal Analysis; SWOT Analysis;
- UNIT-III Tools and Techniques for Strategic Analysis; Impact Matrix; the Experience Curve; BCG Matrix; GEC Model; Strategy formulation- Types of strategies - Integration, intensive, diversification, and defensive strategies -
- UNIT-IV Industry Analysis; Concept of Value Chain; Strategic Profile of a Firm; Framework for Analyzing Competition; Competitive Advantage of a Firm.
- UNIT-V Strategy review, evaluation and control- Auditing - Using computers to evaluate strategies; strategy for entrepreneurial ventures and small business. Strategy for non-profit organizations.

**SUGGESTED READINGS:**

1. Ansoff, H Igor, Implanting Strategic Management Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984
2. Budhiraja; S B and Athereya, M B. Cases in Strategic Management New Delhi, Tata McGraw Hill, 1996
3. Christensen, C. R. etc. Business Policy; Text and Cases, 6<sup>th</sup> ed., Homewood Illinois, Richard D. Irwin, 1987
4. Glueck, Willam F. Strategic Management and Business Policy, 3<sup>rd</sup> ed New York, McGraw Hill, 1988
5. Hax, A C and Majluf, NS. Strategic Management Englewood Chiffs, New Jersey, Prentice Hall Inc. , 1984
6. Hamel, G and Prahalad, C. K. Competing for the Future Boston, Harvard Business School Press, 1994
7. Peters, Tom. Business School in a Box New York, Macmillan, 1995.
8. S. Lomesh & P.K. Mishra, Business Policy & Strategic Management, Vikas Pub. House.

**KNOWLEDGE MANAGEMENT AND INFORMATION SYSTEMS**

**COURSE NO. MBA302**

Max. Marks (Ext. Exam): 70

Min. Pass Marks : 28

**Objectives:**

*Understand the history, state-of-the-art and future of Knowledge Management System applications.*

*Use and evaluate Knowledge Management Systems to facilitate individual and group work. Develop a thorough review of Knowledge Management application type, both historical and speculative. 4. Learnt about the physical components needed for information system. Learnt to organize files and databases.*

UNIT - I	Definition - knowledge Management - intellectual capital - knowledge types - components of knowledge- tacit and explicit knowledge organizational learning & organizational memory –
UNIT-II	Objectives of knowledge management - drivers of knowledge management - aligning knowledge management and business strategy.
UNIT - III	Definition – Computer based user machine system – Integrated system – Need for a database – Utilization of models – Evolution – Subsystems – Organizational subsystems – Activities subsystems.
UNIT - IV	Operating elements – Physical components – Processing functions – Outputs – MIS support for decision making – Structured programmable decisions – Unstructured non-programmable decisions – MIS structure based on management activity and organizational functions – Synthesis of MIS structure
UNIT - V	SYSTEM SUPPORT: Data representation – Communication network – Distributed systems – Logical data concepts – Physical storage devices – File organizations – Data base organization – Transaction processing –

***SUGGESTED READINGS:***

1. Amrittiwana, 'The essential guide to knowledge management,' Pearson education-2001.
2. Ratnajagugula, 'Knowledge management', A new dawn- ICFAI-2002
3. Gordon B. Davis, Margrethe H. Olson, Management Information Systems: Conceptual foundations, Structure and development –2nd Edition – Tata-McGraw hill International Book Company, 2000

**BUSINESS ORGANIZATIONS AND CORPORATE SOCIAL  
RESPONSIBILITY**

Course No. MBA303

Max. Marks (Ext. Exam) : 70

Min. Pass Marks : 28

**Objectives:**

*The course is designed to develop the value system among the future managers and aimed at equipping the students with the importance of business ethics in business organizations.*

**Course Contents:**

- Unit – I Business Organizations, objectives, Formation & Functions of Business organization, Joint stock company – Types, promotion, incorporation, commencement of business, prospectus & issue of shares & debentures, share capital, Calls & forfeiture, borrowing powers, sources of finance and Limited Liability Partnership.
- Unit – II **Ethics and Organizations :** Business Ethics, Its meaning objectives and importance, Ethical Development & Challenges; The Rational Organization; Employee Obligations to the Organizations; Broader Ethical Issues in Society – Corruption and Bribery; Cheating the Share Holders and Stake Holders; String Operations.
- Unit – III **Managing Ethics :** Key Organizational Factors Associated with Ethics Compliance; Codes; Training Programmes; Committees; Laws Enforcing Ethical Conduct; Intellectual Property Rights; Designs; Patents; Trade Marks; Copyrights.
- Unit – IV **Corporate Social Responsibility :** Business and Ethical Responsibility; Changing Expectations of Social Responsibility; Managerial Ethics; The Faces of Social Responsibility; Concept of Corporate Social Responsibility (CSR); Ethics and Global Business.
- Unit – V **Indianism and Indian Management:**Core Concepts; Development; Indianism as Mantra of Infinity and Diversity; Ethical Problems; Moral Principles for a Manager.

**Suggested Readings:**

1. Murthy, C.S.V., Business Ethics, Himalaya Publishing House, 2006.
2. Velasquez, G. Manuel, Business Ethics, Pearson Education, 2006.
3. R.K. Sharma & Shashi K. Gupta, Business Organisation, Kalyani Publication, New Delhi.
4. Chhabra Ankur, A Text book of Business Organisation, Sun India Publication, New Delhi.
5. Mukti Mishra, Ronald D. Francis, Business Ethics, McGraw Hills, 2009.
6. A.B. Rao, Business Ethics, Excel Book, 2006.
7. Badi, R.V. & Badi N. V., Business Ethics, Vrinda Publication Pvt. Ltd., 2008.

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

**MASTER OF BUSINESS ADMINISTRATION (F – T)**

**COURSE CURRICULUM**

**SESSION 2015 – 2016**

**SEMESTER – THIRD**

**SPECIALIZATION - MARKETING**

**ADVERTISING MANAGEMENT**

**COURSE NO. MKT 02**

Max. Marks (Ext. Exam): 70  
Min. Pass Marks : 28

**OBJECTIVES:**

*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.*

**COURSE CONTENTS :**

- Unit – I** Advertising's Role in the Marketing Process; Legal Ethical and Social Aspects of Advertising; Process of Communication – Wilbur Schramm's Model, Two Step Flow of Communication.
- Unit – II** Theory of Cognitive Dissonance and Clues of Advertising Strategists: Stimulation of Primary and Selective Demand – Objective Setting and Market Positioning; Dagmar Approach – Determination of Target Audience.
- Unit – III** Building of Advertising Programme – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout; Campaign Planning; Media Planning; Budgeting.
- Unit – IV** Evaluation – Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organisation – Selection Compensation and Appraisal of an Agency; Electronic Media Buying. Advertising campaign
- Unit – V** Creative Strategy; Advertising appeals; Creative tactics and format; Creation process – Television and Print advertisements; Advertising research advertising V/s Consumer behaviour; Sales Promotion – Role of Creative Strategies.

**SUGGESTED READINGS:**

1. Aaker, David A. etc. Advertising Management, 4<sup>th</sup> ed. New Delhi, prentice Hall of India, 1985.
2. Beleh, George E. and Beleh, Michael A. Introduction to Advertising and Promotion 3<sup>rd</sup> ed. Chicago, Irwin, 1995.
3. Borden, William H. Advertising New York, John Wiley, 1981.
4. Hard, Norman the practice Oxford, Butterworth Heinemann, 1995
5. . Kleppner, Otto. Advertising procedure. New J Englewood Cliffs, New Jersey, Prentice Hall Inc., 1986
6. Ogilvy, David Ogilvy on Advertising London, Longman, 1983.
7. Sengupta, Subroto, Brand Positioning, Strategies for Competitive Advantages, New Delhi, Tata McGraw Hill, 1990.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

**MASTER OF BUSINESS ADMINISTRATION (F – T)**

**COURSE CURRICULUM**

**SESSION 2015 – 2016**

**SEMESTER – THIRD**

**HUMAN RESOURCE MANAGEMENT**

## **HUMAN RESOURCE PLANNING AND DEVELOPMENT**

**COURSE NO. HRM 03**

Max. Marks (Ext. Exam):70

Min. Pass Marks :28

### **OBJECTIVES:**

*The objective of this paper is to develop a conceptual as well as a practical understanding of Human Resource Planning, Deployment and Development in organizations.*

### **COURSE CONTENTS:**

- UNIT-I** Training perspective in HRD- Scope / objectives of Training & Development-Changing focus of Training tools- Training cycle Macro Level Manpower Planning and Labor Market Analysis; Organizational Human Resource Planning; Stock Taking.
- UNIT-II** Work Force Flow Mapping; Age and Grade Distribution Mapping; Models and Techniques of Manpower Demand and Supply Forecasting.
- UNIT-III** Behavioural Factors in Human Resource Planning – Wastage Analysis; Retention; Redeployment and Exit Strategies; Career Management and Career Planning. Concept definition and need for evaluation of training effectiveness -Principles of evaluation, strategies of evaluation
- UNIT-IV** Performance Planning; Potential Appraisal and Career Development; HRD Climate; Culture; QWL and Management of Change.
- UNIT-V** TQM and HRD Strategies; HRD in Strategic Organisations; Human Resource information System; Human Resource Valuation and Accounting.

### **SCHEME OF EXAMINATION:**

### **SUGGESTED READINGS:**

1. Arthur, M., 'Career Theory Handbook'. Englewood Cliff, Prentice Hall inc., 1991
2. Belkaoui, A R and Belkaoui, J M., 'Human Resource Valuation: A Guide to Strategies and Techniques', Greenwood, Quorum Books, 1995
3. Dale, B., 'Total Quality and Human Resources: An Executive Guide'. Oxford, Blackwell, 1992
4. Greenhaus, J H., 'Career Management', New York, Dryden, 1987
5. Kavanagh, M J etc., 'Human Resource Information System: Development and Applications'. Boston, PWS-Kent, 1993.
6. Mabey, C and Salama, G., 'Strategic Human Resource Management'. Oxford, Blackwell, 1995
7. Thomson, R and Mabey, C., 'Developing Human Resources'. Oxford, Butterworth-Heinemann, 1994



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

**MASTER OF BUSINESS ADMINISTRATION (F – T)**

**COURSE CURRICULUM**

**SESSION 2015 – 2016**

**SEMESTER – THIRD**

**SPECIALIZATION - FINANCE**

**SECURITY ANALYSIS AND INVESTMENT MANAGEMENT**

COURSE NO. FIN01

Max. Marks (Ext. Exam):70

Min. Pass Marks : 28

**OBJECTIVES:**

*The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and Investment Decision Making Process.*

**COURSE CONTENTS:**

- UNIT-I** Introduction to investments - Nature and scope of investment decision – investment planning & policy, investment process – Investment alternatives - Govt. Securities -Money market instruments - equity bonds- mutual funds model derivative instruments - futures - options - commodity futures, index futures - stock futures -hedge funds. Risk and return, Asset allocation and security selection. Impact of fiscal & monetary policy on investments, comparison of investment products.
- UNIT-II** Mechanics of Investing; Markets and Brokers; Investment Companies; Market Indices and Return; Operations of - mutual fund types – performance evaluation Indian stock market and Bond markets, new issue market – Book building process - listing - secondary market - online trading - dematerialization -Depository services - Mechanics of investing
- UNIT-III** Security Credit Ratings; Objectives of Security Analysis; Investment Alternatives; Valuation Theories of Fixed and Variable income Securities; The Return to Risk and the Investment Decision.
- UNIT-IV** Government Securities; Non-Security Forms of Investment; Real Estate Investment; Investment Instruments of the Money Market.
- UNIT-V** Stock Market Analysis – Fundamental and Technical Approach, Efficient Market Theory; Recent Developments in the Indian Stock Market.

**SUGGESTED READINGS :**

1. Amling, Frederic. Investment, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1983
2. Bhalla, V K Investment Management: Security Analysis and Portfolio Management., 8<sup>th</sup> ed. New Delhi, S Chand, 2001
3. Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management. 6<sup>th</sup> ed. New Delhi Prentice Hall of India, 1995
4. Fuller, Russell J. and Farrell, James L. Modern investment and Security Analysis. New York, McGraw Hill, 1993.
5. Haugen, Robert H. modern Investment Theory. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1987
6. Huang, Stanley S C and Randall, Maury R. Investment Analysis and Management. London, Allyn and Bacon, London, 1987
7. Sharpe, William F. etc Investment. New Delhi, Prentice Hall of India, 1997

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**MASTER OF BUSINESS ADMINISTRATION (F – T)**

**COURSE CURRICULUM**

**SESSION 2015 – 2016**

**SEMESTER – THIRD**

**SPECIALIZATION –HOSPITAL MANAGEMENT**

## **LEGAL AND ETHICAL ISSUES FOR HOSPITALS**

### **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.*

### **COURSE CONTENT**

- UNIT I Establishment, Registration and Regulation of Health Care Organization: Registration and Regulation of Healthcare organization under Andhra Pradesh Private Medical Care Establishment Act 2002; Formation of Health care Organization under Partnerships and Corporate basis (private and public) and compliance with Medical Council of India Act.
- 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 II Hospital Services and Law: Contractual obligations in Hospital Services – Requisites of a valid contract – Hospital as a ‘bailee’ – Physicians – Patient relations – duties towards patients by medical and Para-medical staff – medical ethics and code of conduct to be observed in rendering hospital services, MCI Guidelines, OATHS.
- UNIT IV Medico Legal Issues: Police Investigation – Giving evidence – Court deliberations organ transplantation – Euthanasia (mercy killing) – Diagnosis, prescriptions and administration of drugs – Post treatment serves – Anesthesia, Surgery and sale of drugs.
- UNIT V Liability of Hospitals: contractual liability – Award of damages and principles relating thereto, criminal liability and defenses available to hospitals and medical staff. Tortuous liability and vicarious liability. Legal remedies available to patients. Remedies under contract law, tort, criminal law and consumer protection act. CP Act, RTI.

References: 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.

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

**MASTER OF BUSINESS ADMINISTRATION (F. T.)**

# **COURSE CURRICULUM**

**SEMESTER – THIRD**

**SPECIALIZATION –RURAL MANAGEMENT**

**SESSION 2015 – 20116**

# **Sri SatyaSai University of Technology and Medical Sciences, Sehore(M.P.)**

**COURSE NORM 01**

Max. Marks (Ext. Exam): 70

Min. Pass Marks : 28

## **ENTREPRENEURSHIP AND RURAL MANAGEMENT**

### **COURSE CONTENT**

- UNIT –01 Concept of rural industrialization - Importance of rural industrialization for rural development. Rural industrial sectors - small scale - handloom - agro based industries.
- UNIT - 02 Gandhian approach to rural industrialization - appropriate technology for rural industries
- UNIT- 03 concept - characteristics - types of entrepreneurship – entrepreneurship and rural industrialization - development of rural entrepreneurship in India.growth centre strategy - advantages of the strategy – operational difficulties - rural industries and industrial estates
- UNIT - 04 policies and programmes for the development of rural industries - industrial policy – resolutions.Globalization and rural industrial promotion - imports and exports - strategies - policies implications
- UNIT - 05 problems of marketing - marketing strategy and information system for rural industries - consortium approach – exhibitions

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**MASTER OF BUSINESS ADMINISTRATION (F. T.)**

**COURSE CURRICULUM**

**SEMESTER – THIRD**

**HOTEL MANAGEMENT**

**SESSION 2015 – 20116**

**COURSE NOHTM01**

Max. Marks (Ext. Exam): 70  
Min. Pass Marks : 28

**FOOD PRODUCTION & BAKERY**

**COURSE CONTENT**

**UNIT - 01 IMPORTANCE OF KITCHEN KNOWLEDGE OF INDIAN REGIONAL STAPLE FOOD, INGREDIENTS AND SPICES. A STUDY OF VARIOUS REGIONAL CUISINES:**

Punjabi	- Bengali
Gujarati	- Maharashtra
Kashmiri	- Mughlai
South Indian	- Rajasthani
Goan	

**2- A STUDY OF INDIAN BREADS. BREAD ROLLS. A STUDY OF INDIAN SWEETMEATS. A STUDY OF INDIAN ACCOMPANIMENTS**  
Pickles, Chutneys, Murabbas, Papads etc.  
Mouth fresheners.

**3- COMPARATIVE STUDY OF TRADITIONAL AND MODERN INDIAN COOKERY. METHODS OF MIXING FOOD**

**4- PATISSERIE (BAKERY SCIENCE)  
BREAD DISEASES.  
BREAD VARIETIES.**

**5- FUNCTION OF INGREDIENTS IN CAKE MAKING.  
CAKE MAKING METHODS:**  
Sugar batter method. - Boiled method  
Flour batter method - Sugar water method.  
Blending method. - All in process.

**REFERENCE BOOKS**

1. Sudhir K. Shibal - The Ashok book of Favorite Indian recipes.
2. Madhur Jaffery's - Cook Book.
3. Chandan Padmanabhan - Daskhin Veg. Delicacies from South India.
4. J. Inder S. Kalra - Prasad Cooking.
5. Khalid Aziz - Indian Cooking.
6. Vimla Patil - Food Heritage of India.
7. Vimla Patil - Festival Cook Book.
8. Madhur Jaffery's - Flavours of India.
9. Joseph Amendola - Understanding Baking.



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**MASTER OF BUSINESS ADMINISTRATION (F. T.)**

**COURSE CURRICULUM**

**SEMESTER – THIRD**

**INFORMATION TECHNOLOGY**

**SESSION 2015 – 20116**

# **Sri SatyaSai University of Technology and Medical Sciences, Sehore(M.P.)**

**COURSE NOIT 01**

Max. Marks (Ext. Exam): 70

Min. Pass Marks : 28

## **DATABASE MANAGEMENT SYSTEM**

### **COURSE CONTENT**

UNIT-I	Introduction to Database; Organization 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;
Unit -III	Decomposition of Relation Schemes; 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. Beynon -Davies P- Database Systems (Palgrave, 2003)
2. Hoffer - Modern Database Management (Pearson Education, 6th edition)
3. Alexis and Leon - Database Management System (Vikas, 2003.)
4. Majumdar and Bhattacharya - Database Management System (Tata McGraw Hill, 1996). 5) Navathe E - Fundamentals of Database Systems (Pearson Education, 3rd Ed.)

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**MASTER OF BUSINESS ADMINISTRATION (F. T.)**

**COURSE CURRICULUM**

**SEMESTER – THIRD**

**BANKLING AND INSURANCE**

**SESSION 2015 – 20116**

**COURSE NOBIN 01**

Max. Marks (Ext. Exam): 70  
Min. Pass Marks : 28

**INDIAN BANKING SYSTEM**

**COURSE CONTENT**

- UNIT-I Overview of Indian financial system; Concept of financial intermediation. Organized financial system; Commercial Banks, Foreign Banks, Co-operative Banks, NonBanking financial intermediaries.
- UNIT-II Financial markets; Money market, capital market (Debt & Equity Markets), Role of RBI as a regulator: RBI Act, Monetary Policy objectives,
- UNIT-III Money supply and control of inflation, Interest rate policy and its implications, Branch licensing policy.
- UNIT-III Emerging trends in Banking; Financial sector reforms, Universal Banking, Micro Financing, Financial Planning and Wealth Management.
- UNIT-V Consolidation of Indian Banks, Trends of Bank assurance in India, Basell II and its impact on Indian Banking Sector.

**SUGGESTED READINGS:**

- 1) Mittal R.K., Saini A.K. &Dhingra Sanjay (2008) Emerging Trends in the Banking Sector, Macmillan
- 2) Gupta, SurajBhan, (2006) Monetary Economics, S. Chand & Company.
- 3) The ICFAI University (2005) Money and Banking.
- 4) Vasudevan A. (2003) Money and Banking, Academic Foundation New Delhi.
- 5) RBI Reports on money and banking (Monthly Bulletins, Report on Currency and Finance)

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

**MASTER OF BUSINESS ADMINISTRATION (F. T.)**

# **COURSE CURRICULUM**

**SEMESTER – THIRD**

**RETAIL MANAGEMENT**

**SESSION 2015 – 2016**

# **Sri SatyaSai University of Technology and Medical Sciences, Sehare(M.P.)**

**COURSE NORET 01**

Max. Marks (Ext. Exam): 70  
Min. Pass Marks : 28

## **RETAIL BRAND MANAGEMENT**

### **COURSE CONTENT**

- UNIT-I Introduction to Brands: Products v/s Retail Brands, Anatomy of a Brand, Overview of brand building process in Retail organization.
- UNIT-II The Growth of Retail Power and the Brand-building Challenge Investing in Store Brands Customers and Brands:
- UNIT-III Understanding Retail brands from the customer's perspective Brand Positioning Brand Identity: Brand Essence, Brand Personality, Brand Customer Relationships etc.
- UNIT-IV Articulating the Brand Identity: Logos, Mascots, Taglines, Packaging etc. Executing the Brand Identity through the 4P's
- UNIT-III Executing the Brand Identity through Promotion'Brand Extensions Brand Product Portfolio Brand Equity: Development and Measurement Managing the Brand Portfolio over time

### **SUGGESTED READINGS:**

1. Keller, K, Strategic Brand Management, Prentice Hall, New Jersey, 1998
2. Aaker, D A, Building Strong Brands, Free Press, 1996
3. Aaker, D A, Managing Brand Equity, Free Press, 1994
4. Kapferer, Jean Noel, Strategic Brand Management,
5. Kogan Page, 1997 Gilmore, F Brand Warriors, Harper Collins Business, 1998
6. PranK.Chaudhary(2001), Succesful Branding, Hyderabad: University Press Power of Retail Branding

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**MASTER OF BUSINESS ADMINISTRATION (F. T.)**

**COURSE CURRICULUM**

**SEMESTER – THIRD**

**PRODUCTION MANAGEMENT**

**SESSION 2015 – 20116**

# **Sri SatyaSai University of Technology and Medical Sciences, Sehare(M.P.)**

**COURSE NOPM 01**

Max. Marks (Ext. Exam): 70  
Min. Pass Marks : 28

## **MATERIALS MANAGEMENT**

### **COURSE CONTENT**

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; Fixed Period Reorder System; MRP and JIT systems; Inventory Valuation.
UNIT- III	Purchasing: Objectives; Types of Materials; Important Aspects; Procedures; Quality; Quantity, Time, Price and Source;
UNIT-IV	Standardization and Codification; Vendor development; Value Analysis; Make or Buy Decisions; Negotiations; Institutional, Government and International Buying;
UNIT-V	Capital Equipment Purchases. Warehousing and Transportation: Warehouse Location; Transportation; Receiving, Issuing and Store Keeping.

### **SUGGESTED READINGS:**

1. Materials Management, Gopalkrishna&Sudarsan, TMH
2. Materials Management-Procedures, Texts & Cases, A.K. Dutta, Pearson
3. Hand Book of Materials Management – Gopal Krishnan – PHI
4. Inventory Control and Management – Waters – Wiley
5. Procurement Principles & Mgt.– Bailey/Farmer/Crocker/Jessop– Pearson
6. Inventory Management – Principles and Practices –Narayan/Subramanian– Excel



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

**MASTER OF BUSINESS ADMINISTRATION (F. T.)**

**COURSE CURRICULUM**

**SEMESTER – THIRD**

**DISESTAR MANAGEMENT**

**SESSION 2015 – 20116**

**GENERATING AWARENESS ON DISASTER MANAGEMENT**

COURSE NO. DM-01

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

**Objective:**

After completion of this course students are expected to increase in value, awareness and significance of disaster management, various approaches, elements and tools of disaster management. They should appreciate the importance of policy in disaster management.

UNIT-I	Disaster Management: Meaning, Approaches and Scope, Elements of disaster management
UNIT-II	Disaster Management Policy: Significance of disaster management policy, Principles of disaster management policy, Policy options and approaches in disaster management, Essential components of disaster management policy, Formulation and execution of disaster management policy, Command and coordination in disaster management.
UNIT- III	Principles and Practice of disaster response operations and management, Disaster Planning, Public Administration/Policy and Emergency Management, Incident Command Centre, Training Need Analysis and Human Resource Development Plan, Corporate/public agency coordination, The human element in preparedness planning , Current trends in disaster preparedness.
UNIT- IV	Insurance Policies for Disaster Management: Evaluation of risk funding and risk transfer policies; catastrophe insurance pool; Reserve funds and contingent credit policies; Role of Government and market participants; Insurance policy design; Fiscal cost of relief and reconstruction; Grants and low interest loan for reconstruction; Case Studies and review of Disaster insurance models
UNIT-V	Hazard monitoring, Tracking and modeling, Early warning systems, Warning protocols, India Disaster Resource Network, Environmental Hazards, Public health aspects of disaster management and emergency services systems, Urban hazards and disasters: an introduction to disaster planning, Fire services preparedness, Emergency Sanitation/Shelter environments.

**References:**

1. H.K. Gupta (2003) Disaster management
2. Goel S.L. and Kumar Ram, Disaster Management, Deep and Deep Publications

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**MASTER OF BUSINESS ADMINISTRATION (F. T.)**

## **COURSE CURRICULUM**

**SEMESTER – THIRD**

**TOURISM AND TRAVELLING MANAGEMENT**

**SESSION 2015 – 20116**

**STRATEGIC AND QUALITY MANAGEMENT IN TURISM**

COURSE NO. TTM- 01

Max. Marks (Ext. Exam):70

Min. Pass Marks: 28

UNIT- I	Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.
UNIT- II	Laws relating to accommodation, travels agencies land tour operation sector, Lawland regulations related to airlines and airways, laws related to surface transport.
UNIT-III	Concept of Product in Tourism and special issues related to marketing of Tourismproducts. Principle Middlemen relationship in Tourism and their respective role in marketing various tourism products. Components of marketing mix with special reference to Tourism. Promotional Techniques.
UNIT- IV	Linkage in Tourism Marketing: Linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments. Market segmentation & product positioning.Role of Public Sector Tourism Institutions in Tourism marketing.
UNIT- V	Communication mix: Component of communication mix: Communication- mix in Tourism & Travel marketing. Public relations: significance of PR, Methods and Techniques of PR: Advertising Decisions: Meaning and Advertising process, role of advertising in Tourism, Advertising objectives and budgets. Media alternatives and Media selection, and measurement of advertising effectiveness. Personal selling: meaning and its role in tourism promotion.

References:

1. Dynamics & Tourism by Rattan Deep Singh
2. Marketing Management by Phillip Kotler
3. Tourism Marketing by S.M. Jha
4. Tourism marketing by Victor Middleton.

**MASTER OF BUSINESS ADMINISTRATION (F. T.)**

**COURSE CURRICULUM**

**SEMESTER – THIRD  
HEALTHCARE MANAGEMENT  
(MANAGEMENT OF HEALTHCARE SERVICES)**

**SESSION 2015 – 2016**

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

## Management of Healthcare Services

COURSE NO. HCM 04

Max. Marks (Ext. Exam) : 70  
Min. Pass Marks : 28

### Unit I

**Health and Disease:** Concept, Definitions & Dimensions of health, Wellbeing, Determinants of health, Evolution of medicine, Public Health, Health indicators, Health service philosophies, Disease & causation, Natural history of disease, Disease control & prevention, Changing patterns of disease, Disease classification and International Health (WHO, WB, UN).

### Unit II

**Public and Private Health Care Services in India:** Evolution of public health systems in India (ancient, colonial & post independence), Health Planning in India (Committees, Planning commission, Five year plans, National Health Policies), Public health systems in India (Center, State, District & Village level), Rural development, Corporate philosophy, Evolution and organization of private health systems in India and Current trends in private health care in India.

### Unit III

**Global Health Service Systems:** Introduction to the global health scenario, Health System Models: Full State provision and funding model, NHS Model, Social health insurance model.

### Unit IV

**Population Health:** Introduction to population studies, Issues of Indian society & culture, Nuptiality & Fertility, Reproductive health, Population and Development (policies, programs & evaluation), introduction to epidemiology (concept, terms, aims & uses), epidemiological methods, Epidemiology of communicable diseases (chicken pox, measles, diphtheria, TB, polio & HIV/AIDS) and Epidemiology of Non communicable diseases (CHD, Cancer, Diabetes & Obesity).

### Unit V

**Contemporary Issues in Health Services Management:** Medical technology, Health care work force, Learning management, Intersectoral collaboration, Risk Management, Equity in health care and Innovating for the future

### References:

1. Park K: 2005. Text Book of Preventive and Social Medicine. Banarsidas Bhanot Publishers: Jabalpur. 18<sup>th</sup> Ed.
2. Beaglehole R & Bonita R. 1997. Public Health at the Crossroads: Achievements and Prospects. Cambridge University Press: United Kingdom
3. Gupta M C, Chen L C & Krishnan T N. 1996. Health Poverty and Development in India. Oxford University Press: Bombay
4. White K. 2006. The Sage Dictionary of Health and Society. Sage Publications: New Delhi
5. Kumar R. 1998. Medicine and the Raj: British Medical Policy in India (1835-1911). Sage Publications: New Delhi