***SANT LONGOWAL INSTITUTE OF ENGINEERING. & TECHNOLOGY,***
***(Deemed to be University)***
***LONGOWAL, DISTT. SANGRUR***
***DEPARTMENT OF M&H***

**Dated 30-05-2018**

**MINUTES OF MEETING OF BOS FOR UG AND PG PROGRAMME**
**(MANAGEMENT & HUMANITIES DEPARTMENT )**

A meeting of the Board of Studies (BOS) was held on 30.05.2018 in the Department of Management & Humanities for Curriculum Revision of B.E. and M.B.A Programmes of M&H Department as per Guidelines of AICTE to be implemented from Academic session 2018-19.

Following members of the BOS took active participation in the same:

| | | |
|---|---|---|
| 1. | Dr. Parveen Kaur Khanna, Professor & Head | Chairperson |
| 2. | Dr. JapPreet Kaur Bhangu, Professor | Member |
| 3. | Dr. Pardeep Kumar Jain, Professor | Member |
| 4. | Dr. Mahesh Kumar Arora, Professor | Member |
| 5. | Dr. Pawan Kumar Dhiman, Professor | Member |
| 6. | Dr. Sanjeev Bansal, Professor | Member |
| 7. | Dr. Sanjeev Kumar Garg, Associate Professor | Member |
| 8. | Dr. Mandeep Ghai, Assistant Professor | Member |
| 9. | Dr. Nagender Kumar, Professor & Head Department | External Expert |
| 10. | Dr. Vikas Choudhary , Professor | External Expert |
| 11. | Mr. Kuldeep Jain, Chief Executive,Arihant Spinning Mils | External Expert |
| 12. | Mr. Anil Kumar,Executive Director,Shreyans Paper Mills | External Expert |

Following member could not attend the meeting:
Mr. Suneet Jindal, Assistant Manager, CIPLA, Mansa.

During the sessions, the course curriculum of B.E., M.Tech. and MBA programme (M&H) as per AICTE model curriculum guidelines was discussed at length and the recommendations of the committee are as follows:

1. To encourage the innovation and research in the field of Management & Humanities new courses have been recommended.

2. The qualification for admission to MBA programme has been recommended for change – 'Annexure-A'.

3. Regularization of the study scheme for MBA'2012 has been enclosed as 'Annexure-B.'

4. The schemes for B.E (Compulsory & Open Elective), M.Tech. and M.B.A. programme (M&H) have been prepared -Annexure-C.

The schemes for B.E., M.Tech. and M.B.A in M&H are enclosed herewith and recommended for approval. Further, Internal Members of BOS may be authorized to make changes in scheme/syllabi, if required.

| | | |
|---|---|---|
| Dr. Mandeep Ghai<br>Assistant Professor | Dr. Sanjeev Kumar Garg<br>Associate Professor | Dr. Sanjeev Bansal<br>Professor |
| Dr. Pawan K. Dhiman<br>Professor | Dr. Mahesh Kumar Arora<br>Professor | Dr. JapPreet Kaur Bhangu<br>Professor |
| Dr. Pardeep Kumar Jain<br>Professor | Dr. Nagender Kumar<br>Professor | Dr. Vikas Choudhary,<br>Professor |
| Mr. Anil Kumar<br>Executive Director | Mr. Kuldeep Jain<br>Chief Executive | Dr. Parveen Kaur Khanna<br>Professor & HOD |

**Annexure – A**

**SUBJECT: Revised qualification for MBA Admission**

Following changes in admission criteria to MBA is recommended:

**Previous Qualification Criteria:**

A Bachelor's Degree, B. Tech., B. E., B.Sc., B. Com. Or Graduation with Economics and Maths from any recognised university with 55 % or more marks (50 % or more marks for students belonging to SC,ST.

OR

A Master's Degree in any discipline of any recognised university with 55 % or more marks (50 % or more marks for students belonging to SC, ST.

**New Recommended qualification for admission to MBA:**

Bachelor's Degree in any discipline with 60 % marks or equivalent for General Category and 55% marks for SC, ST, PWD and OBC candidates.

OR

A master's Degree in any discipline of any recognised university with 60 % or more marks (55 % or more marks for students belonging to SC, ST.

The candidates will have to go through Group Discussion and Personal Interview after qualifying the SET/CAT/CMAT/any other equivalent test for the purpose.

| | | |
|---|---|---|
| Dr. Mandeep Ghai<br>Assistant Professor | Dr. Sanjeev Kumar Garg<br>Associate Professor | Dr. Sanjeev Bansal<br>Professor |
| Dr. Pawan K. Dhiman<br>Professor | Dr. Mahesh Kumar Arora<br>Professor | Dr. JapPreet Kaur Bhangu<br>Professor |
| Dr. Pardeep Kumar Jain<br>Professor | Dr. Nagender Kumar<br>Professor | Dr. Vikas Choudhary,<br>Professor |

| | | |
|---|---|---|
| Mr. Anil Kumar<br>Executive Director | Mr. Kuldeep Jain<br>Chief Executive | Dr. Parveen Kaur Khanna<br>Professor & HOD |

**Annexure – B**

As per the decision of the Senate, MBA in Labour Welfare and Industrial Relations was started in 2012. The study scheme as proposed by BOS was placed in the Senate by item no. 12.11.3 held on 5th July 2013. The Senate authorised the Chairman Senate to approve the study scheme. The MBA courses were taught as per the study scheme proposed by BOS.

The matter is again taken in BOS held on 30th May 2018. It is recommended that the study schemes as taught to MBA may please be approved retrospectively.

| | | |
|---|---|---|
| Dr. Mandeep Ghai<br>Assistant Professor | Dr. Sanjeev Kumar Garg<br>Associate Professor | Dr. Sanjeev Bansal<br>Professor |
| Dr. Pawan K. Dhiman<br>Professor | Dr. Mahesh Kumar Arora<br>Professor | Dr. JapPreet Kaur Bhangu<br>Professor |
| Dr. Pardeep Kumar Jain<br>Professor | Dr. Nagender Kumar<br>Professor | Dr. Vikas Choudhary,<br>Professor |


| | | |
|---|---|---|
| Mr. Anil Kumar<br>Executive Director | Mr. Kuldeep Jain<br>Chief Executive | Dr. Parveen Kaur Khanna<br>Professor & HOD |

# Annexure – C

## *SANT LONGOWAL INSTITUTE OF ENGINEERING. & TECHNOLOGY,*
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## *LONGOWAL, DISTT. SANGRUR*
## ***DEPARTMENT OF M&H***

Subject: - Courses to be offered to UG & M. Tech Programmes as per Guidelines of AICTE to be implemented from Academic session 2018-19 (English / Communication Skills and Management).

A meeting of the Board of Studies was held on 30.05.2018. Following is the list of Courses to be offered to UG & M. Tech Programmes.

| Sr. No. | Programmes | Subject Code | Title of the course | LTP |
|---|---|---|---|---|
| 1. | B. Tech (Four year Degree Course) | HSMC-401 | English Communication Skills | 1-0-0 |
| 2. | B. Tech (Four year Degree Course) | HSMC-402 | English Communication Skills Lab | 0-0-2 |
| 3. | B. Tech (Four year Degree Course) | HSMC-601 | Technical Communication | 2-0-0 |
| 4. | B. Tech (Four year Degree Course) | HSMC-612 | Technical Communication Lab | 0-0-2 |
| 5. | B. Tech (Four year Degree Course) | OEHU-611 | Literature and Cinema | 3-0-0 |
| 6. | B. Tech (Four year Degree Course) | OEHU-612 | Technical Communication and Soft Skills | 3-0-0 |
| 7. | B. Tech (Four year Degree Course) | OEHU-621 | English Language Skills for Competitive Exams | 3-0-0 |
| 8. | B. Tech (Four year Degree Course) | OEHU-622 | Professional Comprehension and Literary Skills | 3-0-0 |
| 9. | B. Tech (Four year Degree Course) | OEHU-613 | Engineering and Law | 3-0-0 |
| 10. | B. Tech (Four year | OEHU-711 | Professional Writing and | 3-0-0 |

| | | | | |
|---|---|---|---|---|
| | Degree Course) | | Presentation Skills | |
| 11. | M. Tech/MSc( Two Years PG Course ) | Open Elective | English for Research Paper Writing and Professional Communication | 3-0-0 |
| 12. | B. Tech (Four year Degree Course) | HSMC -501 | Principles of Management | 3-0-0 |
| 13. | B. Tech (Four year Degree Course) | HSMC-603 | Engineering Economics and Entrepreneurship | 3-0-0 |
| 14. | M. Tech/MSc ( Two Years PG Course ) | Open Elective | Constitution of India | 3-0-0 |

Dr. Mandeep Ghai
Assistant Professor

Dr. Sanjeev Kumar Garg
Associate Professor

Dr. Sanjeev Bansal
Professor

Dr. Pawan K. Dhiman
Professor

Dr. Mahesh Kumar Arora
Professor

Dr. JapPreet Kaur Bhangu
Professor

Dr. Pardeep Kumar Jain
Professor

Dr. Nagender Kumar
Professor

Dr. Vikas Choudhary,
Professor

Mr. Anil Kumar
Executive Director

Mr. Kuldeep Jain
Chief Executive

Dr. Parveen Kaur Khanna
Professor & HOD

**B. Tech. (Four Year Degree Course) Semester – I & II**

**Subject Code : HSMC-401**

**Title of the course : English Communication & Soft Skills**

**(Common to all branches of Engineering and Technology)**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 1 | 0 | 0 | 1 | 1 |

**Course Outcomes:**
After successful completion of course, the students should be able to
CO1: Understand Concepts of Communication and Improve Communication Skills
CO2: Understand Presentations
CO3: Improve Grammatical Skills and Vocabulary
CO4: Compose in English Effectively
CO5: Summarize a Given Text

**Pre–requisite: Nil**

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | | | | S | | | | | | | | |
| CO2 | | | | | S | | | | | | | |
| CO3 | | | S | | | | | | | | | |
| CO4 | | | S | S | S | | | | | | | |
| CO5 | | | S | | S | | | | | | | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit- I** | |
| **1. English Language and Oral Communication** | |
| Importance of Communicating in English, Definitions of Communication, Process of Communication, Essentials of Effective Communication, Barriers to Communication, Overcoming Barriers | 4 |
| **Unit- II** | |
| **2. Written Communication** | |
| Drafting Applications for Jobs, Summarizing a Given Text, Routine types of reports | 4 |
| **Unit- III** | |
| **3. Grammar & Vocabulary**<br>Tenses, Change of Voice, Change of Narration, Words Often Confused | 4 |

| | |
|---|---|
| | |
| **Unit- IV** | |
| **4. Writing Styles**<br>Correct Use of Prepositions, Use of Idioms and Phrases, Vocabulary Exercises from Newspapers, Oral Presentations, Prepositions, Idioms and Phrases | 4 |

**Total=16**

**Reference Books:**


1. Bhattacharya, Indrajit**.** *An Approach to Communication Skills.* Dhanpat Rai & Co.
2. Gibaldi, Joseph. *MLA Handbook for Writers of Research Papers*. MLA.
3. Sinclair, John. *Collins Cobuild English Grammar.* Collins.
4. Wren, P.C. & H. Martin. *High School English Grammar & Composition*. S. Chand & Company Ltd.
5. Sharma, R.C. & Krishna Mohan. *Business Correspondence and Report Writing*. Tata McGraw-Hill.

**B. Tech. (Four Year Degree Course) Semester – I & II**

**Subject Code : HSMC-402**

**Title of the course : English Communication & Soft Skills Lab**

**(Common to all branches of Engineering and Technology)**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 0 | 0 | 2 | 1 | 2 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO1: Understand Concepts of Communication

CO2: Improve Communication Skills

CO3: Understand Concept of Grammar and their usage

CO:4 Participate effectively in group discussions, debates and job interviews

CO:5 Make oral presentations and be able to use multimedia

**List of Activities of Lab (10-14):**

1. Reflecting upon Self and Analyzing Environment.
2. Reading and Improving upon Vocabulary with the Help of Newspapers
3. Collecting and Using Library Resources.
4. Giving Individual Oral Presentations (Will Require Multiple Sessions)
5. English Conversation Skills and Speaking Practice
6. Group Discussions/Debates/Extempores
7. Summarizing a Given Short Story
8. Summarizing Newspaper Reports and Events
9. Role Plays/Mock Events
10. Grammar Exercises
11. Finalization of Team Project Work.
12. Collecting Materials for Project Work & Finalization of Project.
13. Presentation of Project.

**Common to All UG Engineering Courses, Semesters V / VI**

**Title of the course : Technical Communication**
**Subject Code : HSMC-601**
**Weekly load : 2 LTP 2-0-0**
**Credits : 2**

**Course Outcomes:**

After successful completion of course, the students should be able to:

1) Understand importance of Technical communication
2) Be able to draft different kinds of technical documents
3) Draft Business letters, Notices, Agenda, Minutes of Meetings and Memos
4) Draft Applications for Jobs
5) Prepare effectively for job interviews

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | S | S | | | | | | | | | | |
| CO2 | | | | | S | | | | | | | |
| CO3 | S | | S | | | | | | | | | |
| CO4 | S | | S | | | | | | | | | |
| CO5 | S | | | S | | | | | | | | |

| Unit | Main Topics | Course Description | Lecture(s) |
|---|---|---|---|
| Unit-1 | 1. Technical Documents: Design and Development | • Importance of Technical communication<br>• Different Kinds of Technical Documents: Style and Appearance<br>• Structure of Reports, Technical Proposals, Research Papers | 08 |
| Unit 2 | 2. Technical Writing: Grammar and Editing | • Basics of Grammar<br>• Summarizing and Précis writing<br>• Proof reading and Editing | 08 |
| Unit-3 | 3. Business Communication | • Business Letters-Placing, Cancelling orders, Complaints, Reply to Complaints<br>• Notices, Agenda ,Minutes of Meetings<br>• Writing Memorandum | 08 |

| | | | |
|---|---|---|---|
| Unit 4 | 4. Career Oriented Communication | • Resume and Bio-data- Design and style; Applying for a job; Language and format of a job application<br>• Job Interviews- Purpose and process; how to prepare for an interview; language and style to be used in an interview; types of interview questions and how to answer them | 08 |

Total=32

Recommended Books:


1. Beer, David F. and David McMurrey, Guide to writing as an Engineer, Wiley. New York, 2004
2. Mishra, Sunita & C. Muralikrishna. *Communication Skills forEngineers*.Pearson.
3. Bhattacharya, Indrajit. *An Approach to Communication Skills.* Dhanpat Rai & Co.
4. Sharma, R.C. & Krishna Mohan. *Business Correspondence and Report Writing*. Tata McGraw-Hill.

**Common to All UG Engineering Courses, Semesters V / VI**

**Title of the course : Technical Communication Lab**

**Subject Code : HSMC 612**

**Weekly load : 2 LTP 0-0-2**

**Credits : 1**

**Course Outcomes:**

After successful completion of course, the students should be able to:

CO1: Understand Concepts of Communication

CO2: Improve Communication Skills

CO3: Make oral presentations and be able to use multimedia

CO:4 Participate effectively in group discussions, debates and job interviews

CO:5 Adopt social and professional communication etiquettes

**List of Activities of Lab**

1. Reflecting upon Self and Analyzing Environment.
2. Reading and Improving upon Vocabulary with the Help of Newspapers
3. Collecting and Using Library Resources.
4. Giving Individual Oral Presentations (Will Require Multiple Sessions)
5. English Conversation Skills and Speaking Practice
6. Group Discussions/Debates/Extempores
7. Summarizing a Given Short Story
8. Summarizing Newspaper Reports and Events
9. Role Plays/Mock Events
10. Grammar Exercises
11. Finalization of Team Project Work.
12. Collecting Materials for Project Work & Finalization of Project.

Presentation of Project

**B. Tech. (Four Year Degree Course) Semester – V**

**Open Elective**

**Subject Code : OEHU – 611**

**Title of the course : Literature and Cinema**

**(Open to all branches of Engineering and Technology)**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: Understand the Importance of Literature for Cinema**

**CO2: Understand the Practice of Transfer of Literary Works into Cinema Worldwide**

**CO3: Understand the Cinematic Works as Socio-Political-Cultural Text**

**CO4: Understand the Role of Cinema for the Promotion of Literature Worldwide**

**CO5: Understand the Cross-cultural Impact of Technological Tools on Film-Adaptations**

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | | S | S | | | | | | | | | |
| CO2 | | S | | S | | | | | | | | |
| CO3 | | S | | | S | | | | | | | |
| CO4 | | | S | | | | | | | | | |
| CO5 | | S | | | S | | | | | | | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit- I** | |
| **Basics of Film-adaptation**<br>Film Adaptation: Definition, Need, Role and Place of Literature in the World of Cinema, Practice of Film-adaptations in India and the World, Impact of Cinema on Literature and vice-versa, Interrelation of Cinema and Literature | 12 |
| **Unit- II** | |
| | 12 |

| | |
|---|---|
| **World's Classic Film-adaptations**<br>Akira Kurosawa's *Throne of Blood* /Shakespeare's *Macbeth*,<br>John Ford's *The Grapes of Wrath* /John Steinbeck's *The Grapes of Wrath*,<br>David Lean's *Lawrence of Arabia* / T. E. Lawrence's *Seven Pillars of Wisdom* | |
| **Unit- III** | |
| **Indian Literature in Bollywood**<br>Vijay Anand's *Guide*/ R. K. Narayan's *The Guide*<br>Pamela Rooks's *Train to Pakistan*/ Khushwant Singh's *Train to Pakistan*<br>Raj Kumar Hirani's *Three Idiots*/ Chetan Bhagat's *Five Point Someone* | 12 |
| **Unit- IV** | |
| **Film-adaptations by Veteran Female Film Directors**<br>Mira Nair's *Namesake*/ Jhumpa Lahiri's *The Namesake*,<br>Gurinder Chadha's *Bride and Prejudice*/ Jane Austen's *Pride and Prejudice*,<br>Deepa Mehta's *Midnight's Children*/ Salman Rushdie's *Midnight's Children* | 12 |

**Total=48**

**Suggested Readings:**


1. Arora, Mahesh Kumar and Ritu Mohan. *Adaptation Studies: Literature through Cinema and Translation*. Unistar Books, Chandigarh, 2013.
2. Bluestone, George. *Novels into Films*. CUP: New York. 2006.
3. Desmond, John M. and Peter Hawkes. *Adaptation: Studying Film and Literature*. Mcgraw-Hill: New York. 2005.
4. Dudrah, Rajinder Kumar. *Bollywood: Sociology Goes to the Movies*. Sage Publications: New Delhi. 2006.
5. Monaco, James. *How to Read a Film: Motives, Media, Multimedia*. OUP: New York: 2007. (Indian Edition)

**B. Tech. (Four Year Degree Course) Semester – V**

**Open Elective - Course designed by Prof. JapPreet Kaur Bhangu**

**Title of the course : Technical Communication and Soft Skills**
**Subject Code : OEHU 612**
**Weekly load : 3 LTP 300**
**Credit : 3**

Course Outcomes:
After successful completion of the course, the students should be able to:

1) Understand production of English Speech sounds
2) Make oral presentations and be able to use multimedia
3) Participate effectively in group discussions and job interviews
4) Adopt social and professional etiquettes
5) Groom themselves into being better persons and professionals

| Unit | Main Topics | Course outlines | Lecture(s) |
|---|---|---|---|
| Unit-1 | 1. Speech Mechanism | • Introduction to English Speech Sounds: Consonants and Vowels (basics only)<br>• Organs of Speech<br>• Description & Classification of Consonant Sounds<br>• Spoken English practice | 12 |
| Unit 2 | 2. Oral Presentation and Professional Speaking | • Elements of effective presentation<br>• Body language and use of Audio-Visual Aids during presentation<br>• Public speaking and Group Discussions | 12 |
| Unit-3 | 3. Self development and Assessment | • Self Perception and Assessment<br>• Attitudes, Beliefs and Values<br>• Time management and Personal goal setting | 12 |
| Unit 4 | 4. Ethics and Etiquettes | • Etiquettes in social and office settings<br>• Email and Telephone Etiquettes<br>• Preparing for Job Interviews: etiquettes and participation | 12 |

Total=48

Recommended Books:


1. Gimson, A.C. *An Introduction to Pronunciation of English.* ELBS.
2. Jones, Daniel. *English Pronouncing Dictionary*. ELBS.
3. Khera, Shiv. *You Can Win,* Macmillan Books, New York, 2003

4. Raman and Sharma, *Technical Communication: English Skills for Engineers*, Oxford , 2008

**B. Tech. (Four Year Degree Course) Semester – VI**

**Open Elective (Course designed by Prof. Mahesh Arora and Prof. Parveen Kaur Khanna)**

**Subject Code : OEHU 621**

**Title of the course : ENGLISH LANGUAGE SKILLS FOR COMPETITIVE EXAMS**

**(Open to all branches of Engineering and Technology)**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**
After successful completion of course, the students should be able to
**CO1: Understand Advance Principles of Grammar**
**CO2: Use Grammar for Better Composition**
**CO3: Prepare Well for Competitive Examinations**
**CO4: Understand Various Types of Composition**
**CO5: Compose Paragraphs and Spot Reports**

**Pre–requisite: Nil**

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | S | | | | | | | | | | | |
| CO2 | S | | S | | | | | | | | | |
| CO3 | | | | | S | | | | | | | |
| CO4 | S | | S | | | | | | | | | |
| CO5 | | | S | S | | | | | | | | |

| Course Description | Lecture(s) |
|---|---|
| **Unit- I** | |
| **1. English Grammar**<br>Sequence of Tenses; Clauses and Sentences, Parts of Speech and their Usage, MCQ Exercises on Grammar for Competitive Purposes | 12 |
| **Unit- II** | |
| **2. Vocabulary Exercises**<br>Prepositions, Joining Words and Sentences, Words often Confused; Use of Synonyms and Antonyms; One Word Substitution, MCQ Exercises on Vocabulary for Competitive Purposes | 12 |

| | |
|---|---|
| | |
| **Unit- III** | |
| **3. Composition Skills**<br>Techniques of Various Compositions: Narrative, Expository, Analytical, and Argumentative | 12 |
| **Unit- IV** | |
| **4. Composing and Writing**<br>Phases of Writing: Drafting, Revising, Finalizing Copy. Exploring Sources of Writing: Reading, Thinking, Analyzing, and Discussing, Types of Compositions: Paragraphs and Spot Reporting | 12 |

**Total=48**

**Reference Books:**


1. Wren, P.C. & H. Martin. *High School English Grammar & Composition*. S. Chand & Company Ltd.
2. Sinclair, John. *Collins Cobuild English Grammar.* Collins.
3. Ghosh, R.N., K.W. Moody & S. R. Inthira. *A Course in Written English.* NCERT.
4. Best, Wilford D. *The Students' Companion.* Rupa.
5. Thomson A. J., Martinet A. V. *A Practical English Grammar*. New York: Oxford University Press.

**B. Tech. (Four Year Degree Course) Semester – VI**

**Open Elective (Course designed by Prof. Mahesh Arora and Prof. Parveen Kaur Khanna)**

**Subject Code : OEHU - 622**

**Title of the course : Professional Comprehension and Literary Skills**

**(Open to all branches of Engineering and Technology)**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**
After successful completion of course, the students should be able to
**CO1: Understand Basics of Comprehension**
**CO2: Comprehend Effectively in Competitive Examinations**
**CO3: Decipher Meanings Sfrom a Given Text**
**CO4: Understand Nuances of Literature - Themes and Characters**
**CO5: Develop Creative Literary skills for Professional Development**

**Pre–requisite:** Nil

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | S | | S | | | | | | | | | |
| CO2 | | | | | S | | | | | | | |
| CO3 | S | | S | | | | | | | | | |
| CO4 | | | S | | | | | | | | | |
| CO5 | | | S | | S | | | | | | | |

| Course Description | Lecture(s) |
|---|---|
| **Unit- I** | |
| **1. Reading Comprehension**<br>Rules and Techniques of Comprehension, Understanding a Given Text for Reading Comprehension, Reading Comprehension in Competitive Examinations | **12** |
| **Unit- II** | |
| **2. Audio and Video Comprehension**<br>Professional Aspects of Audio and Video Comprehension, Listening Effectively, Viewing Effectively, Comprehending a Given Piece of Audio and Visual Clip/Composition for Competitive Examinations | **12** |
| **Unit- III** | |

| | |
|---|---|
| **3. Understanding Literature**<br>Reading of the Prescribed Text – *The Death of a Salesman*<br>(Play) Analyzing Theme, Plot, Characterization, etc. | **12** |
| **Unit- IV** | |
| **4. Understanding Literature and Literary Skills**<br>Reading of the Prescribed Text - *The Death of a Salesman*<br>(Play) Analyzing Other Aspects, Learning to Compose a Creative Literary Piece of Writing | **12** |

**Total=48**

**Reference Books:**


1. Wren, P.C. & H. Martin. *High School English Grammar & Composition*. S. Chand & Company Ltd.
2. Puri, G.K. *English Comprehension*. New Delhi: IIMS Publications.
3. Miller, Arthur. *The Death of a Salesman*. New Delhi: Penguin Books, 2014.
4. Cameron, Sheena. *Teaching Reading Comprehension Strategies: A Practical Classroom Guide*. New Zealand: Pearson.

**B.TECH**

Subject Code: OEHU- 613

***Course Designed by: Dr. Pardeep Kumar Jain, Professor, M&H Deptt., SLIET, Longowal***

Title of course: ENGINEERING AND LAW

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO.1:** Describe the structure of the legal system

**CO.2:** Describe the fundamental features of the legislation process

**CO.3:** Explain the implication of basic legal concepts within the fields that are studied interpret legal text in the statute book

**CO.4:** Solve simple legal problems by using the statute book

**CO.5:** Identify and analyze and apply adequate civil laws to solve legal problems

.

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | S | | | | | | | |
| CO :2 | | | | | | | S | | | | | |
| CO :3 | | | | S | | | | | | | | |
| CO :4 | | | | | | S | | | | | | |
| CO :5 | | | | S | | | | | | | | |

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| The Legal System: Sources of Law And The Court Structure: Enacted law -Acts of Parliament are of primary legislation, Common Law or Case lawPrinciples taken from decisions of judges constitute binding legal rules. The Court System in India and Foreign Courtiers. (District Court, District Consumer Forum, Tribunals, High Courts, Supreme Court) Arbitration: As an alternative to resolving disputes in the | **16** |

| | |
|---|---|
| normal courts, parties who are in dispute can agree that this will instead be referred to arbitration. | |
| **UNIT-II** | |
| Basic principles of contract law. sale of goods law business organizations: sole traders (Business has no separate identity from you, all business property belongs to you) PARTNERSHIPS: There are three types of Partnerships: Limited Liability Partnership, General Partnership, Limited Partnerships. | **16** |
| **UNIT- III** | |
| COMPANIES: The nature of companies., Classification of companies., Formation of companies, Features of a public company, Carrying on business., Directors – Their Powers and Responsibilities/Liabilities.laws relating to industrial pollution, accident, environmental protection, health and safety at work | **12** |
| **UNIT- IV** | |
| Patent Law. Information Technology Law and Cyber Crimes. Law and Society: Interdisciplinary Nature of Law, Legal Ideologies/Philosophy/ Schools of Jurisprudence. Constitutional Law: The Supreme Law of The Land. Case Studies: Important Legal Disputes and Judicial Litigations. | **12** |

**Total = 56**

**B. Tech. (Four Year Degree Course) Semester – VII**

**Open Elective (Course designed by Prof. Mahesh Arora and Prof. Parveen Kaur Khanna)**

**Subject Code : OEHU – 711**

**Title of the course : Professional Writing and Presentation Skills**

**(Open to all branches of Engineering and Technology)**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**
After successful completion of course, the students should be able to
**CO1: Understand Concepts of Professional Writing**
**CO2: Make Oral and Multimedia Presentations**
**CO3: Prepare Effectively for Interviews**
**CO4: Draft Business Letters, Notices, Agendas, Minutes of Meetings and Memos**
**CO5: Draft Applications for Employment**

**Pre–requisite: Nil**

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | s | | S | | | | | | | | | |
| CO2 | | s | | | S | | | | | | | |
| CO3 | | | | S | S | | | | | | | |
| CO4 | s | | S | | S | | | | | | | |
| CO5 | S | | S | | S | | | | | | | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit- I** | |
| **1. Business Correspondence**<br>Formal, Informal and Demi-Official Letters,<br>Business Letters-Placing, Cancelling, Complaints, Reply to Complaints; Notices; Agendas; Minutes of Meetings; Memos | 12 |
| **Unit- II** | |
| **2. Presentation Skills**<br>Elements of Effective Presentation; Body language and Use of Audio-Visual Aids during Presentation; Planning and Preparing a Multimedia Presentation; Analyzing Audience and Context, Constructing Sentences and Composing, Delivery of Presentations | 12 |
| | |

| Unit- III | |
|---|---|
| **3. Writing Skills**<br>Writing Routine Reports, Types of Reports, Structure of Reports, References and Bibliography | 12 |
| **Unit- IV** | |
| **4. Career Oriented Communication**<br>Resume and Bio-data- Design and Style, Applying for a Job, Language and Format of a Job Application; Job Interview- Purpose and Process, How to Prepare for an Interview, Language and Style to be used in an Interview, Types of Model Interview Questions and Answers | 12 |

**Total=48**

**Reference Books:**


1. Gibaldi, Joseph. *MLA Handbook for Writers of Research Papers*. MLA.
2. Sharma, R.C. & Krishna Mohan. *Business Correspondence and Report Writing*. Tata McGraw-Hill.
3. Beer, David, F. *A Guide to Writing as an Engineer*. N J : Hoboken. Wiley.

**M. Tech/MSc (Two Year PG Course) Semester – I (Audit course)**

**Open Elective**

**Subject Code : ACMH-811**

**Title of the course : English for Research Paper Writing and Professional Communication**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: Understand the Basic Concepts of English Grammar and Sentence Structure**

**CO2: Identify and remove Common Errors of Grammar in Writing**

**CO3: Improve Vocabulary and Writing skills for Paragraph/Essay Writing**

**CO4: Read and Listen to the Comprehension make Precis of given paragraphs**

**CO5: Listen and Speak English Correctly**

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | | S | | | | | | | | | | |
| CO2 | | S | | | | | | | | | | |
| CO3 | S | S | | | | | | | | | | |
| CO4 | | | | | | S | | | | | | |
| CO5 | S | S | | | | | | | | | | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit – I** | |
| **INTERPERSONAL SKILLS** | |
| Professional Writing and Speaking Skills to Inform, Propose, and Persuade, Preparing a Case Study about Communication in an Industry | 12 |
| **Unit – II** | |
| Planning and Preparation, Removing Redundancy, avoiding Ambiguity and Vagueness, Paraphrasing and Plagiarism | 12 |
| **Unit – III** | |
| Identifying an Issue, Conduct Research, Organize Research Findings, and Present an Argument | 12 |
| **Unit – IV** | |
| Formal and Informal Communication Styles, Developing PowerPoint Slides, Making an Oral Presentation and Writing e-mail Messages, Announcements, | 12 |

| | |
|---|---|
| Memos, Letters, and Reports | |

Total=48

**Suggested Readings:**


1. Adman Wallwork, English for Writing Research Papers, Springer New York Dordrecht Heidelberg London, 2011.
2. Day R (2006) , How to Write and Publish a Scientific Paper, Cambridge University Press.
3. Goldbort R ( 2006), Writing for Science, yale University Press (available on Google Books)
4. MLA Handbook, 2010

**B.TECH (4 Year Degree Course)**

Subject Code:HSMC-501

Title of course: **Principles of Management**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: The scope of this paper is to familiarize students with the concepts of OB knowledge to management practices.
CO 2: This course aims to provide insights necessary to understand behavioural processes at individual, team and organisational level
CO3: To enable students to learn how to influence the human behaviour in organisations.
CO 4: To understand the behaviour of employees which affect the organisational environment.
CO 5: To achieving higher productivity and accomplishing goals of the organization.

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | S | S | | | | | | | | | | |
| CO :2 | | | | | | | | | | M | | |
| CO :3 | S | | S | | | | | | | | | |
| CO :4 | | | | | | | S | | | | | |
| CO :5 | | | | | | | | | S | | | |

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Definition of management, science or art, manager vs. entrepreneur; Types of managers managerial roles and skills;<br><br>Evolution of management- scientific, human relations, system and contingency approaches, Corporate Social Responsibility | **10** |

| | |
|---|---|
| **UNIT-II** | |
| Current trends and issues in management. Nature and purpose of Planning, types of Planning, objectives, setting objectives, policies, Strategic Management, Planning Tools and Techniques, Decision making steps & processes. | **12** |
| **UNIT- III** | |
| Nature and purpose of Organizing, formal and informal organization, organization structure, types, line and staff authority, departmentalization, delegation of authority, centralization and decentralization, job design, human resource management, HR planning, Recruitment selection, Training & Development, Performance Management, Career planning and Management. | **14** |
| **UNIT- IV** | |
| Directing, individual and group behavior, motivation, motivation theories, motivational techniques, job satisfaction, job enrichment, leadership, types & theories of leadership, effective communication.<br><br>Controlling, system and process of controlling, budgetary and non-budgetary control techniques, use of computers and IT in management control, productivity problems and management, control and performance, direct and preventive control, reporting. | **12** |
| | **Total = 48** |

***Suggested Readings:***


1. Robins S.P. and Couiter M., Management, Prentice Hall India, 10th ed., 2009.

2. Stoner JAF, Freeman RE and Gilbert DR, Management, 6th ed., Pearson Education, 2004.

3. Tripathy PC & Reddy PN, Principles of Management, Tata McGraw Hill, 1999.

Subject Code: HSME- 603
Title of course: ENGINEERING ECONOMICS AND ENTREPRENEURSHIP

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: To evaluate the economic theories, cost concepts and pricing policies.

CO 2: Understand the market structure and integration concepts.

CO 3: Understand the measures of national Income, the functions of bank and concepts of globalization.

CO 4: Estimate the level of knowledge required to be an entrepreneur and to understand the role of entrepreneurship to the country economic growth.

CO 5: Know the role of creativity in entrepreneurial development and to develop business models.

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | S | | | | | | | |
| CO :2 | | | | | | S | | | | | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | S | | | | | | | | |
| CO :5 | | | | | | | | S | | | | |

| Course Description | Lecture(s) |
|---|---|
| **UNIT- I** | |
| 1. **Introduction** | |

| | |
|---|---|
| Engineers and Economics, Utility of its study, Managerial Economics, Nature and scope, basic terms and concept of economics like goods, kinds of goods. | 02 |
| 2. **Theory of Demand and Supply** | |
| Meaning of Demand, Individual and Market demand schedule, Law of demand, shape of demand curve, Elasticity of demand, The meaning of Supply, Supply function, Law of supply- Explanation of law of supply. | 08 |
| 3. **Environment Analysis** | |
| Concept of National income- GDP, GNP, Monetary policy, Fiscal Policy. | 05 |
| 4. **Entrepreneurship-Enterprise** | |
| Conceptual issues, Entrepreneurship vs. Management, Concept of Social Entrepreneurship and Women Entrepreneurship, Roles and functions of engineer in relation to the enterprise and in relation to the economy. | 05 |
| 5. **Business Excellence** | |
| Role of creativity and innovation and business research, Sources of business idea, TQM,Six Sigma | 02 |
| **UNIT- II** | |
| 6. **The process of setting up a small business** | |
| Preliminary screening and aspects of the detailed study of the feasibility of the business idea , Preparation of Project Report and Report on Experiential Learning of successful and unsuccessful entrepreneurs.. | 04 |
| 7. **Communication skills** | |
| Introduction, process of communication, barriers to communication, Removal of barriers, channels of communication, Verbal and non-verbal communication. | 03 |
| 8. **Issues in small business marketing.** | |
| The concept and application of product life cycle ,Advertising and publicity, sales and distribution management, National, state level and grass-root level financial and non-financial institutions in support of small business development, MSME Act | 07 |
| 9. **Human Resource Management** | |
| Introduction, definition, types, tools of motivation,Theories of motivation-Alderfer's ERG theory, Herzberg's theory of motivation, Mc Clelland theory.Introduction , objectives, scope, functions. Factory Act 1948 | 06 |

**Total = 42**

**Suggested Readings**


• Dutta A.K., Materials Management: Procedures, Text and cases, Prentice Hall of India Pvt. Ltd., New Delhi.

• Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.

• Varma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi.

• Shah N.M. An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda.

• Sharma S.C., Material Management and Materials Handling, Khanna Publishers, New Delhi.

• Arnold, Champman and Ramakrishnan, Introduction to Materials Management 5th ed., 2007 Pearson Education, Inc.

• Pooler Victor H. Purchasing and Supply Management, Creating the Vision, New York, Chapman & Hall, 1997.

• Moore, J.M., Plant layout and Design, Macmillan New York.

**M.TECH (Audit course)**

Subject Code: ACMH-821

***Course Designed by: Dr.Pardeep Kumar Jain, Professor, M&H Deptt., SLIET, Longowal***

Title of course: **CONSTITUTION OF INDIA**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

Course Outcomes:

After successfully completing the course, students will be able to know about:

CO 1: Basic information about Indian constitution.

CO 2: Various organization of the governance.

CO 3: History & formation of Indian Constitution.

CO 4: Knowledge about Indian Judiciary.

CO 5: Knowledge About the constitutional body like election commission and its functioning.

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | S | | | | | | | | |
| CO :2 | | | | | S | | | | | | | |
| CO :3 | | | | | | | | S | | | | |
| CO :4 | | | | | | S | | | | | | |
| CO :5 | | | | | | | S | | | | | |

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| **History of Making of the Indian Constitution:** History, Drafting | **16** |

| | |
|---|---|
| Committee,(Composition & Working).<br><br>**Philosophy of the Indian Constitution**: Preamble, Salient Features.<br><br>**Contours of Constitutional Rights & Duties:** Fundamental Rights, Right to Equality,Right to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural andEducational Rights, Right to Constitutional Remedies, Directive Principles of State Policy,Fundamental Duties. | |
| **UNIT-II** | |
| **Organs of Governance:** Parliament, Composition, Qualifications and Disqualifications,Powers and Functions, Executive, President, Governor, Council of Ministers, Judiciary,Appointment and Transfer of Judges, Qualifications, Powers and Functions. | **14** |
| **UNIT- III** | |
| **Local Administration:** District's Administration head: Role and Importance,Municipalities: Introduction, Mayor and role of Elected Representative, CEO of MunicipalCorporation. Pachayati raj: Introduction, PRI: Zila Pachayat. Elected officials and their roles,CEO Zila Pachayat: Position and role. Block level: Organizational Hierarchy (Differentdepartments), Village level: Role of Elected and Appointed officials, Importance of grass rootdemocracy | **12** |
| **UNIT- IV** | |
| **Election Commission:** Election Commission: Role and Functioning. Chief ElectionCommissioner and Election Commissioners. State Election Commission: Role and Functioning.Institute and Bodies for the welfare of SC/ST/OBC and women. | **14** |

Suggested reading

1. The Constitution of India, 1950 (Bare Act), Government Publication.

2. Dr. S. N. Busi, Dr. B. R. Ambedkar framing of Indian Constitution, 1st Edition, 2015.

3. M. P. Jain, Indian Constitution Law, 7th Edn., Lexis Nexis, 2014.

4. D.D. Basu, Introduction to the Constitution of India, Lexis Nexis, 2015.

## Draft Model Curriculum for Masters in Business Administration (MBA) Programme

Course Scheme for MBA Students

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

SLIET, Longowal offers MBA course with the following four specializations:

1. Human Resource Development
2. Marketing Management
3. Material Management
4. Labour Welfare and Industrial Relations

**The MBA Programme is of two years and the study scheme followed is covered in four semesters. The semester wise study scheme is given below:**

**Semester-I**

| S. No | Subject Code | Subject Name | L | T | P | Credits |
|---|---|---|---|---|---|---|
| **1** | MGT 8101 | Management of Organizations | **3** | **1** | **0** | **4** |
| **2** | AM- 8102 | Quantitative Techniques & Methods | **3** | **1** | **0** | **4** |
| **3** | MGT 8103 | Managerial Economics | **3** | **1** | **0** | **4** |
| **4** | MGT 8104 | Indian Economy and Policy | **3** | **1** | **0** | **4** |
| **5** | MGT 8105 | Accounting for Managers | **3** | **1** | **0** | **4** |
| **6** | MGT 8106 | Legal and Business Environment | **3** | **1** | **0** | **4** |

| | | | | | | |
|---|---|---|---|---|---|---|
| **7** | MGT 8107 | Business Communication and Skills Development | **2** | **0** | **2** | **3** |
| | | | | | **TOTAL** | **27** |

**Semester-II**

| **S. No** | **Subject Code** | **Subject Name** | **L** | **T** | **P** | **Credits** |
|---|---|---|---|---|---|---|
| **1** | MGT 8201 | Organization Behavior | **3** | **1** | **0** | **4** |
| **2** | MGT 8202 | Human Resource Management | **3** | **1** | **0** | **4** |
| **3** | MGT 8203 | Financial Management | **3** | **1** | **0** | **4** |
| **4** | MGT 8204 | Marketing Management | **3** | **1** | **0** | **4** |
| **5** | MGT 8205 | Productions and Operations Management | **3** | **1** | **0** | **4** |
| **6** | MGT 8206 | Research Methodology | **3** | **1** | **0** | **4** |
| **7** | MGT 8207 | Corporate Social Responsibility and Sustainability | **3** | **0** | **0** | **3** |
| | | | | | **TOTAL** | **27** |

**Students will go for Internship/Fieldwork/Training during summer break after second semester. It will carry 6 credits**

**Second Year (SEMESTER III & IV):**

**The students will have to take five elective subjects depending upon their area of specialization groups as mentioned below in both the Semesters III & IV. One elective subject is to be selected out of MGT-9101 & MGT-9102(Credits 3) in 3rd semester and out of MGT-9201 & 9202 in 4th semester and the students have to opt four electives out of subjects offered in various specializations in Group A , Group B , Group C and Group D.**

1. Human Resource Development, Group-A
2. Marketing Management, Group-B
3. Material Management, Group-C
4. Labour Welfare and Industrial Relations, Group-D

**SEMESTER III**

| S No. | Sub Code | Subject Title | L | T | P | Credits |
|---|---|---|---|---|---|---|
| 1 | MGT 9101 | Management of International Business | 3 | 0 | 0 | 3 |
| 2 | MGT 9102 | Business Policy and Strategic Management | | | | |
| 3 | MGT 9103 | Summer Training Project | - | - | - | 6 |
| 4 | MGT 9104 | Seminar | 2 | 0 | 0 | 2 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | **Group-A HRM** | MGT 9105 | International HRM | 3 | 1 | 0 | 4 |
| | | MGT 9106 | Manpower Planning and Development | 3 | 1 | 0 | 4 |
| | | MGT 9107 | Employee Relations | 3 | 1 | 0 | 4 |
| | | MGT 9108 | Team Dynamics at Work | 3 | 1 | 0 | 4 |
| | | MGT 9109 | Compensation Management | 3 | 1 | 0 | 4 |
| 6 | **Group-B Marketing Management** | MGT 9110 | Services Marketing | 3 | 1 | 0 | 4 |
| | | MGT 9111 | Marketing Research | 3 | 1 | 0 | 4 |
| | | MGT 9112 | Sales and Distribution management | 3 | 1 | 0 | 4 |
| | | MGT 9113 | Retail Marketing Management | 3 | 1 | 0 | 4 |
| | | MGT 9114 | International Marketing | 3 | 1 | 0 | 4 |
| 7 | **Group-C Materials Management** | MGT 9115 | Materials and Stores Management | 3 | 1 | 0 | 4 |
| | | MGT 9116 | Materials Handling Management | 3 | 1 | 0 | 4 |
| | | MGT 9117 | Purchasing and Inventory Management | 3 | 1 | 0 | 4 |
| | | MGT 9118 | E-Commerce | 3 | 1 | 0 | 4 |
| 8 | **Group-D Labour Welfare and Industrial Relations** | MGT 9119 | Labour Legislation-I | 3 | 1 | 0 | 4 |
| | | MGT 9120 | Labour Movement | 3 | 1 | 0 | 4 |
| | | MGT 9121 | Labour Economics | 3 | 1 | 0 | 4 |
| | | MGT 9106 | Manpower Planning and Development | 3 | 1 | 0 | 4 |
| | | MGT 9122 | Employment Laws | 3 | 1 | 0 | 4 |
| **Total** | | | | **15** | **5** | **0** | **27** |

## SEMESTER IV

| S No. | Sub Code | | Subject Title | L | T | P | Credits |
|---|---|---|---|---|---|---|---|
| 1 | MGT 9201 | | Corporate Governance and Ethics | - | - | - | - |
| 2 | MGT 9202 | | Project Management and Entrepreneurship | 3 | 0 | - | 3 |
| 3 | MGT 9203 | | Research Project | - | - | 8 | 6 |
| 5 | **Group-A HRM** | MGT 9204 | Advanced Social and Industrial Psychology | 3 | 0 | 0 | 3 |
| | | MGT 9205 | Labour Laws | 3 | 0 | 0 | 3 |
| | | MGT 9206 | Training and Development | 3 | 0 | 0 | 3 |
| | | MGT 9207 | Performance Management System | 3 | 0 | 0 | 3 |
| | | MGT 9208 | Understanding Self: Indian Prospective | 3 | 0 | 0 | 3 |
| 6 | **Group-B Marketing Management** | MGT 9209 | Digital Marketing | 3 | 0 | 0 | 3 |
| | | MGT 9210 | Consumer Behavior | 3 | 0 | 0 | 3 |
| | | MGT 9211 | Advertising and Sales Management | 3 | 0 | 0 | 3 |
| | | MGT 9212 | Retail Brand Management | 3 | 0 | 0 | 3 |
| 7 | **Group-C Materials** | MGT 9213 | Packaging and Distribution Management | 3 | 0 | 0 | 3 |
| | | MGT 9214 | Supply Chain Management | 3 | 0 | 0 | 3 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | **Management** | MGT 9215 | Logistics Management | 3 | 0 | 0 | 3 |
| | | MGT 9216 | Advanced Materials Management Techniques | 3 | 0 | 0 | 3 |
| 8 | **Group-D Labour Welfare and Industrial Relations** | MGT 9204 | Advanced Social and Industrial Psychology | 3 | 0 | 0 | 3 |
| | | MGT 9217 | Labour Welfare | 3 | 0 | 0 | 3 |
| | | MGT 9218 | Unions and Industrial Relations | 3 | 0 | 0 | 3 |
| | | MGT 9219 | Labour Legislation-II | 3 | 0 | 0 | 3 |
| | | MGT 9220 | Managing Conflict and Negotiation | 3 | 0 | 0 | 3 |
| | | | Total | 15 | 0 | 8 | 21 |

**MBA Semester – I**

**Subject Code : MGT 8101**

**Title of the course : Management of Organizations**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: To blend theory concepts and applications in a comprehensive and clear presentation.**
**CO2: To train the students to apply behavioral science knowledge to the development of organizational structures.**
**CO3: To make the students aware about social responsibility of business.**
**CO4: To tell the students regarding the functions of management.**

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| CO :1 | | | S | | | | | | | | | |
| CO :2 | | | | S | | | | | | | | |
| CO :3 | | | | | S | | | | | | | |
| CO :4 | | | S | | | | | | | | | |
| CO :5 | | | | | | S | | | | | | |

| Course Description | Lecture(s) |
|---|---|
| **Unit- I** | |
| **Introduction**:, Management Concept as Profession, Effective Management, Evaluation of Management thoughts—Scientific Management, Human Relation, Behavioral Scientist and System | 16 |

| | |
|---|---|
| Scientist, Management Process & Planning: Functions of Management, Indian concept of Management functions | |
| **Unit- II** | |
| **Organizing & Staffing:** Design of Organization structure, Authority & Responsibility, Line and staff relationship, Organizational Design, Managerial Excellence and Organizational Effectiveness, Staffing—Manpower, Planning, Recruitment & Selection, Training & Development, Performance Appraisal, Indian Context | 16 |
| **Unit- III** | |
| **Leadership**: Meaning of Leadership, Leadership Behaviour and Styles, Managerial Grid. Controlling: The Control Process, Types of Control, Human Aspects of Control, Control Techniques and Information Technology, Organizational Development – Introductory | 12 |
| **Unit- IV** | |
| **Competing** in World Markets, World class Improvement Techniques, Reviewing business strategy, world class information systems, Plant layout and Design, JIT, TQ, TEI, WCIS, Managing the Change, Knowledge management. | 12 |

**Total=56**

**Suggested Readings:**


1. Essential of Management, H.Koontz & O.Donnell, McGraw Hill
2. The Process of Management, W.H. Newman, PHI
3. Principles of Management, L.M. Prasad, Sultan Chand, New Delhi
4. Vedanta & Management, Nalini V. Dave, Vikas Publications,
5. Indigenous & Modern Systems of Admn. & Mgmt., N.P. Rao, Kanishka Pub, New Delhi
6. Management- Theory and Practice, B.S. Moshal, Galgotia Publication, New Delhi.


**Subject Code : MGT -8102**

**Title of the course :Quantitative Techniques and Methods**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1:** Understand why statistics are important for making business decisions
**CO2:** Demonstrate a sound knowledge of statistical terms

**CO3:** Be able to explain the merits and limitations of various statistical techniques
**CO4:** Be able to read and interpret statistical information and be able recognize when meaningful statistics are (and are not) being used
**CO5:** Be able to apply quantitative techniques to solve a variety of business problems

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | | S | | | | | | | | | | |
| CO2 | | S | | | | | | | | | | |
| CO3 | | | | | S | | | | | | | |
| CO4 | | | | | S | | | | | | | |
| CO5 | | | | | | | S | | | | | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit – I** | |
| Managerial Decision-Concepts, Matrices, Frequency Distribution and their Analysis. Probability Theory and Probability Distributions-Binomial, Poisson, Normal & Exponential. | 24 |
| **Unit – II** | |
| Correlation and Regression Analysis, Test of Hypothesis —t, Z and chi square tests, Analysis of Variance. Time Series Analysis & Forecasting, Linear Programming—Basic Concepts Formulation, Graphical and Simplex Methods, Introduction to some Basic Linear Programming Packages, Multivariate analysis | 24 |
| | **Total=48** |

**Title of the course** : Managerial Economics

**Subject** : MGT-8103

**Weekly Load** : 4 LTP 3- 1 -0

**Credit** : 4

COURSE OUTCOMES

1. To make the students familiar with major concepts in the area of Macro Economics
2. To make the students learn Relationship between Micro Economics and Managerial Decisions.
3. To equip student with various economics concepts like, demand, supply, price income.
4. To make students aware of the role of Managerial Economics in Nation's growth.
5. To enable students in conceptualizing new project ideas for starting entrepreneurial ventures

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | S | | | | | | | | | | |
| CO :2 | | | | | S | | | | | | | |
| CO :3 | | | | | | | | S | | | | |
| CO :4 | | | | | | | | | S | | | |
| CO :5 | | | | | | | | | S | | | |

## Course Assessment methods:

| Direct | Indirect |
|---|---|
| 1. Minor-I<br>2. Minor-II<br>3. Quiz-1, Quiz-11<br>4. Assignment<br>5. End Semester Examination | Course and Survey |

| | Course Description | Lectures |
|---|---|---|

| | | |
|---|---|---|
| **Unit-I** | **Introduction:-**<br>Concepts and Techniques of Managerial Economics, Nature of Business decision-making, Marginal Analysis, Optimisation. | **8** |
| | **Concepts:-**<br>Theory of Demand-Demand Function, Income and Substitution Effects, Revealed Preference Approach and Demand Forecasts, Production and Cost Returns to Scale, Cost Curves, Break-Even Analysis. | **8** |
| **Unit-II** | **Markets:-**<br>Theory of Firm-Profit Maximization, Sales Maximization, Organizational Slack, Ownership and Control, Market Structure, Perfect Competition, Monopoly, Oligopoly, Non-Price Competition. | **10** |
| | **Macro Economics:-**<br>Macro Economics, Aggregates and Concepts-GNP and GDP, Aggregate Consumption, Gross Domestic Savings, Gross Domestic Capital Formation WPI CPI and Inflation Employment. Balance of Payments, Money Supply, Monetary Policy, Fiscal Policy, Concept and Measurement of National Income, Determination of National Income, Consumption Function, Fiscal Impact and Investment Synthesis of Monetary and Real Factors, Role of international trade in Indian economy. | **14** |

Recommended Books:

| **Author** | **Title** | **Publisher** |
|---|---|---|
| M. Adhikary | Business Economics | Excel Books, New Delhi. |
| W.J. Baumol | Economic Theory and Operations Analysis | PHI |
| OP Chopra | Managerial Economics | TMH |
| Keat Paul G & Philips K.Y. | Managerial Economics | PHI |
| S.P. Singh | Managerial Economics | AITBS, New Delhi. |

Subject Code:MGT-8104
Title of course: INDIAN ECONOMY AND POLICY

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | S | | | | | | | | |
| CO :2 | | | | | M | | | | | | | |
| CO :3 | | | | | | S | | | | | | |
| CO :4 | | | | | | | | S | | | | |
| CO :5 | | | | | | | S | | | | | |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: To make the students familiar with the concepts and techniques of environment and its management.
CO 2: To sensitize the students towards the overall business environment within which organization has to function
CO 3. To provide insight to students of its implication for decision making in business organizations.
CO 4. To study every policy or plans has been promote social justice.
CO 5To understand the various economic policies (monetary & fiscal)
.

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Nature and structure of business environment; macro and micro indicators; assessing risk in business environment; emerging sectors of Indian economy; relative size and growth of public and private sectors. | **16** |
| **UNIT-II** | |
| Design and strategy of economic reforms; current state of growth and investment; interest rate structure and present monetary policy; fiscal environment; current | **14** |

| | |
|---|---|
| inflationary position and its impact on business sector; competitive environment; legislation for anti-competitive and unfair trade practices; consumer and investor protection. | |
| **UNIT- III** | |
| Current industrialization trends and industrial policy; environment for the SME sector; infrastructure development and policy; public sector reforms and performance; public -private partnership; intellectual property regime and the R&D environment; trends in service sector growth; banking reforms and challenges; business opportunities in the rural sector | **12** |
| **UNIT- IV** | |
| Globalization trends and challenges; GATT, WTO, Patents, IPRS balance of payments trends; environment for foreign trade and investment; exchange rate movements and their impact; India's competitiveness in the world economy; external influences on India's business environment. | **14** |

**Total = 56**

Note: Relevant Case Studies should be discussed in class.

**Suggested Readings:**

1. Acharya, Shankar, India's Macroeconomic Management in the Nineties, ICRIER, New Delhi
2. Ahluwalia, I.J. and IMD Little, India's Economic Reform and Development, Oxford University Press, Delhi
3. Datt, R., Second Generation Economic Reforms in India, Deep and Deep, New Delhi
4. Khan, M.Y., Indian Financial System, TATA McGraw Hill, New Delhi

**Subject Code : MGT -8105**
**Title of the course :ACCOUNTING FOR MANAGERS**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1:** Acquire knowledge about general aspects of business operations.

**CO2:** Describe the role of accounting information system and its limitations.

**CO3:** Explain the concepts and procedures of financial reporting, including income statement, statement of retained earnings, balance sheet, and statement of cash flows.

**CO4:** Identify the basic economic events most common in business operations and be able to report the events in a generally accepted manner, including the impacts of alternative accounting methods on financial statements.

**CO5:** Locate and analyze financial data from annual reports of corporations

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | | | | | | | | S | | | | |
| CO2 | | | | | | | | | S | | | |
| CO3 | | | | | | | | | | | | S |
| CO4 | | | | | | | S | | | | | |
| CO5 | | | | | | | | | S | | | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit – I** | |
| Financial Accounting – Concept, Importance and Scope, Accounting Principles, Preparation of Financial Statements with reference to analysis of a balance sheet and measurement of Business Income. Financial Statements Analysis - Funds Flow Analysis, The statement of Cash Flow, Working Capital Management- Meaning Objectives, sources of fixed and working capital, capital structure | 24 |
| **Unit – II** | |
| Budget and Budgetary Control, Zero-Base Budgeting, Types of Budget, Management Accounting-Concept, Need, Importance and Scope, Ratio analysis. Activity based costing, Human Resource accounting, Responsibility accounting. | 24 |

**Total=48**

**Title of the course** : Legal and Business Environment

**Subject** : MGT-8106

**Weekly Load** : 4 LTP 3- 1 -0

**Credit** : 4

**COURSE OUTCOMES**

1. To acquaint students with the issues of domestic and global environment in which business has to operate
2. To relate the impact of environment on business in an integrated manner,
3. To give an exposure to important commercial and industrial laws
4. To make students familiar with the Legal and Business Environment of India
5. To develop legal skills amongst students.

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | | S | | |
| CO :4 | | | | | | | | | S | | | |
| CO :5 | | | | | | | | | | S | | |

**Course Assessment methods:**

| Direct | Indirect |
|---|---|
| 1. Minor-I<br>2. Minor-II<br>3. Quiz-1, Quiz-11<br>4. Assignment<br>5. End Semester Examination | Course and Survey |

| | Course Description | Lectures |
|---|---|---|

| | | |
|---|---|---|
| **Unit-I** | **Introduction:-**<br>Dynamics Of Business And Its Environment – Technological, Political, Social And Cultural Environment - Corporate Governance And Social Responsibility - Ethics In Business - Economic Systems And Management Structure - Family Management To Professionalism - Resource Base Of The Economy - Land, Forest, Water, Fisheries, Minerals - Environmental Issues. | **12** |
| | **Concepts:-**<br>Infrastructure - Economic- Social, Demographic Issues, Political Context - Productivity Factors, Human Elements And Issues For Improvement - Global Trends In Business And Management - Mncs - Foreign Capital And Collaboration - Trends In Indian Industry - The Capital Market Scenario.. | **11** |
| **Unit-II** | Company - Formation - Memorandum - Articles - Prospectus - Shares - Debentures - Directors - Appointment - Powers And Duties - Meetings - Proceedings – Management - Accounts - Audit - Oppression And Mismanagement - Winding Up. | **15** |
| | **Factory Act – Licensing And Registration Of Factories, Health, Safety And Welfare Measures - Industrial Disputes Act – Objects And Scope Of The Act, Effects Of Industrial Dispute, Administration Under The Act- Minimum Wages Act - Workmen Compensation Act.** | **18** |
| | | **TOTAL 56** |

*References*


1. *Pathak, LEGAL ASPECTS OF BUSINESS, Tata Mcgraw- Hill Publishing Company Limited, New Delhi, 2010.*
2. *Keith-davis & William Frederick, BUSINESS AND SOCIETY, McgrawHill, Tokyo.*
3. *M.M. Sulphey & Az-Har Basheer, LAWS FOR BUSINESS, Phi Learning Pvt. Ltd. Delhi, 2011*
4. *Maheswari & Maheswari, MERCANTILE LAW, Himalaya Publishing House. Mumbai Rudder dutt & Sundaram,*
5. *INDIAN ECONOMY, Vikas Publishing House, New Delhi. Veena Keshav Pailwar,*
6. *ECONOMIC ENVIRONMENT OF BUSINESS, Phi Learning Pvt. Ltd, New Delhi, 2010*

**MBA (Master of Business Administration)**
Subject Code: MGT-8107

Title of course: BUSINESS COMMUNICATION AND SKILLS DEVELOPMENT

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 2 | 0 | 2 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1. To equipped the students with the necessary concepts, techniques and skills of communication to inform others.
CO 2. To inspire and motivate students to get their cooperation in the performance of their jobs.
CO 3.To educates students for entry level employment in the business world.
CO 4. Course provided a theoretical and practical aspect of managerial activities within the organisation.
CO 5. To ongoing Skills Development to help companies succeed and grow.

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | S | | | | | | | |
| CO :2 | | | | | | S | | | | | | |
| CO :3 | | | | | S | | | | | | | |
| CO :4 | | | | | | S | | | | | | |
| CO :5 | | | | | S | | | | | | | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **UNIT- I** | |
| Importance and Nature of Business Communication, Effective Communication, Functions of Communication, Components of Communication, Verbal Communication, Directions of Communication and Barriers to Communication.. | 11 |

| | |
|---|---|
| **UNIT- II** | |
| Communicating in Teams, Nonverbal Communication, Use of Technology to Access and Share Information—Electronic information, The Internet, the Telephone. | 11 |
| **UNIT- III** | |
| Effective Writing—The Process of Writing Commercial letters—Routine Requests, Replies, Claim letters, Adjustment letter, Goodwill Messages, Persuasive Messages, Bad News Messages, Dos and Don'ts of Business Writing. | 10 |
| **UNIT- IV** | |
| Business Report Writing—Planning the Report Collecting and Analyzing Data, Writing the Report Business Presentations, Business Reports, Public Speaking and Negotiations, Customer Relations, Oral Communication-Presentation of Reports. Resume and Job Application letter, The Job Interview, Intra-organizational Communication—Memoranda, Notices, Circular, Orders, Agenda & Minutes, Staff Suggestions and Complaints, Legal Aspects of Business Communication, Project work engineer in relation to the enterprise and in relation to the economy. | 10 |

Total= 42

Note: Relevant Case Studies will be discussed in class.

SUGGESTED READINGS:

1. Business Communication- From Process to Product, Boxman Joel P &Brachaw, Dryden Press, Chicago
2. Effective Business Communications, Murphy Herta A & Peck, Tata McGraw Hill, New Delhi.
3. Business Communications- Principles & Applications 2nd ed., Pearce C Glenn, John Wiley, New York
4. Successful Business Communication, TreeceMalra, Allyn and Bacon, Boston.
5. Contemporary Business Communication, Scot Ober, PHI.
6. Personality Development and Career Planning Exercises-A traning guide, Madan P., Golgotia

Subject Code: **MGT-8201**

Title of course: ORGANISATIONAL BEHAVIOUR

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: The scope of this paper is to familiarize students with the concepts of OB knowledge to management practices.
CO 2: This course aims to provide insights necessary to understand behavioural processes at individual, team and organisational level
CO3: To enable students to learn how to influence the human behaviour in organisations.
CO 4: To understand the behaviour of employees which affect the organisational environment.
CO 5: To achieving higher productivity and accomplishing goals of the organization.

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | | | S | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | S | | | S | |
| CO :4 | | | S | | | | | | | | | |
| CO :5 | | | | | | S | | | | | | |

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Concepts of OB: Concept of organizational behaviour, organization behaviour & organizational behaviour, field of organizational behaviour, Goals of organizational behaviour, applying OB knowledge to Management Practices.. | **16** |
| **UNIT-II** | |
| Foundation of Individual Behaviour: Attitudes, personality, Perception, Learning, Implications for Managers, Communication, Techniques of effective | **16** |

| | |
|---|---|
| communication, Transactional Analysis, Quality circle. | |
| **UNIT- III** | |
| Interpersonal and team processes: group behavior, group development, group dynamics, social loafing; developing teams – self directed work teams, virtual teams; team building; Empowerment - concept, significance, process, prerequisites, Conflict – concept, sources, types, management of conflict, Power – concept, sources, approaches; organizational politics. | **12** |
| **UNIT- IV** | |
| : Organizational processes and structure: organizational structure and design, Work and job design; organizational learning; organizational culture; organizational change and development. | **12** |

**Total = 56**

Note: Relevant Case Studies will be discussed in class.

**SUGGESTED READINGS:**

1- Management of Organizational Behaviour, P. Hersey and K.H. Blanchard, Sage.
2- Organizational Behaviour, L.M. Prasad, Himalaya, Mumbai.
3- Organizational Behaviour, S.P. Robbins,
4- Organizational Behaviour -Text and Cases, M.G. Rao, V.S.P. Rao & P.S. Narayana, Konark, Delhi.
5. Organisational Behaviour – Fred Luthans

**MBA (Master of Business Administration)**

Subject Code:MGT-8202

Title of course: HUMAN RESOURCE MANAGEMENT

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

**After successful completion of course, the students should be able to**

**CO 1:** To **synthesize** information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.

**CO 2:** To design a training program using a useful framework for evaluating training needs, designing a training program and evaluating training results.

**CO 3:** In a complex world of industry and business organizational efficiency is largely dependent on the contribution made by the members of the organization.

**CO 4:** To interpret salary survey data and design appropriate pay structure

**CO 5:** To create an understanding of the various policies and practices of human resource management.

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | | | S | |
| CO :4 | | | | | | | | | | | | S |
| CO :5 | | | | | | | | | S | | | |

| **Course Discription** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Concepts and Perspectives on Human Resource Management, Human Resource Management in a Changing Environment, Strategic Role of Human Resource Management, Evolution of HRM, Functions Human Relation Approaches. | **15** |
| **UNIT-II** | |
| Corporate Objectives and Human Resource Planning, Career and Succession Planning, Employee Welfare, Industrial Relations & Trade Unions, Dispute | **15** |

| | |
|---|---|
| Resolution & Grievance Management and Employee Empowerment. | |
| **UNIT- III** | |
| Job analysis and Role Description, Job Design and its Techniques, Human Engineering, Methods of Manpower Search, Attracting and Selecting Human Resources, Induction and Socialization. | **14** |
| **UNIT- IV** | |
| Manpower Training and Development, Performance Appraisal and Potential Evaluation, Job Evaluation & Wage Determination. | **12** |

**Total =56**

**SUGGESTED READINGS:**


1. Human Resource and Personnel Management, Aswathappa K., Tata Mc Graw Hill, New Delhi,
2. Human Resource Management 5th ed., De Cenzo DA & Robbins SP., New York, John Wiley,
3. The New International Manager, Guy V& Mattock J, London, Kogan Page,
4. Performance Measurements and Evaluation, Holloway J.ed., New Delhi, Sage,
5. Personnel Management 2nd ed., Monappa A & Saiyadain, New Delhi, Tata McGraw- Hill
6. Human Resource and Personnel Management, Ston Lioyed and Leslie W. Rue, Richard D. Irwin, Illinois.
7. Human Resource Management, T.N. Chhabra, Dhanpat Rai & Co., New Delhi.

**Subject Code : MGT -8203**
**Title of the course :**Financial Management

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1:** Understand both the theoretical and practical role of financial management in business corporations.
**CO2:** Analyse the finances of individual corporations both in terms of theirperformance and capital requirements
**CO3:** Evaluate the role and importance of shareholders within moderncorporations
**CO4:** Have a greater appreciation and understanding of the importance ofrisk within the context of financial decision making
**CO5:** Access financial information from a wide variety of sources and use thisinformation to research and assess corporations

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | | | S | | | | | | | | | |
| CO2 | | | | S | | | | | | | | |
| CO3 | | | | | | | | | S | | | |
| CO4 | | | | | | S | | | | | | |
| CO5 | | | | | | | | | | | | S |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit – I** | |
| Concepts of Financial Management: Objective & Scope of Financial Management, Techniques of Financial Management, Time Value of Money. Capital Budgeting: Evaluation Techniques, Cost of Capital- Cost of Different Sources of Capital, Weighted Average Cost of Capital. | 24 |
| **Unit – II** | |
| Leverages & Capital Structure: Operating, Financial & Combined Leverages, Indifference Point, Capital Structure- Approaches to Capital Structure, Optimum Capital Structure. Working Capital Management: Determinants, Computation by Current Assets and Current Liability Method, Working Capital Financing, Inventory Management Techniques. CVP analysis and Dividend policy: Cost Volume Profits Analysis, Dividend Polices-Determinants and Models of Dividend Policy. | 24 |
| | **Total=48** |

**Title of the course** : Marketing Management

**Subject** : MGT-8204

**Weekly Load** : 4 LTP 3- 1 -0

**Credit** : 4

COURSE OUTCOMES

1. To make the students Identifying core concepts of marketing and the role of marketing in business and society.
2. To equip the students with Ability to develop marketing strategies based on product, price, place and promotion objectives.
3. To equip the students with Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.
4. To equip the students with Ability to collect, process, and analyse consumer data to make informed marketing decisions
5. To equip the students with Ability to analyse marketing problems and provide solutions based on a critical examination of marketing information.

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | S | | | | | | | | | | |
| CO :2 | | | S | | | | | | | | | |
| CO :3 | | | | | | | | | | S | | |
| CO :4 | | | | | S | | | | | | | |
| CO :5 | | | | | | | | | | | S | |

Course Assessment methods:

| Direct | Indirect |
|---|---|
| 1. Minor-I | Course and Survey |

| | |
|---|---|
| 2. Minor-II<br>3. Quiz-1, Quiz-11<br>4. Assignment<br>5. End Semester Examination | |

| | Course Description | Lectures |
|---|---|---|
| **Unit-I** | **Introduction:-**<br>Nature and scope of marketing: Corporate orientation towards the market place, the marketing environment and environment scanning, marketing information system and marketing research. | **08** |
| | **Marketing Concepts:-**<br>Understanding Consumer and Industrial Markets: Demand measurement and Forecasting, Market segmentation, Targeting and positioning. Product Decisions: Product mix, Product life cycle, New product development, Branding and Packaging decisions, Pricing methods and strategies. | **11** |
| **Unit-II** | **Promotional Mix:-**<br>Promotion decisions—Promotion mix, Advertising and Personal selling, Channel management—selection, co-operation and conflict management, Vertical marketing systems, Organizing and implementing marketing in the Organization. | **10** |
| | **Latest Trends:-**<br>Evaluation and Control of Marketing Efforts: Scope, Steps, Designing, Tools and Techniques of marketing controller, The marketing controller concept. New Issues in Marketing: Globalization, Consumerism, Green marketing, Planning and managing inventories in Supply Chain. | **11** |

Recommended Books:

| Author | Title | Publisher |
|---|---|---|
| Phillip Kotler | Marketing Management—Analysis, Planning, Implementation and Control | PHI |
| Phillip Kotler & Armstrong Gary | Principles of Marketing | PHI |
| Neelamegham S. | Indian Cases in Marketing | Vikas, New Delhi |
| Stanton William J | Fundamentals of Marketing | TMH |
| Arun Kumar | Marketing Management | Vikas, New Delhi |

**Title of the course** : Production &Operation Management

**Subject** : MGT-8205

**Weekly Load** : 4 LTP 3- 1 -0

**Credit** : 4

COURSE OUTCOMES

Upon successful completion of this course, students should be able to:

1. To make the students aware and an appreciation of the importance of the operations and supply management to the sustainability of an enterprise.
2. To make the students awareof the importance of quality control and it's techniques.
3. To explain the students the importance of forecasting and it's techniques.
4. To make the students understanding of the problems involved in inventory management.
5. To equip the students with an understanding of the concepts of operations scheduling

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | | | | S |
| CO :4 | | | | | | | | | | | | S |
| CO :5 | | | | | | | | | | S | | |

Course Assessment methods:

| Direct | Indirect |
|---|---|
| 6. Minor-I<br>7. Minor-II<br>8. Quiz-1, Quiz-11<br>9. Assignment<br>10. End Semester Examination | Course and Survey |

| | Course Description | Lectures |
|---|---|---|

| | | |
|---|---|---|
| **Unit-I** | **Introduction:-**<br><br>Managing Operations: Nature and scope of Production and Operations Management. | **8** |
| | **Production Planning:-**<br>Planning (Designing) the Conversion System:Designing of Products, Services & Processes, Facility Location, Type of Manufacturing Systems and Layout. | **10** |
| **Unit-II** | **Operational Planning:-**<br>Organizing the Conversion System: Job Design, Production and Operation standards and Work Management, Scheduling System, Aggregate Planning for Production and Services. | **10** |
| | **Control System:-**<br><br>Controlling the Conversion Process: Inventory Control, MRP, Purchasing, Modern Operation Systems: Introduction to modern management system— JIT, KANBAN, FMS, TQM—Quality, Quality Assurance and Total Quality. | **12** |

Recommended Books:

| **Author** | **Title** | **Publisher** |
|---|---|---|
| Adam, Everett E. and Ebert, Ronald J. | Production and Operations Management-Concepts, Models and Behaviour | PHI |
| S.N. Chary | Production & Operation Management | TMH |
| Buffa,E.S | Modern Production Management | John wiley,N.Y |

**Title of the course** : Research Methodology

**Subject** : MGT-8206

**Weekly Load** : 4 LTP 3- 1 -0

**Credit** : 4

COURSE OUTCOMES

1. To make the students Identifying research problems in management;
2. To make the students Formulate research hypotheses based on relevant management theories and research evidence.
3. To make the students Select and implement appropriate research designs,
4. To make the students Collection, Conduct data analysis and Interpret data with computer software such as SPSS;
5. To make the students Write research reports.

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | S | | | | | | | | | | |
| CO :2 | | S | | S | | | | | | | | |
| CO :3 | | | S | | | | | | | | | |
| CO :4 | | | | | | | | | S | | | |
| CO :5 | | | | | | | | | | | S | |

Course Assessment methods:

| Direct | Indirect |
|---|---|
| 11. Minor-I<br>12. Minor-II<br>13. Quiz-1, Quiz-11<br>14. Assignment<br>15. End Semester Examination | Course and Survey |

| | Course Description | Lectures |
|---|---|---|
| **Unit-I** | **Introduction:-**<br><br>Research in Management: Definitions, Meaning, Scope and Objectives of Research, Types of Research – descriptive vs. analytical, applied vs. fundamental, quantitative vs. qualitative, conceptual vs. empirical, significance of research, research process. | **9** |
| | **Research Problem:-**<br>Nature, Considerations in selecting a problem, necessity of defining the problem, techniques in defining the problem, An Illustration, Hypothesis- Nature, basic concepts regarding testing of hypotheses, flow diagram for hypothesis testing. | **9** |
| **Unit-II** | **Research Design:-**<br><br>Meaning, Need and Features of good design, Types of Research Design: Research Design in case of exploratory research studies, Research Design in case of descriptive and diagnostic research studies, Sampling Design- steps, characteristics of a good sample design and different types of a sample design. | **11** |
| | **Data Collection:-**<br>Methods of Data Collection – Observation, Interview, Questionnaire, Schedule, Scaling Techniques – Meaning, important scaling techniques. Processing and Analysis of Data: Processing operations, problems in processing, types of analysis – univariate and multivariate analysis, an overview of techniques, Report writing. | **11** |

Recommended Books:

| **Author** | **Title** | **Publisher** |
|---|---|---|
| CR Kothari | Research Methodology | VishwaPrakashan |
| Wilkinson &Bhandarkar | Methodology & Techniques of Social Research | HPH |
| PC Tripathi | Research Methodology | Sultan Chand &Co.. |

Subject Code:MGT-8207

Title of course: CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: This course aims to give the student a thorough understanding of the societal context in which the concept of Corporate Social Responsibility (CSR) has emerged.

CO 2. It will debate different approaches to understanding CSR, and examine various political and socio-economic drivers for the increasing proliferation of CSR related activities.

CO 3. It will also review the development of CSR governance initiatives, and evaluate the limits and potentials of CSR as a device for promoting sustainable development.

CO 4. To understand the impact of CSR on organizational performance.

CO 5. To understand what are the derivers behind the implementation of CSR.

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | | S | | | |
| CO :2 | | | | | | | | S | | | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | | | | S | | | | | |
| CO :5 | | | | | | | | | | | S | |

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through | **11** |

| | |
|---|---|
| triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR;Initiatives in India**.** | |
| **UNIT-II** | |
| CSR-Legislation in India & the world. Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India | **10** |
| **UNIT- III** | |
| Identifying key stakeholders of CSR & their roles. Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. Role of Non-profit &Local Self Governance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact Self-Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and responsibilities of corporate foundations | **11** |
| **UNIT- IV** | |
| The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. Performance in major business and programs. Voluntarism Judicial activism. Review current trends and opportunities in CSR.CSR as a Strategic Business tool for Sustainable development. Review of successful corporate initiatives & challenges of CSR. Case Studies of Major CSR Initiatives. | **10** |

**Total = 42**

**Reference Books:**


1. Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
2. The World Guide to CSR - Wayne Visser and Nick Tolhurst
3. Innovative CSR by Lelouche, Idowu and Filho
4. Corporate Social Responsibility in India - Sanjay K Agarwal
5. Handbook on Corporate Social Responsibility in India, CII.
6. Handbook of Corporate Sustainability: Frameworks, Strategies and Tools - M. A. Quaddus, Muhammed Abu B. Siddique
7. Growth, Sustainability, and India's Economic Reforms – Srinivasan
8. Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad
9. . Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
10. Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University

Press.

**MBA (Master of Business Administration)**

**Title of the course** : Management of International Business

**Subject** : MGT-9101

**Weekly Load** : 4 LTP 3- 1 -0

**Credit** : 4

COURSE OUTCOMES

1. To make the students Conduct, evaluate and present market research to support an organization's international business decision-making.
2. To make the students Evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives.
3. To make the students Develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization's integrative trade initiatives.
4. To make the students Analyse the impact of an organization's integrative trade initiatives on its human resources management strategies, policies and practices.
5. To make the students Recommend strategies to support principles of corporate sustainability, corporate social responsibility and ethics associated with an organization's integrative trade initiatives and evaluate their effectiveness.

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | | | | | S | | | | |
| CO :5 | | | | | | | | | | S | | |

Course Assessment methods:

| Direct | Indirect |
|---|---|
| 16. Minor-I<br>17. Minor-II<br>18. Quiz-1, Quiz-11 | Course and Survey |

| | |
|---|---|
| 19. Assignment<br>20. End Semester Examination | |

| | Course Description | Lectures |
|---|---|---|
| **Unit-I** | **Introduction:-**<br><br>International Management: Concept, Dimensions and Approaches; Business culture and corporate culture; Problems of intercultural communication; Cross - cultural values and business management; Business values ethics and social responsibilities, Challenges of Global Planning: Economics, political, and strategic predisposition imperatives; Resource allocation and portfolio compositions of a global firm; Planning for linkages and synergies among business across borders; Locus of decision making; Headquarter-subsidiary relationships in international business enterprises. | **12** |
| | **Organization and Control for in International Competitiveness:-**<br>Organisation design and structure of international companies; Global product division; Matrix and network structures; Managing communication across cultures; Managing for continuous innovations in trans-cultural context; Developing coordination; Systems of control in international operations. Management of Personnel with Different Social and Cultural Backgrounds: Selection, training and development of people for global assignments; Compensation and reward practices among international firms; managing cultural and social diversities, Motivation and leadership in international Firms. | **12** |
| **Unit-II** | **Managing Political Risks:-**<br><br>Host country home country and multinational relationships; Political risk assessment and protection techniques for multinational corporations; Organizing for political risk management. International Business Negotiations: Importance of business negotiations; Business negotiation process and skills, Management of business negotiations, Negotiations within groups, Negotiations across cultures. | **09** |
| | **Managing international Collaborative Arrangements:-**<br>Joint Ventures and other forms for strategic alliances: Traditional and emerging reasons for forming strategic alliances:; Pitfalls in strategic alliances; Making cross -cultural alliances work. | **07** |

Recommended Books:

| Author | Title | Publisher |
|---|---|---|
| Irwin | International Management: Text and Cases | McGraw Hill |
| Hodgetts, R.M. and F. Luthans | International Management | McGraw Hill |

| | | |
|---|---|---|
| Thakur, M., G. E. Burton and Srivastava, B.N | International Management: Concepts and Cases | TMH |

Subject Code:MGT-9102
Title of course: BUSINESS POLICY AND STRATEGIC MANAGEMENT

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO 1:** To develop a holistic perspective of an organization
**CO 2** To enable the students to analyze the strategic situation facing the organization
**CO 3.**To access strategic options available to the organization and to implement the strategic choices made by it.
**CO 4.**To study the functions and responsibility of senior management.
**CO 5.**To understand organizational course of actions.

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | | S | | | |
| CO :2 | | | | | | | | | | S | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | | | | | S | | | | |
| CO :5 | | | | | | | | | | S | | |

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Strategic Management Process: defining strategy, levels of approaches to strategic decision making, process of strategic management, roles of strategies, mission and objectives, strategic business unit, environment – concept, components and appraisal | **10** |
| **UNIT-II** | |
| Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal, SWOT analysis formulation – corporate level strategies and business strategies, strategy analysis and choice – the | **11** |

| | |
|---|---|
| process, BCG matrix, GE matrix, SPACE approach, QSP matrix and strategic plan | |
| **UNIT- III** | |
| Strategy implementation: aspects, structures, design and change; behavioural implementation – leadership, culture, value and ethics | **10** |
| **UNIT- IV** | |
| Functional implementation: functional strategies, plans and policies; marketing; financial, personal, operations, its plans and policies; strategic evaluation and control – an overview of strategic evaluation and control, techniques of strategic evaluation and control. | **11** |

**Total= 42**

Note: Relevant Case Studies will be discussed in class.

**Suggested Readings:**

1. Kazmi, Azhar, **Business Policy and Strategic Management**, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. David, Fred R**. Strategic Management – Concept and Cases,** Pearson Education, Delhi

3. Hitt, M.A., Ireland R.D. and HosKisson R.D., **Strategic Management Competitiveness and Globalisation**; Thomson Asia Pvt. Ltd.
4. Pearce II J A and Robinson Jr., R.B., **Strategic Management – Strategy Formulation and Implementation**, AITBS Publishers and Distributors, Delhi

Subject Code:MGT-9105
Title of course: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO 1:** To recognize, outline, and illustrate the enduring global context of International HRM.
**CO 2:** To formulate human resources policies and practices that help promote the organization's strategic goals.
**CO 3:** To Develop an understanding of the challenges of human resources management and successfully manage and resolve conflict.

**CO 4:** To Evaluate the dynamic of the global business environment from a competitive and economic perspective.
**CO 5:** To understand how to Use creative, critical and reflective thinking to address organizational opportunities and challenges.

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | | | | | | | | S | |
| CO :5 | | | | S | | | | | | | | |

| **Course Discription** | **Lectures(s)** |
|---|---|

| | |
|---|---|
| **UNIT- I** | |
| Introduction to cross cultural management: Significance of Culture for International Management. Culture dimensions, Gender Diversity, Workforce Diversity, impact of cross culture on organizations, role of culture in Strategic Decision- Making, various models for comparing cultural- Hofstede. GLOBE, Kluchohm & Stoodbeck | **16** |
| **UNIT-II** | |
| Shift in Culture: Culture as a factor in a people's Response to Change, significance of shift in Culture, Economic Factors and Shifts in National Culture, Cross- Cultural Communication: Role of effective communication for international and cross- cultural management and in the field of international marketing. | **16** |
| **UNIT- III** | |
| HRM in Cross Border Mergers and Acquisition, Cross Cultural Human Resources Management – Staffing and Training for Global Operations Global Staffing Choices – Expatriates or Local Managers? Dynamics of Cross-Cultural leadership, managing and motivating multi culture Teams. | **12** |
| **UNIT- IV** | |
| Negotiation & Decision making: Culture and Dispute, Resolution of Conflicts and Disputes in cross culture context, Negotiations across culture, Cross – culture Negotiation Process, Cross-culture Ethics: Ethics values across cultures and Ethics dilemma, Overview of culture and management in Asia (India, China and Japan), US and Europe. | **12** |

**Total= 56**

**Suggested Readings:**

1. International Human Resource Management, Second Edition, 'K. Aswathappa' Tata McGraw-Hill ISBN: 979-0-07-107794-1.

2. The Secret Of A Winning Culture: Building High- Performance Teams, “Esen Drlarry, Rchildress John,” Prentice Hall India, ISBN: 81-203-1713-0.

3. Revitalize Your Corporate Culture: Powerful Ways To Transform Your Company Into A Hiongh- Performance Organisation, “Cashby Franklin”, Prentice Hall India, ISBN: 81-203-1693-2.4. International management: Managing Across Borders And Cultural, 4th Ed, “Deresky Helen,” Prentice Hall India, ISBN: 81-2227-4.

Subject Code:MGT-9106

Title of course: MANPOWER PLANNING AND DEVELOPMENT

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO.1:** Know human resource planning and development process, its need, significance, factors affecting the process, various levels of process, its implementation at organizational level and workforce flow mapping techniques.

**CO.2:** Predict manpower demand and forecasting, wastage analysis. Provide knowledge of carrier management, performance planning and multiskilling.

**CO.3:** Understand complete Human Resource Development process, HRD strategies and experiences at national and international level, Human resource valuation and accounting.

**CO.4:** Know the role of an HRD professional, HRD for workers and organizational development.

**CO.5** The students should understand the classification system of industries and occupations,and relevance of such classifications.

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | | S | | | |
| CO :2 | | | | | | | | S | | | | |
| CO :3 | | | | | | S | | | | | | |
| CO :4 | | | | | | | | S | | | | |
| CO :5 | | | | | | | | | | | | S |

| **Course Discription** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Human Resource Planning and Development: Need, Significance, Macro and micro level manpower planning, human resource planning and the government. Organizational Human Resource Planning: factors affecting, process, and barriers, Work Force Flow Mapping, Age and Grade Distribution Mapping. | **16** |

| | |
|---|---|
| | |
| **UNIT-II** | |
| Models and Techniques of Manpower Demand and Supply Forecasting, Behavioural factors in Human Resource Planning, Wastage Analysis, Retention, Redeployment and Exit Strategies. Career Management: Career Planning, Career Development, Managing Change, Performance Planning, Coaching, Potential Appraisals, Multi-skilling, Training Retraining. | **16** |
| **UNIT- III** | |
| HRD evolution, concepts, goals and challenges, HRD climate and processes, Organizing for HRD, HRD strategies and experiences in India, HRD in culturally diverse environment, International HRD experiences. Human Resource Valuation and Accounting ,Quality of worklife. | **12** |
| **UNIT- IV** | |
| Role of an HRD Professional, Task Analysis, Motivational aspects of HRD, Developmental Supervision and Leadership, Counselling and Monitoring, HRD for workers, HRD for Organizational Development and Change. | **12** |

**Total = 56**

**SUGGESTED READINGS:**


1. Papalia, Diane, *Human Development*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2004.
2. Randy L. Desimone, Jon M. Werner, and David M. Harris, *Human Resource Development*, Thomson South-Western Press, 3rd Edition.
3. Tanuja Agarwala, *Strategic Human Resource Management*, Oxford University Press, P. Jyothi, Venkatesh Rao, *Human Resource Management*, Oxford University Press, 2005.
4. Susan E. Jackson, Schuler, Werner, *Managing Human Resources*, South-Western Cengage Learning, 2008.USA, 20

Subject Code:MGT-9107

Title of course: EMPLOYEE RELATIONS

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: To understand the main aspects and changing facets of employee relations.

CO 2: To understand the interfaces of employee relations with the broader HR function.

CO 3: To be able to identify aspects of continuity and change in employee relations.

CO 4: To understand the issues involved in employment security and development opportunities ,internal labour markets and employability.

- CO 5: To understand how to evaluate the effectiveness of the systems associated with high investment work systems or high commitment management.

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**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | S | | | | | | | |
| CO :3 | | | | | | | | | | | | S |
| CO :4 | | | | | | | | | | | S | |
| CO :5 | | | | | | | | | | S | | |

| Course Discription | Lectures(s) |
|---|---|
| **UNIT- I** | |
| **Organizational Aspects in Employee Relations Management:** Introduction, Organizational Commitment and Engagement, How Organizations Work, Organizational Culture, Conflicts in Organizations. Employee relations for the diverse workforce and Multinational Companies (MNC), Employee relations during crises – Recession | **16** |
| **UNIT-II** | |
| **Behavioural Aspects in Employee Relations Management:** Introduction, Motivation, Leadership, Communication, Decision Making, Power and Authority. Organizational discipline: Introduction, Types of Organizational Discipline, Disciplinary Problems, Grievance Handling: Introduction, Grievance, Needs for Grievance Redressal, Steps in Grievance Redressal Procedure, Essential Pre-requisites of Grievance Procedure, , Precautions in Grievance Handling, Conflict Resolution. | **16** |
| **UNIT- III** | |
| Industrial relations: Introduction, Overview of Industrial Relations, Composition of Industrial Relations, Importance of Industrial Relations, Perspectives of Industrial Relations.<br><br>Trade Unions: Introduction, Trade Unions, Reasons for Joining Trade Unions, Functions of Trade Unions, Types of Trade Unions, Advantages and disadvantages of Trade unions, Trade Unions in India. | **12** |
| **UNIT- IV** | |
| Collective Bargaining and Negotiation: Introduction, Collective Bargaining, Phases of Collective Bargaining and Negotiation, Collective Bargaining Advantages, Negotiation Participation and Empowerment: Introduction, Objectives, Advantages of Employee Participation, Employee Participation in India, Methods of Participation, Employee Empowerment. Managing Employee Relations through Organizational Change.<br><br>**Laws related to Employee Relations:** Introduction, Evolution of Employee Laws in India, Laws Relevant to Employee Relations, Laws Relevant to Organizational Conflicts, Laws Relevant to Employee Wages and | **12** |

| | |
|---|---|
| Compensation | |

**Total = 56**

**Suggested Readings:**


1. Industrial relations Emerging Paradigms B.D. Singh, Excel Books.A-45, NarainaPhase-1 New Delhi.
2. Venkataratnam, C.S., *Industrial Relations*, Oxford University Press, 2007.
3. Mamoria, Mamoria, Gankar, *Dynamics of Industrial Relations*, Himalaya Publishing House, Mumbai, 2007.
4. A.M.Sharma: Industrial Relation: Himalaya Publishing House.
5. Arun Monappa: Industrial Relation: TMH.

Subject Code:MGT-9108

Title of course: TEAM DYNAMICS AT WORK

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | S | | | | |
| CO :4 | | | | | | | | | | S | | |
| CO :5 | | | | | | | | | | | | S |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: To Identify and explain the theoretical constructs and the sequential stages of growth and development.

CO 2: To demonstrate effective facilitative skills of communication and leadership for successful group development and interaction.

CO 3: To be able to promote ethical issues in group work.

CO 4: To be able to demonstrate, develop and implement in a helping group.

CO 5: To understand how to evaluate the effectiveness of group dynamics from a multicultural and global perspective.

| **Course Discription** | **Lectures(s)** |
|---|---|

| | |
|---|---|
| **UNIT- I** | |
| **Foundation of Group Behavior:** Definition and characteristics of Group, Need of Group Formation, Types of Groups, Stages of Group Development, Theories of Group Formation. Group Behavior: Group Norms, Group Cohesion, Group Role, Inter Group Conflicts. Group Decision Making, Quality Circle, Work Teams.<br><br>**Team Building:** Meaning of Team, Types of Teams, Team Building Process, Team Roles, What Causes Team Failure, How to Make Team Successful, Social Loafing. | **16** |
| **UNIT-II** | |
| **Organizational Conflict:** Definition of Conflict, Sources and Types of Conflict: Analyzing Interpersonal Conflict, Aspects of Conflict: Functional Conflict and Dysfunctional Conflict, Conflict Process, Conflict Management, Conflict Management in India: Some Research Evidences. Negotiation, Negotiation Strategies, Negotiation Process, Situational Influence on Negotiation, Guidelines for Effective Negotiation, Third Party Negotiation. | **14** |
| **UNIT- III** | |
| **Job Stress:** Meaning of Stress, Symptoms and Measurement of Stress, Causes of Stress, Consequences of Stress, Stress and Task Performance, How to Manage or Cope with Stress.<br><br>**Communication:** Meaning, Nature, Need for Communication, Process of Communication, Channels of Communication, Communication Network, Barriers to Communication, How to make Communication Effective. | **12** |
| **UNIT- IV** | |
| **Leadership:** Meaning, Functions of Leadership, Leadership Styles, Leadership Theories, Difference between Leadership and Management, Leadership Styles in Indian Organizations, Ways to make Leadership Effective, Transactional and Transformational Leadership, Substitutes for Leadership.<br><br>**Power and Politics:** Meaning of Power, Distinction between Power and Authority, Sources of Power, Acquisition of Power, Symbols of Power and Powerlessness, Organizational Politics, Reason for Organizational Politics, Managing Organizational Politics, Case Study. | **14** |

**Total = 56**

**Suggested Readings:**

S. S. Khanka, Organizational *Behavior*, S. Chand, New Delhi, 2009.

Subject Code: **MGT-9109**

Title of course: COMPENSATION MANAGEMENT

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: To discuss the strategic importance of compensation to the achievement of organizational goals.

CO 2: To state the significance of employee benefits to both employers and employees.

CO 3: To discuss the role of compensation in attracting, motivating, and retaining a high-quality workforce.

CO 4: To discuss recent theoretical and practical developments in the area of compensation and benefits.

CO 5: To assess the benefits package that supports the organization's strategy in line with HRM cost- containment policies and practices.

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | S | | | | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | | | | | | S | | | |
| CO :5 | | | | | | | | S | | | | |

| **Course Discription** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Concept of Wage, Theories of Wages, Importance, Wage Policy, Criteria for Wage Fixation, Techniques of Wage Determination, Wage Fixation Machinery, Wage | **16** |

| | |
|---|---|
| Differentials, and Challenges of Remuneration, Impact of compensation and employees benefit on organizational effectiveness; Economic and Behavioural issues in compensation. | |
| **UNIT-II** | |
| Internal and external equity of wage system, Law relating to payment of wages and bonus in India, Conventional reward methods, Developing reward strategy – skill based pay, broad banding, team based pay, payment by results, and performance related pay, variable compensation. Compensation for executives and R&D staff. | **16** |
| **UNIT- III** | |
| Reward structure in new industries, MNCs and other organizations. Remuneration plan and business strategy Incentive plans: Profit sharing, payment of bonus, Types and significance of incentives, fringe benefits. **Incentive plans:** Profit sharing, payment of bonus, Types and significance of incentives, fringe benefits. | **12** |
| **UNIT- IV** | |
| Retirement plans, productivity and wages .Understanding tools in designing, improving and implementing compensation packages. Wage Fixation, Wage Boards, Adjudication, Employee Provident Funds | **12** |

**Total = 56**

**SUGGESTED READINGS:**


1. Milkovich, *Compensation*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2008
2. B.D. Singh, *Compensation and Reward Management*, Excel Books, New Delhi, 2006.
3. Henderson, *Compensation Management in a Knowledge Based World,* Pearson Education, New Delhi, 9th Edition.

**MBA Semester – II**

**Subject Code : MGT- 9110**

**Title of the course : SERVICES MARKETING**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: To develop the know ledge and insights in to the service marketing sector.**
**CO2: To make students understand the difference between marketing of goods and services.**
**CO3: To explain the students to different service industries in the country.**
**CO4: To guide the students to understand the importance of service marketing.**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | S | | | | | | | | | |
| CO :2 | | | | | S | | | | S | | | |
| CO :3 | | | S | | | | S | | | S | | |
| CO :4 | | | | | | | | | S | | | |
| CO :5 | | | | | | | | | | | | |

| Course Description | Lecture(s) |
|---|---|
| **Unit- I** | |
| **Nature, Scope and Concept** of Services Marketing, Difference in Goods and Services Marketing, Marketing Challenges in Service Businesses, Marketing Framework for Services Businesses, Relationship Marketing: Concept, Benefits and Strategies, Services Market Segmentation, Targeting and Positioning. | 12 |
| **Unit- II** | |
| **Services Marketing Mix:** Augmented Marketing Mix, Developing the Service Product/ Intangible Product, Service Product Planning, Service Pricing Strategy, Services Promotions, Services Distributions. Physical Evidence: Role of Communication in Service Marketing, People and Internal Communication, Process of Operations and Delivery of Services, Role of Technology in Services Marketing. | 16 |

| | |
|---|---|
| **Unit- III** | |
| **Financial Services:** Deciding the Service Quality, Understanding the Customer Expectations, Segmenting, Targeting and Positioning of Financial Services, Devising Financial Services, Marketing Mix Strategies with Special Reference to Credit Cards, Home Loans, Insurance and Banking, Marketing of Telecom/ Insurance Services. | 14 |
| **Unit- IV** | |
| **Managing Productivity and Differentiation** in Services Organizations; Demand-Supply Management; Advertising, Branding and Packaging of Services, Service Recovery Management; Applications of Services Marketing Services in Global Perspective: Principal Driving Force in Global Marketing of Services, Key Decisions in Global Marketing, Services Strategy and Organizing for Global Marketing. | 14 |

**Total=56**

**Suggested Readings:**


Love lock Christopher - Services Marketing: People, Technology and Strategy (Pearson Education, 5th Ed.)
Zeithaml - Services Marketing (Tata Mc Graw Hill, 3rd Ed.)
Woodruff Helen - Service Marketing (Macmillian, 1st Ed.)
Payne Adrian - The Essence of Service Marketing (Prentice Hall of India)
Rama Mohana Rao - Services Marketing. (Person Education, 1st Ed.)
Govind Apte - Services Marketing (Oxford University Press)

**Title of the course** : Marketing Research

**Subject** : MGT-9111

**Weekly Load** : 4 LTP 3- 1 -0

**Credit** : 4

COURSE OUTCOMES

1. To enhance the students understanding of the marketing research industry.
2. To develop skills in students required by the researcher and understand different applications of Marketing Research.
3. To make the students explore different approaches of marketing research.
4. To make the students be able to exploit Marketing Research data for management decision making.

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | S | | | | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | | | | | | S | | | |

Course Assessment methods:

| Direct | Indirect |
|---|---|
| 21. Minor-I<br>22. Minor-II<br>23. Quiz-1, Quiz-11<br>24. Assignment<br>25. End Semester Examination | Course and Survey |

| | Course Description | Lectures |
|---|---|---|
| **Unit-I** | **Introduction:-**<br><br>Nature, Scope and Concept of Marketing Research, Marketing Research Process, Marketing Research and MIS, Marketing Decision Support Systems, Problem Analysis and Identification of MR Objectives, Sources of Information: Primary and Secondary Data. | **09** |
| | **Research Designs and their applications:-**<br>Exploratory, Descriptive and Causal Research. Sampling Decisions: Basics, Methods/Techniques and Determination of Sample Size.Measurement Process: Measurement in Marketing, Difficulties in Measurement, Concepts of Validity and Reliability, Attitude Measurement: Importance of Attitude in Marketing, | **09** |
| **Unit-II** | **Measurement:-**<br><br>Nature of Attitudes and the Measurement, Attitude Scaling Procedures, Thurston Scale, Likert Scale, Paired Comparison Scale, Semantic Differential Scale and Multi-Dimensional Scale (MDS) and Their Applications, Multivariate Analysis: Factor Analysis, Discriminant Analysis, Cluster Analysis and Conjoint Analysis. | **12** |
| | **Report Writing:-**<br>Report Writing and Presentations, Use of Statistical Package for Social Sciences (SPSS) in Marketing Research, Applications of Marketing Research: Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research, Motivation Research. | **10** |

Recommended Books:

| **Author** | **Title** | **Publisher** |
|---|---|---|
| David J. Luck and Ronald S. Rubin | *Marketing Research* | PHI |
| Tull and Hawkins | *Marketing Research: Measurement & Method* | PHI |
| Iacabucci | *Marketing Research* | Thomson Publications |
| Kinner, T.C. and Taylor, J.R | *Marketing Research: An Applied Approach* | McGraw-Hill, New York |

**Title of the course** : Sales and Distribution Management

**Subject** : MGT-9112

**Weekly Load** : 4 LTP 3- 1 -0

**Credit** : 4

COURSE OUTCOMES

1. To help students understand the Sales &Distribution functions as an integral part of marketing functions in a business firm.
2. To help students acquire and polish their selling skills through practical training sessions
3. To explain the students the concepts, attitudes, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
4. To exhibit the students skills acquired, critical for designing, evaluating and selecting sales and distribution strategies in practical settings
5. To enable the students to design, evaluate and select Sales and Distribution strategies in real time situations

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | | S | | |
| CO :4 | | | | | | | | | | | | S |
| CO :5 | | | | | | | | | | | | S |

Course Assessment methods:

| Direct | Indirect |
|---|---|
| 26. Minor-I<br>27. Minor-II<br>28. Quiz-1, Quiz-11<br>29. Assignment | Course and Survey |

| | |
|---|---|
| 30. End Semester Examination | |

| | Course Description | Lectures |
|---|---|---|
| **Unit-I** | **Introduction to Sales Management:-**<br><br>Selling as a part of marketing; Sales management process; Role of sales manager; Concept of personal selling; Sales management and salesmanship; Theories of personal selling; Process of personal Selling**,** Goals in sales management: Goal setting process in sales management; Analyzing market demand and sales potential | **11** |
| | **Sales Force Management:-**<br>Techniques of sales forecasting; Preparation of sales budget; Formulating selling strategies; Designing sales territories and Quota**.** Sales force management: Organizing the sales force; Designing the structure and size of sales force; Recruitment and selection of sales personal. | **10** |
| **Unit-II** | **Introduction to distribution management:-**<br><br>What is distribution channel? Importance of a channel; Types of channel; Primary and specialized distributors and participants; Distributors policies and strategies**.** | **09** |
| | **Channel management:-**<br>Forces of distributing systems; distributors selections and appointment; Channel conflicts and resolutions; Training the distributors sales team. Sales Promotion: Advertising & Brand Management | **10** |

Recommended Books:

| **Author** | **Title** | **Publisher** |
|---|---|---|
| Donaldson B | Sales Management: Theory and Practice | Palgrave, 1998 |
| Spiro | Sales Management | TMH |
| Tapan K. Panday | *Sales and Distribution Management* | Oxford |

**MBA Semester – II**

**Subject Code : MGT- 9113**

**Title of the course : Retail Marketing Management**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able

**CO1: To provide the students insights on retail operations.**
**CO2: To tell the students as an overview of retail sector in India.**
**CO3: To enable the students to become good retail planners in future.**
**CO4: To develop the interest of students as a career in retail management.**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | | S | | | |
| CO :2 | | | | | S | | | | | | | |
| CO :3 | | | | | | | S | | | S | | |
| CO :4 | | | | | | | | | | | S | |
| CO :5 | | | | | | | | | | | | |

| Course Description | Lecture(s) |
|---|---|
| **Unit- I** | |
| **Overview of retailing environment and management:** Functions of retailing; Building and sustaining relationships; Strategic planning; Structural change, Retailer's Role in Distribution Channels - Benefits of Retailing, Evolution of Retailing-Factors behind the change of Indian retailing industry. | 14 |
| **Unit- II** | |
| **Theories of Institutional Change** - Wheels of Retailing, Dialectic Process, Retail Accordion, Natural Selection. Classification of Retailers – Store-based retailers, Non- store Retailer. Retailing Environment, Promotional strategies choosing a store location: Trading-area analysis; Site selection; | 14 |
| **Unit- III** | |
| **Store design and layout;** Display; Retail organization and HRM; Operations management: financial and operations dimensions; Managing retail services; Service characteristics; Branding: perceptions of service quality. | 14 |

| Unit- IV | |
|---|---|
| **Designing a Retail Organization Structure** - Defining Organisational objectives, Identifying Organisational tasks. Forms of Retail organization – levels of organization.Retail Organization Structures - Independent store organizational structure, Department store organizational structure, Chain store organisational structure; Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing. | 14 |

**Total=56**

**Suggested Readings:**


Berman B. and Evans J. R., Retail Management, Pearson Education, New Delhi, 2002.

Newman A.J. and Cullen P - Retailing : Environment and Operations (Vikas, 1st Ed.)

Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.)

Michael Levi M and Weitz BW - Retailing Management (Tata McGraw Hill, 5th Ed.)

Dunne Patrick M., Lusch Robert F. and Griffith David A - Retailing (Cengage Learning, 4th Ed.)

Cox Roger and Brittain Paul - Retailing: An Introduction (Pearson Education, 5th Ed.)

Newman and Cullen - Retailing (Cengage Learning, 1st Ed.)

Vedmani G. Gibson - Retail Management - Functional Principles & Practice (Jaico Publications,
1st Ed.)

**Title of the course** : International Marketing
**Subject** : MGT-9114

**Weekly Load** : 3 LTP 3-0 -0

**Credit** : 3

COURSE OUTCOMES

1. To enable students aApply basic international marketing theories and concepts to understand the environment;
2. To make students Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies;
3.to enable students Identify, analyse, and evaluate data, information, and evidence related to international business opportunities and threats relevant in the current world;
4. To enable students Communicate, clarify, and present to peer audiences in a professional setting and work in a team reflected in assessment activities; and
5. To enable students Produce a report considering the marketing of a business to consumers or business customers in different cultural contexts with consideration of ethical conduct.

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | | S | | |
| CO :4 | | | | | | | | | S | | | |
| CO :5 | | | | | | | | | S | | | |

Course Assessment methods:

| Direct | Indirect |
|---|---|
| 1. Minor-I<br>2. Minor-II<br>3. Quiz-1, Quiz-11<br>4. Assignment<br>5. End Semester Examination | Course and Survey |

| | Course Description | Lectures |
|---|---|---|
| **Unit-I** | **Introduction:-**<br><br>International Marketing: Nature &Scope , Difference between domestic marketing. And International Marketing; Economic environment in International Marketing.Emergence of trading blocks like (Customs union to common currency). | **08** |
| | **Constraints in International marketing:-**<br>Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements. India and World trade, Export & Import policy.Direction and Quantum of India's Exports. | **08** |
| **Unit-II** | **Export System in India:-**<br><br>Institutional infrastructural framework for export promotion in India, i.e. EPCs, ECGC, Commodity Boards etc. Registration, Production and clearance of goods for exports International Marketing mix- identification of markets. | **07** |
| | **Components of International Marketing:-**<br><br>International Product life-Cycle. Promotion and Pricing in International marketing. Various forms of International business- Joint-ventures, Turnkey projects. Shipping and Transportation. Documentation for Exports. | **07** |

Recommended Books:

| Author | Title | Publisher |
|---|---|---|
| Onkvisit, Shaw | *International Marketing-Analysis and Strategy* | PHI |
| Subash C. Jain | *International Marketing* | Thomson Learning, Mumbai |
| Cateora and John L. Graham | *International Marketing* | McGraw-Hill |

Subject Code : MGT - Material and Store management

Title of the course :MGT-9115

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1:** Problem solving and analysis skills

**CO2:** Understanding the management component of the field

**CO3:** Knowledge of professional opportunities for management

**CO4:**Differences between different kinds of management

**CO5:** Tools and techniques utilized

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | | | | | | S | | | | | | |
| CO2 | | | | | | | | | S | | | |
| CO3 | | | | | | | | | S | | | |
| CO4 | | | | | | | | S | | | | |
| CO5 | | | | | | S | | | | | M | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit – I** | |
| The Scope of the Stores Department , Types of Stores , Special Stores, Stock yards, The Stores • Department as a Service Department, The Integrated Purchasing and Stores Department, Staff *and Customer* Relations, Stores Systems and Procedure, Stock Records, Identification, Specification and Standardization, Setting a Stores or Stockyard, Transport and Distribution of *Goods*, Postal Services, Location, *Types* of Building, Detailed Consideration of Storage Accommodation, Fire and Firefighting | 24 |
| **Unit – II** | |
| Layout of Buildings, Storage Policy, Flow of Materials, Goods Received Facilities, Mechanical Handling, Inspection, Centralized Goods Receiving<br><br>Stock Records, The Stock Records Department, Stock Record Cards, The Aims of Stock Control. *Types* of Stock Control, Stock Levels, Stock Control - Finished Stocks, Work of the Stock Control Department, Stock Taking, Types of Stock Taking, | 24 |

| | |
|---|---|
| Discrepancies and Determination of Errors, Financial Control of Stock, Stores Costs and *Budgets*, Methods of Pricing Stock, Stores Evaluation for Final Accounts. | |

**Total=48**

Subject Code : MGT -9116

Title of the course :Material Handling Management

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1:** a basic understanding of material handling facilities and the fundamental principles of material handling;

**CO2:** quantitative techniques for designing warehouse and material handling systems and an understanding of their limitations;

**CO3:**an understanding of safety issues and regulations in warehouse and material handling.

**CO4:** select appropriate equipment for material handling and understand the basic roles of the different equipment;

**CO5:** apply appropriate techniques for improving existing material handling systems;

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | | | | | | | | | | | S | |
| CO2 | | | | | | | | | | | S | |
| CO3 | | | | | | S | | | | | | |
| CO4 | | | | | | | | S | | | | |
| CO5 | | | | | | | | | S | | | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit – I** | |
| Introduction to Basic Material Handling Equipment and Principles<br>Performance of physical work: conveyers, power trucks, cranes and hoists, robots, automated guided vehicles (AGVs), automated storage/retrieval systems. Assistance in material flow management: barcode systems, radio frequency identification (RFID), shelves, containers. Twenty principles of material handling from the College-Industry Council on Material Handling Education (CICMHE).<br>Quantitative Techniques in Material Handling<br>Equipment selection: present value calculation, estimation of fixed and variable | 24 |

| | |
|---|---|
| costs, calculation of the upper and lower bounds for equipment selection. Order picking and routing policies at warehouses. Warehouse layout design, methods of assigning dedicated storage. | |
| **Unit – II** | |
| Material Transportation Optimization<br><br>AGV routing techniques. Behaviors of dynamic shortest paths with known events. Transportation and transshipment models. Vehicle-routing problems: traveling distance, customer demand, limited/unlimited capacity.<br><br>Regulations and Safety Issues<br><br>Health and safety aspects of warehouse and material handling systems. Types of legal liability and contributory negligence. Duty of care, breach of duty, causation and remoteness, damages, statutory duty, and employer liability. | 24 |

**Total=48**


1. Askin RG and Standridge CS 1993, *Modeling and Analysis of Manufacturing System*, New York, Wiley
2. McCormik EJ and Sanders M 1993, *Human Factors in Engineering and Design*, New York, McGraw-Hill
3. Bozer YA, Chapter 56: *Material Handling Systems, Handbook of Industrial Engineering: Technology and Operations Management*, 3nd edition, New York: John Wiley & Sons
4. Smith JD, Chapter 57: *Storage and Warehousing, Handbook of Industrial Engineering: Technology and Operations Management*, 3nd edition, New York: John Wiley & Sons
5. Francis RL and White JA 1998, *Facility Layout and Location: An analytical Approach, Englewood Cliffs*, NJ, Prentice-Hall

Subject Code : MGT - PURCHASING AND INVENTORY MANAGEMENT

Title of the course :MGT-9117

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1:** Learn the fundamental principles of Purchasing and inventory control.
**CO2:** Understand inventory classifications.
**CO3:** Build inventory systems through a strategic approach to control inventory levels and financial risks when exporting and/or importing on a global basis.
**CO4:** Incorporate reuse and recycling practices into inventory management systems through strategic reverse logistics processes and circular supply chains.
**CO5:** Examine current business model and supply chain practices to identify the potential value of transitioning to a circular economy business model.

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | | | | | S | | | | | | | |
| CO2 | | | | | | | | S | | | | |
| CO3 | | | | | | | | | S | | | |
| CO4 | | | | | | | | | | | S | |
| CO5 | | | | | | | | | | | | S |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit – I** | |
| Introduction: Definitions, importance, objectives, functions, relation with other departments. Organization for purchasing: meaning, advantage, responsibility; Organizational structure.Purchasing procedure; Procedure and policies of purchasing; *forms* and formalities; contracts,ordering follow-up; Maintenance of files and Records, Tendering and *buying*, price negotiation, purchasing principles. Selection of sources of supply (Right Source) importance, classification, elements of source selection andaids, selection of suitable vender(s) supplier routing and various other aspects in selection of correct source of supply. Determination of price (Right Price); Role of price factor in purchasing. Determination of price, method ofprices structure, Government role in price fixation. | 24 |
| **Unit – II** | |

| | |
|---|---|
| Quality control (Right Quality), Role of quality in buying, responsibility, Organisation of quality control, *classification* of inspection procedure; standardization; specifications, brands, standards of purchasing etc. purchase budget. Purchasing research Area of research Stores Management, Stores system and procedures, incoming Material control, Obsolete, Surplus and scrap Management. *Fundamental* concept of Inventory: Introduction, Functions of inventory, Types of inventory, importance of inventory in an industrial organization; Codification, Standardization and simplification; Selective control of inventory; Factor affecting inventory, Nature of lead-time and requirement of materials; Material requirement planning. Inventory control levels, Order Point; re-order level, Minimum level, Standard order quantity safety stock, Inventory control models, Static and dynamic inventory models, EOQ and EPQ with or without shortages and price discounts, probabilistic models. Computer and inventory control, Inventory information system. | 24 |

**Total=48**

**Title of the course** : **E- COMMERCE**

**Subject** : MGT-9118

**Weekly Load** : 4 LTP 3- 1 -0

**Credit** : 4

**COURSE OUTCOMES**

1. To help students understand e-commerce as an integral part of modern management .
2. To help students acquire and polish their e-commerce skills
3. To explain the students the concepts, attitudes, techniques and approaches required for effective utilization of e-commerce
4. To exhibit the students skills acquired, critical for designing e-commerce
5. To encourage the students to learn state of the art methods in management

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | S | | | | | | | | | | |
| CO :2 | | | | S | | | | | | | | |
| CO :3 | | | | | S | | | | | | | |
| CO :4 | | | | | | | | S | | | | |
| CO :5 | | | | | | | | | | | | S |

**Course Assessment methods:**

| Direct | Indirect |
|---|---|
| 1. Minor-I<br>2. Minor-II<br>3. Quiz-1, Quiz-11<br>4. Assignment<br>5. End Semester Examination | Course and Survey |

| | Course Description | Lectures |
|---|---|---|
| **Unit-I** | INTRODUCTION:Origin, need and factors affecting Electronic Commerce, Features of Electronic Commerce, Electronic Commerce Framework, Internet as an Electronic Commerce Enabler, Electronic Commerce Business Models (Value Proposition, Revenue Model, Market Opportunity, Competitive Environment, Competitive Advantage, Market Strategy, Organizational Development, Management Team).<br><br>CONCETS :Business to consumer (B2C) Business Models, Types of B2C, Business to Business (B2B) Business Models, Types of B2B, Consumer to Consumer (C2C) Business Models, Types of C2C, Peer to Peer Business Models, M-commerce Business Models, Electronic Payment Systems (Cash, Check, Credit Card, Stored Value, Accumulating Balance), Working of Online Credit Card, Transaction Security.<br><br>setting process in sales management; Analyzing market demand and sales potential | **14**<br><br>**14** |
| **Unit-II** | Online Retailing, Online retail industry dynamics, Online mercantile model for customer perspective, Management Challenges in online retailing, Online market research, Online marketing communications, Online advertising, Online branding, Online customer relationship<br><br>Online pricing strategies. Online Banking, Online banking implementation, Changing dynamics in banking industry, Management issues in online banking, Introduction to Mobile commerce Challenges emerging in Mobile Commerce, Application areas of Mobile Commerce. | **16**<br><br>**12** |

**TOTAL**

**56**

**Recommended Books:**

| Author | Title | Publisher |
|---|---|---|
| Laudon & Traver<br>- (Pearson Education, 2007, 3rd Ed | Electronic Commerce<br>Business, Technology, Society | Pearson Education |
| Kalakota R | Electronic Commerce<br>Frontiers of E-Commerce | Pearson Education |

**MBA Semester – III**

**Subject Code : MGT-9119**

**Title of the course : Labor legislation I**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: Understand the Importance of Labor legislation**
**CO2: Understand what the functions of labor legislation are**
**CO3: Understand how labor laws ensure social welfare of workers**
**CO4: Understand how labor laws affect business**
**CO5: Understand the importance of Employment Laws and Compliance with intentions of the Laws**

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | S | | | | | | | | | | | |
| CO2 | | | | | S | | | | S | | | |
| CO3 | | | S | | | | S | | | | | |
| CO4 | | | | | | | | S | | S | | |
| CO5 | | | | | | | | S | | | | |

| Course Description | Lecture(s) |
|---|---|
| **Unit- I** | |
| Industrial Disputes Act, 1947<br>Industrial Employment (standing orders) Act, 1946<br>Industrial Relations Act, 1960<br>Trade Union Act, 1926 | 12 |
| **UNIT-II** | |
| Factory Act 1948 | 10 |

| | |
|---|---|
| The employer's liability Act 1938<br>The sales Promotion employees (Conditions of Service) Act, 1976 | |
| **Unit- III** | |
| **Law Relating to Wages and Monetary Benefits.**<br>I. The Payment of Wages Act, 1936<br>II. The Minimum Wages Act, 1948<br>III. Payment of Bonus Act, 1965<br>IV. Equal Remuneration Act, 1976<br>V. The Payment of Gratuity Act 1972<br>VI. The Contract Labour (Regulation & Abolition) Act 1970 | 18 |
| **Unit- IV** | |
| **Law Relating to Social Security & Safely Measures.**<br>I. Workmen's Compensation Act, 1923<br>II. Employees State Insurance Act, 1948<br>III. Employees provident fund and miscellaneous provisions Act, 1952.<br>IV. Maternity Benefit Act, 1961.<br>V. Fatal Accident Act 1855 | 16 |
| | |

**Total=56**

**Suggested Readings:**


1. Agarwal, S.L. - Labour Relations Law in India (1978)
2. Indian Law Institure - Labour Law and Labour Relations (1968)
3. Soonavala, J.K. - The Suprme Court on Industrial Law (1968)
4. Malhotra, O.P. - Law of Industrial Dispute (1973)
5. Bagri, P.R. - Law of Industrial Dispute (1972)
6. Hari Swarup - Industrial Dispute and Adjudication (1971)
7. Mukerjee, B. - Law Relating to payment of Wages Act, 1974)
8. Mahesh Chand - Payment of Wages Act, 1972
9. Fonseca, A.J. - Wage issues in a developing Economy, 1975
10. Robindra Nath - Occupational Pattern and Wage Structure in India Industries (1975).

11. Bagri, P.R. - Law of Bonus (1976)
12. Subramanian, K.N. - Wages in India (1977)
13. Ambrish Kumar - Law of Gratuity and Practice in India (1975)
14. H.L. Kumar - Misconducts, Chargesheets, Enquiry, 1978
15. Sethi. D.L. - Industrial Dispute Act, 1947, (1978)
16. Mamoria, C.B. - Industrial Labour and Industrial Relations in India(1975)
17. Chopra, D.S. - Factories Act, 1975
18. Vidyanathan, N. - H.O.Conventions and India (1975)
19. Report - Committee on Labour Welfare, Govt. of India(1969)

**MBA Semester – III**

**Subject Code : MGT-9120**

**Title of the course : Labor Movement**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: Understand the Importance of Labor Movements**

**CO2: Know the different types of Labor unions and their objectives**

**CO3: Know about Trade unionism and functions of trade unions in India**

**CO4: Understand the Role of Industrial relationship and collective bargaining**

**CO5: Know about Industrial conflicts and measures for prevention and settlement of industrial conflicts**

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | | | | | | | | | | S | | |
| CO2 | | | | | | | | | S | | | |
| CO3 | | | | | | | | | | | S | |
| CO4 | | | | | | | | S | | | | |
| CO5 | | | | | | | | | | | | S |

| Course Description | Lecture(s) |
|---|---|
| **Unit- I** | |
| **Trade unionism:** Meaning, Scope, Significance and Objectives. Theories of trade unionism (Hoxie, Webbs, Karl Marx, Mahatma Gandhi). History of trade unions in India. Structure of trade unions in India.<br>**Functions of trade unions with respect to:** i) Wages ii) Labour welfare iii) Training and education iv) Social security) Awareness of social responsibility vi) Environmental awareness. Problems of trade unions- Multiplicity, Inter and intra-union rivalry, political intervention, technological advancement. | 16 |
| **Unit- II** | |
| **Leadership** ideology, Recognition, Registration and administration of trade union. Impact of recession and globalization on trade unions in India. Problems of employees and need of trade unions in Information and | 14 |

| | |
|---|---|
| Communication Industry.<br>**ILO**- Objectives, principles and organs. Impact of ILO on Indian trade union movement. Problem of 'free riders', white collar unionism-meaning, reasons for its growth, trade union finances- Causes of inadequate finance & administration of financial funds. Women's participation in trade union activities. | |
| **Unit- III** | |
| **Industrial relations:** Meaning, objectives and scope. Industrial relation policy in India: Its evolution, Industrial relation policy till 1991, Industrial relation strategy in post-liberalization era. Recommendations of Second National Commission on labor 2002.<br>**Industrial conflicts:** Meaning causes and impact. Strike: Meaning, Types &Legal aspects. Concept of lockout. Measures for prevention and settlement of industrial conflicts- (a) Conciliation (b) Mediation (c) Arbitration (d) Adjudication. | 14 |
| **Unit- IV** | |
| **Collective bargaining:** concept, principles and importance. Collective bargaining in India.<br>**Workers participation in management**- Meaning, Types with reference to India. Industrial relations in public sector, multi-nationals, and co-operative rector.<br>**Plant level Industrial relations:-** standing orders and grievance procedure. Work and role of labour welfare officer. | 12 |

**Total=56**

**Suggested Readings:**


1. Myers C.A. & Kannappan S. (1970), 'Industrial Relation in India' , Asia publishing House, India.
2. Singh, J.K. (1988), 'Labour Economics. Principles Problem and Practices', Deep and Deep Publication Pvt. Ltd. New Delhi.
3. Jackson, M.P. , Strikes
4. Karnik V.B. (1974),'Indian labour, Problems and prospects', Minewal Associations.
5. Joshi C.K (1967), ' Unionism in Developing Economy', Asia Publication House, Bombay.
6. Mamoria C.B. &Mamoria S.(1992),'Dynamics of Industrial Relation in India', Himalaya Publishing House.
7. Sahani, Dr, N.K. (2009) 'Industrial Relations' Kalyani Pub. Ludhiyana.
8. Tripathi, P.C. (2009) 'Personal Management and Ind. Relations' – Sultan Chand and Jons, New Delhi.
9. Memoria&Memoria- 'Ind. Relations' Himalaya Pub. House, Mumbai.
10. A.M. Sharma- 'Ind. Relations' - Himalaya Pub. House, Mumbai.
11. G.Ramanugan- The Honey bee to words a new culture in Ind, Relations- Sterling Pub. Pvt. Ltd.

**MBA Semester –III**

**Subject Code : MGT-9121**

**Title of the course : Labor Economics**

**(Open to all branches of Engineering and Technology)**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: Understand the Importance of Labor Economics**
**CO2: Understand the different measures taken contribute to well functioning of labor market**
**CO3: Understand the role of Labor Economics in improving labor market matching**
**CO4: Understand promote diversity and gender equality, and counter act discrimination in working life and gender segregation in the labor market.**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | | | S | | |
| CO :2 | | | | | | | | S | | | | |
| CO :3 | | | | | | | | | | | S | |
| CO :4 | | | | | | | | | S | | | S |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit- I** | |
| **The Labor Factor in the Development of Economic Thought Topics:** Labor in Classical and Neoclassical Economics. Labor and Wages in Keynesian economic analysis. Evolution of Labor Economics as discipline post-1945. Recent trends in labor economics.<br>Government and Labor Markets Evolution of labor law. Public employment trends. Minimum wage, living wage and overtime pay. Government role in Labor markets. Payroll tax, Social Security, and the Unified Budget. Free Trade treaties, tax restructuring, and industry deregulation impacts on wages, employment and markets. | 16 |

| | |
|---|---|
| **Unit- II** | |
| **Individual and Aggregate Labor Supply and Labor Demand, Labor Force Participation, and Hours of Work Topics:** Theories of Individual Labor Supply and Labor Demand. Aggregate labor supply analysis: Labor Force Participate trends, determinants, and analyses. Hours of work and contingent labor market trends. Problems in aggregating labor demand. | 14 |
| **Unit- III** | |
| **Wage Determination, Wage Structure and Wage Differentials, Executive and Alternative Pay Trends, Wages & Productivity Topics:** Theories of wage determination, competitive and institutional. The evolving wage structure and wage differentials. Issues of Executive pay and trends in alternative pay structures. Short and long run trends in productivity. Productivity-Wage relationships in postwar period. | 14 |
| **Unit- IV** | |
| **Benefits, Labor Mobility & Migration, Labor Market Discrimination Topics:** Pension and Healthcare benefits evolution and current trends analysis. Noninsured benefits. Determinants of labor mobility and migration. Off shoring On shoring trends and Visa policies. Issues in immigration and recent policy debates and legislative initiatives. Dimensions, theories, and trends in labor market discrimination. | 12 |

**Total=56**

**Suggested Readings:**


1. Labor Economics: Theory, Institutions, and Public PolicyBy Ray Marshall; Vernon M. Briggs Jr.
2. Three Worlds of Labor Economics by Garth Mangum; Peter Philips
3. Labor Economics and Labor RelationsBy Lloyd G. Reynolds
4. Readings in Labor Economics & Industrial RelationsBy Joseph Shister
5. Labour Economics by Stephen Smith
6. Labor, Management, and Social Policy: Essays in JohnR. Commons Tradition by Gerald G. Somers

**Subject Code: MGT 9122**

**Title of the course : Employment Laws**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: Understand the purpose of Employment laws**
**CO2: Understand how Employment laws protect employees' rights and set forth employers' obligations and responsibilities**
**CO3: Understand the primary functions of Employment Laws**
**CO4: Understand how Employment Laws mediates the relationship between workers, employing entities, trade unions and the government.**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | S | | | | | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | | | | S | | | | | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit- I** | |
| **Introduction Labour Laws** – Origin and Development – Nature and Need – Objectives and Principles of Labour Laws – Development of Labour Laws in India – Pre and Post Independence Period Indian Constitution and Labour Laws - Social Justice - Fundamental Rights – Directive Principles –Judicial Activism and Labour Welfare in India - Impact of Liberalization and Globalization – Labour Policy of India Concept of Industrial relations – Objecitves and Significance of Industrial RelationsConstitutional and Statutory Framework in India | 14 |
| **Unit- II** | |
| **The Industrial Employment**<br>The Industrial Employment (Standing Orders) Act, 1946 Object and Purpose – – Object and Purpose- Scope and Application – Definitions – Standing Orders | 14 |

| | |
|---|---|
| – Certification – Officers – Procedure – Modification and Temporary Application – Interpretation and Enforcement – Role of Government under the Act- Industrial Disputes Act, 1947 Industrial Disputes - Development of Industrial Disputes Legislations in India – Machanisms for settlement of Industrial Disputes – Constitutional and Statutory Framework in India - Definitions – Industry – Employer – Workman – Closure | |
| **Unit- III** | |
| **Authorities under the Act Works Committe** - Conciliation Oficeres – Courts of Enquiry – Labour Courts – TribunalsPowers of Government – Procedure, Powers and Duties of Authorities, Instruments of Economic Coercion Srike and Lockout – Definition – Justification - Types – Right to Strike and Constitutional Validity – Other Provisions - Lay off and Retrenchment – Transfer and closure – Other Instrument of Economic coercion | 14 |
| **Unit- IV** | |
| **Collective Bargaining Growth of Trade Unions in India** – Significance of Trade Unions – Indian Trade Unionism and its weakness - Definition – Registration – Rights and Liabilities – Other Miscellaneous Provisions - Collective Bargaining – Meaning and Scope - Emerging Trends in Labour Jurisprudence in India- International Developments and its Impact - Recent Developments and Judicial Interpretations | 14 |

**Total=56**

**Suggested Readings:**

BD Singh, Labour Law for Managers, Excel Books, New Delhi, 2007, Bruce E. Kaufman, Industrial Relations, ILO, Geneva, 2006 EM Rao, Industrial Jurisprudence, Lexis Nexis, New Delhi, 2004, G M Kothari, A Study of Industrial Law, 5 thEdn.- 2000, Wahdwa Publications, Nagpur, Chapter 1 GB Pai, Labour Law in India, Butterworth's India, New Delhi, 2001, Vol. 1, SC Srivastava, Industrial Relations and Labour Laws, 5 thEdn.-2007, Vikas Publishing House, New Delhi, Part 1 SN Mishra, Labour and Industrial Laws, 25th Edn. - 2009, Central Law Publications, Allahabad, Report of the National Labour Commission - 1967 Report of the National Labour Commission – 2002

O P Malhotra, The Law of Industrial Disputes, 6th Edn.-2004, Butterworths, New Delhi, Vol. 1 & 2 S C Srivastava, Industrial Relations and Labour Laws, 5 th Edn.-2007, Vikas Publishing House, New Delhi, Part 3 S N Mishra, Labour and Industrial Laws, 25th Edn. - 2009, Central Law Publications, Allahabad, Part 1

Dr. G V Goswami, Labour Industrial Laws, 8th Edn. – 2004, Central Law Agency, Allahabad, Part VI K M Pillai, Labour and Industrial Law, 10th Edn- 2005, Allahabad Law Agency, Allahabad, Chapter's 4-6 Prof. S N Dhyani, Trade Unions and the Right to Strike, University Book House, Jaipur, 1989 S N Mishra, Labour and Industrial Laws, 25th Edn. - 2009, Central Law Publications, Allahabad, Part 3 S C Srivastava, Legislations: Trade

Unions Act, 1926 The Industrial Employment (Standing Orders) Act, 1946 The Industrial Disputes Act, 1947

**MBA Semester – IV**

**Subject Code : MGT-9201**

**Title of the course : Corporate Governance and Business Ethics**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 3 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: make the students familiar with the concepts and techniques of environment and its management.**
**CO2: acquaint the students with fundamentals and practices of corporate governance in India.**
**CO3: make the students aware about corporate business environment forces that may affect their futures decision making.**
**CO4: familiarize the students with the ongoing issues in international business environment and management.**
**CO5: guide the students about various laws pertaining to environment safety.**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | S | | | | | |
| CO :2 | S | | | | | | | | | | | |
| CO :3 | | | | | S | | | | | | | |
| CO :4 | | S | | S | | | | | | | | |
| CO :5 | | | | | | | | | S | | | |

| Course Description | Lecture(s) |
|---|---|
| **Unit- I** | |
| **Definition, Role, Significance and Importance of Business Ethics**. An Overview of Business Ethics. Ethical Issues in Business. Business Ethics and Organizational Performance. Ethics and its impact in Business: Ethical Issues in market systems, Ethics and social responsibility, Ethics and marketing, Ethics in finance, Ethics and human resource. | 10 |
| **Unit- II** | |

| | |
|---|---|
| **Ethics and Information Technology**. Ethical theories and approaches, Intellectual property rights like designs, patents, trademarks, copy rights. Corporate Governance: Issues, need of corporate governance code, Code of Corporate Practices, Social Responsibility of Corporate, Corporate Social Reporting | 12 |
| **Unit- III** | |
| **Corporate Governance and the Role of Board (BOD),** Corporate Governance System Worldwide, Corporate Disclosure and Investor Protection.Corporate Strategy: Global industrial competition, Information Technology, Competitive Strategy. | 10 |
| **Unit- IV** | |
| **Business strategies with relevance to corporate governance:** Benchmarking, Total Quality Management, Brand Building, Promotional Strategies, Corporate Restructuring, Mergers and Acquisitions, Horizontal Organisation, Corporate Diversification | 10 |

**Total=42**

**Suggested Readings:**

Laura P Hartman Abha Chatterjee - Business Ethics (Tata McGraw Hill, 2007) Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.) Reed Darryl –Corporate Governance, Economic Reforms & Development (Oxford). Mathur UC – Corporate Governance & Business Ethics (Mc millan).

**Title of the course** : PROJECT MANAGEMENT AND ENTREPRENEURSHIP

**Subject** : MGT-9202

**Weekly Load** : 3 LTP 3-0 -0

**Credit** : 3

COURSE OUTCOMES

1. To make the students be able to apply problem solving approaches to work challenges and make decisions using sound engineering methodologies
2. To make the students be able to apply a systematic design approach to engineering projects and have strong design and research skills in the chosen discipline specialisation
3. To aware the students regarding Communicate effectively across all modes: listen, speak, write and draw
4. To enable the students apply the principles of lifelong learning to any new challenge
5. To enable the students Balance the technical, economic, social and ethical demands of a problem in sustainable and culturally sensitive ways.

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | | S | | |
| CO :4 | | | | | | | | | | S | | |
| CO :5 | | | | | | | | | | | | |

Course Assessment methods:

| Direct | Indirect |
|---|---|
| 6. Minor-I<br>7. Minor-II<br>8. Quiz-1, Quiz-11<br>9. Assignment | Course and Survey |

| | |
|---|---|
| 10. End Semester Examination | |

| | Course Description | Lectures |
|---|---|---|
| **Unit-I** | **Introduction to Project Management:-**<br><br>Concepts of Project Management: Characteristics of a project, Project Life Cycle Phases, Role of a Project Manager, The Planning Process: Work Breakdown Structure, Cost Planning – tools & techniques, cost estimation, Time Planning – tools & techniques. | **08** |
| | **Project Appraisal:-**<br>Technical Feasibility, Economic Feasibility ,Financial Evaluation, Appraisal Under Risk and Uncertainty, Sensitivity Analysis, Social Cost Benefit Analysis: Rationale, Fundamentals of Shadow Pricing, Basic approaches to Social Cost Benefit Analysis. Graphic representation of project activities. Network Analysis, Network Techniques: PERT and CPM. Resource Allocation; Control of Projects: control systems, control of constraints – cost and time. | **08** |
| **Unit-II** | **Introduction to Entrepreneurship:-**<br><br>Entrepreneur and Entrepreneurship, Factors affecting Entrepreneurship Development, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship. | **07** |
| | **Creativity and Entrepreneurial Plan:-**<br>Idea Generation, Screening and Project Identification, Creative Performance; Operation problems: Incubation and Takeoff, Problems encountered, Structural, Financial and Managerial Problems, Institutional support for new ventures | **07** |

Recommended Books:

| Author | Title | Publisher |
|---|---|---|
| Harvey Maylor | *Project Management* | Pearson |
| Prasanna Chandra | *Projects: Planning, Analysis, Selection, Implementation & Review* | TMH |
| Holt | Entrepreneurship : New Venture Creation | PHI |

Subject Code:MGT-9204

Title of course: ADVANCED SOCIAL & INDUSTRIAL PSYCHOLOGY

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

1. CO 1: To acquaint the students about the psychology of the executives in the organization then to

CO 2. To enhance the productivity of the organisation.

CO 3. Apply psychology research to the workplace.

CO 4. To study workplace productivity and management and employee working styles.

CO 5. To solve problems in the workplace and improve the quality of life.

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CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | | | | S | |
| CO :2 | | | | | | | | | | S | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | | | | | S | | | | |
| CO :5 | | | | | | | | | | | | S |

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Introduction**:** Nature, Scope, and Problems; Brief history of industrial and organizational<br><br>Psychology, Individual differences and their evaluation, Role of heredity and environment, Types of individual differences. | **10** |

| | |
|---|---|
| | |
| **UNIT-II** | |
| Psychological testing: Utility, Reliability, and Validity. Attitudes: Meaning, Characteristics,<br><br>Methods of measuring attitudes, Implication for organization | **10** |
| **UNIT- III** | |
| Hawthorne Studies: The studies and their implications Industrial Morale: Meaning,<br><br>Characteristics, Factors that influence morale, Measures of improving morale | **11** |
| **UNIT- IV** | |
| Motivation: Meaning, Types, Applications; Job redesign, Work on incentives. Characteristics of the workplace: Physical working conditions: Noise, Illumination, Colour, Music, Miscellaneous Factors; Work Schedules: Working Hours, Permanent Part-Time Employment, Flexible Work Schedules, Rest Pauses, and Shift Work; Psychological and Social Issues: Job Simplification, Boredom & Monotony, Fatigue, and Telecommuting. | **11** |

**Total = 42**

Note: Relevant Case Studies will be discussed in class.

**Suggested Readings:**

1. M.L. Blum &J. C. Naylor Industrial Psychology (Its Theoretical & Social Foundations) CBS
2. Ghosh, P. K. & Ghorpade, M.B. 'Industrial Psychology' Himalaya Publications
3. Miner, J.B. 'Industrial-Organisation Psychology' - Tata McGraw Hill
4. Riggio 'Industrial/Organisational Psychology' 4th Prentice Hall India
5. Dubrin 'Applying Psychology: Industrial & Organisation Effectiveness' 5th Prentice Hall India

**MBA (Master of Business Administration)**

Subject Code:MGT-9205

Title of course: LABOUR LAWS

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: To understand the traditional concept of labour welfare in the industry.

CO 2: To understand the labour policy aspects in the country.

CO 3: To understand the conditions of labour and their welfare and social security needs in the country.

CO 4: To be able to understand a perspective of labour problems and remedial measures in the country.

CO 5: To understand the policy trends and developments in law will promote managerial career opportunities.

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | | S | | |
| CO :4 | | | | | | | | | | | | S |
| CO :5 | | | | | | | | S | | | | |

| **Course Discription** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |

| | |
|---|---|
| Industrial Relations Legislation 1. The Industrial Dispute Act,1947 2. The industrial Employment (Standing Orders) Act,1946 3. The Trade Union Act,1926 Laws relating to Discharge, Misconduct, Domestic Enquiries, Discipline Action | **11** |
| **UNIT-II** | |
| Protective legislation 1. The factories act, 1948 2. The payment of wages act, 1936 3. The minimum wages act, 1948 4. The payment of bonus act, 1965 | **10** |
| **UNIT- III** | |
| The equal remuneration act, 1976,The contract labour (regulation and abolition) act, 1970 Social security legislation The workmen's compensation act, 1923, The employee's state insurance act, 1948 | **11** |
| **UNIT- IV** | |
| The employees' provident funds and miscellaneous provisions act, 1952 2. The maternity benefit act, 1961 3. The payment of gratuity act, 1972 | **10** |

**Total = 42**

**Suggested Readings:**


1. S.C. Srivastava, *Industrial Relations and Laqbour Law*, Vikas Publishing House, 2006.
2. C.B. Memoria, *Dynamics of Industrial Relations*, Himalaya Publishing House, 2005
3. Indian Law Institute, *Labour Law and Labour Realations-Cases and Material*, Bombay,Tripathi, 1987
4. S.N. Mishra, *Labour and Industrial Laws*, Allied Publications, New Delhi, 2001
5. Debi S. Saini, *Redressal of Labour Grievances¸ Claims and Disputes*,Oxford & IBH¸ New Delhi¸1994)
6. P.L. Malik, *Hand book of Labour and Industrial Law*, Eastern Book, Delhi, 2006.

Subject Code:MGT-9206

Title of course: TRAINING & DEVELOPMENT

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: To understand the role and function of training and development in organizations.

CO 2: To understand learning theories and principles and their implications for the effectiveness of training programs.

CO 3: To be able to identify training needs and objectives prior to the undertaking of training programs and to determine if training is a solution to performance problems.

CO 4: To understand the issues and steps involved in designing and implementing a training program.

CO 5: To understand how to evaluate the effectiveness of training programs and management development programme .

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | S | | | | | |
| CO :2 | | | | | | | | S | | | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | | | | | | | S | | |
| CO :5 | | | | | | | | | S | | | |

| **Course Discription** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |

| | |
|---|---|
| Training process- an overview; role, responsibilities and challenges to training managers; organization and management of training function; training needs assessment of training need and action research; instructional objectives and lesson planning. The Training functions within the organization. Individual and organization benefits of Training and Development and their differences | **11** |
| **UNIT-II** | |
| Training methods and techniques, planned approach to Training and Development, Role of training, skills and competencies of trainer, centralization and decentralization of Training and Development, Need Identification | **10** |
| **UNIT- III** | |
| Designing training programmes- methods and factors shaping choice, training proposals, trainer centered Vs learner centered approach, management development programmes: consultancy mentoring team building. | **10** |
| **UNIT- IV** | |
| Evaluating Training and Development, levels of evaluation, reaction to learning situations, learning acquired, job behavior function, process and outcome, sources of evaluation, alternative evaluation tools, Managing the training function- Matching training initiatives to corporate culture & values, generating support and sponsorship.<br><br>Career Development: Concept, Career Stages, Career Planning, Process of Career planning, Career Development, Essential of Success in Career, Problems in Career Planning and Development. | **11** |
| | **Total = 42** |

**Suggested Readings**


1. Rao T V , Performance Management and appraisal Systems, sage Publication.

2. Armstrong & Baron, Performance Management – A Strategic & integrated approach. Jaico Publication House.

3. Dugan Laird: Approaches to training and development, Addison Wesley.

4. Uday Parikh: Training and Development, TMH

5. T. N. Chhabra. Human Resource Management. Dhanpat Rai & Co. New Delhi.

Subject Code:MGT- 9207

Title of course: PERFORMANCE MANAGEMENT SYSTEM

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: To Design an organization's performance management process that supports organizational mission and strategy.
CO 2: To understand job-related performance standards and performance indicators that reflects the employee's range of responsibilities.

CO 3: To assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development.

CO 4: To assess the planning process of employee appraisals with emphasis on diagnosing performance problems and identifying appropriate strategies and solutions.

CO 5: To applying strategic perspectives on performance management and employee compensation in business organizations.

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | | S | | |
| CO :3 | | | | | | | | | | | | S |
| CO :4 | | | | | | | | | | | | S |
| CO :5 | | | | | | | | | S | | | |

| **Course Discription** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |

| | |
|---|---|
| Performance Management: Concept, Nature, Scope, Process & Methods Measuring Performance, Performance management system, performance counselling, performance planning, performance appraisal, potential appraisal, problems and errors in performance appraisal. Management issues, Types of measures-organisational, team and individual, definition, indicators, Performance standard. Competency and competency analysis, 360 degree feedback, rationale & methodology, advantages and disadvantages, criteria for success, | **12** |
| **UNIT-II** | |
| Conducting performance and development reviews, basics and key aspects, performance problem solving, Developing Maintaining and Evaluating Performance Management, Performance monitoring, performance implementation, Role of HR professionals in performance management, performance management through training and development, Ethics in performance management. | **10** |
| **UNIT- III** | |
| Performance Management the developmental framework- environmental factors, Performance Management development programmes, Evaluating performance management areas for examination, evaluation methods, Wage and salary administration in India, wage administration rules, principles of wages and salary administration, theories of wages, wage plans, wage differentials, wage policy in India, state regulation of wages, payment of wages act, wage boards, pay commissions, compensation management in multi-national organizations. | **10** |
| **UNIT- IV** | |
| Application of Performance Management - Performance Management & pay, creating perceptions of fairness, Performance Management for teams, Compensation Management: Introduction and Concepts, Executive compensation - Components, pay structure in India, linking salary with potential and performance, types of rewards and incentives, wage incentive schemes in India, wage incentive plans, employee benefits and services, special features of fringe benefits, benefit programmes for management and other employees, administration of benefits and services, recent trends in wages and salaries in Indian industries and service sector.<br><br>Case Studies on developing and implementing performance management. | **10** |

**Total = 42**

**Suggested Readings:**


1. Rao T V, Performance Management and appraisal Systems, sage Publication. Armstrong & Baron.
2. Performance Management – A Strategic & integrated approach. Jaico Publication House. Dugan Laird.
3. Approaches to training and development, Addison Wesley. Uday Parikh
4. Training and Development, TMH , Milkovich, *Compensation,* Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2008.
5. B.D. Singh, *Compensation and Reward Management*, Excel Books, New Delhi, 2006.
6. Henderson, *Compensation Management in a Knowledge Based World,* Pearson Education, New Delhi, 9th Edition.

Subject Code:MGT-9208

Title of course: UNDERSTANDING SELF: INDIAN PERSPECTIVE

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: To develop self Awareness of personal values, beliefs and vision that motivates behavior

CO 2: To create an awareness of reciprocal relationship between thoughts, behaviors and emotions, Personal SWOT, critical reasoning and analysis of living situations

CO 3: To be able for self-introspection.-Self-Management through transactional analysis.

CO 4: To understand the issues related Emotional intelligence, Stress and health relationship.

CO 5: To understand self and others attitude through perception, confidentiality, blind spot and unknown part of personality.

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | S | | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | | S | | |
| CO :4 | | | | | | | | | | S | | |
| CO :5 | | | | | | | | | S | | | |

| **Course Discription** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| **Personality:** Concept of Personality, Determinants, Types of Personalities, Theories of Personality, How Personality Develops, How Personality Influences Organizational Behavior, Personality Traits of the Indian Managers, How to measure Personality. | **11** |

| | |
|---|---|
| **Perception:** Introduction, Perception Differs from Sensation, Perceptual Process, Factors Affecting Perception, How to Improve Perception, Perception and its Application in OB, Impression Management: Process of Impression Management, Strategies of Impression Management, How to Improve Impression Management. **Self Awareness:** Interpersonal Skills and Effective Management Behavior. | |
| **UNIT-II** | |
| **Attitudes:** Concept of Attitudes, Formation, Types and Measurement of Attitudes, Attitude Change. **Values:** Concept, Types, Formation of Values, Values and Behavior, How to Develop Values? **Job Satisfaction:** Concepts, Determinants of Job Satisfaction, Measuring Job Satisfaction, Effects of Job Satisfaction, Theories of Job Satisfaction, Job Dissatisfaction,<br><br>**Organizational Commitment:** Dimensions, Factors Influencing Organizational Commitment, Measuring Organizational Commitment, Effects of Organizational Commitment, Suggestions to Enhance Organizational Commitment. | **11** |
| **UNIT- III** | |
| **Learning:** Meaning and Definitions, Determinants of Learning, Learning Theories, Learning Principles: Reinforcement, Punishment; Learning and Behavior.<br><br>**Emotions and Moods:** Meaning, Types of Emotions, Sources of Emotions and Moods, Aspects of Emotions, Theories of Emotions, Affective Event Theory (AET), Emotional Intelligence, Organizational Behavior Applications of Emotions and Moods.<br><br>**Transactional Analysis:** Meaning, Ego States, Types of Transactions, Life Positions, Transactional Styles, Script Analysis, Stroking. | **10** |
| **UNIT- IV** | |
| **Motivation:** Meaning, Nature, Process, Need for Motivation, Theories of Motivation, Motivational Tools, Incentives, Job Design: Job Enlargement, Job Enrichment, Job Simplification, Job Rotation, Quality of Work Life, Goal Setting, Management by Objectives (MBO).<br><br>**Morale:** Meaning, Difference between Motivation and Morale, Factors Affecting Employee Morale, Symptoms of Low Morale and High Morale, How to Boost Morale, Morale and Productivity.<br><br>**Conflict, Adjustment and Mental Health:** Frustration, Reaction to Frustration, Anxiety, Defense Mechanism and Adjustment. | **10** |

| | |
|---|---|
| | |

**Total = 42**

**Suggested Readings:**


1. Hilgard, Atkinson, *Introduction to Psychology.* Oxford & IBH Publishing Co. Pvt. Ltd. New Delhi.
2. S. S. Khanka, *Organizational Behavior,* S. Chand, New Delhi, 2009.
3. Robbins, Hunsaker. *Training in Interpersonal Skills- Tips For Managing People at Work.* Pearson Education

**MBA Semester – IV**

**Subject Code : MGT 9209**

**Title of the course : Digital Marketing**

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 3 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: Understand the Importance of Digital Marketing in now days**
**CO2: Understand the concepts and techniques of Digital Marketing**
**CO3: Understand how Digital Marketing support the organization's marketing activities**
**CO4: Understand the Role of Digital Marketing to achieve the overall organizational objectives.**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | | | S | | |
| CO :2 | | | | | | | S | | | | | |
| CO :3 | | | | | | S | | | | | | |
| CO :4 | | | | | | | | S | | | | |

| Course Description | Lecture(s) |
|---|---|
| **Unit- I** | |
| **Introduction to Internet Marketing:** Meaning, scope and importance of internet marketing, Application of internet marketing, Internet versus traditional marketing communication: the internet microenvironment; Business to Consumer and Business to Business Internet Marketing; E-Marketing Research; Internet marketing strategy; | 12 |
| **Unit- II** | |
| **Online buyer behavior and Models;** The Marketing Mix in an online context: Product, Price, Distribution, Promotion, People, Process and Physical Evidence; Managing the Online Customer Experience: Planning website design, Understanding site user requirement, site design and structure, developing and testing content, Service quality | 14 |
| **Unit- III** | |
| **Characteristics of interactive marketing communications**; Integrated | 12 |

| | |
|---|---|
| Internet Marketing Communications (IIMC); Objectives and Measurement of Interactive marketing communication; Online Promotion Techniques: Search Engine Marketing, Online PR, Interactive Advertising, Online Partnerships, Viral Marketing, Opt-in-e-mail, Offline Communications | |
| **Unit- IV** | |
| **Relationship Marketing using the internet:** e-CRM, Customer Life Cycle Management, Approaches to Implementing e-CRM; Performance Management for Internet Marketing,: Creating a performance system, defining the performance metrics framework, Tools and techniques for Measurement, Maintenance Process; Responsibilities in Website Maintenance. | 12 |

**Total=50**

**Suggested Readings:**

Text Books 1. Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R. (2009) Internet Marketing: Strategy, Implementation and Practice, Third Edition, Pearson Education, New Delhi. 2. Strauss, Judy and Frost, Raymond (2009), E-Marketing, 5th Edition, PHI Learning Pvt. Ltd., New Delhi. Reference Books 1. Roberts, M.L. (2009) Internet Marketing, 1st Indian Edition, Cengage Learning, New Delhi. 2. Hanson, W. and Kalyanam, (2010), e-Commerce and Web Marketing 1st Edition, Cengage Learning, New Delhi. 3. Shainesh G. and Jagdish N Sheth (2008). Customer Relationship Management- A strategic perspective, Macmillan India Ltd. 4. Mohammed, Rafi. (2004). Internet Marketing: Building Advantage in a Networked Economy, 2nd Edition, Tata McGraw Hill.

**Title of the course** : Consumer Behaviour
**Subject** : MGT-9210

**Weekly Load** : 3 LTP 3-0 -0

**Credit** : 3

COURSE OUTCOMES

1. To make the students Learn key concepts and theories of consumer behaviour
2. To enable students Understand applications of important concepts and theories in developing viable marketing strategies
3. To enable students to develop appropriate marketing strategies for different segments of consumers
4. To develop managerial skills inside studentsfor successful performance in managerial positions. These include managing a reasonably complicated and ill-defined project, working in groups, and develop effective oral and written presentation skills.

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | | | | | S | | | | |

Course Assessment methods:

| Direct | Indirect |
|---|---|
| 11. Minor-I<br>12. Minor-II<br>13. Quiz-1, Quiz-11<br>14. Assignment<br>15. End Semester Examination | Course and Survey |

| | Course Description | Lectures |
|---|---|---|
| **Unit-I** | **Introduction:-**<br><br>Consumer Behaviour: Components; Macro and micro aspects of consumer Behaviour. Consumer Behaviour and Marketing Strategy, External Influences: cross- cultural variations in Consumer Behaviour, Social class and its influence on Consumer Behaviour. | **08** |
| | **Components of Consumer Behaviour:-**<br><br>Group dynamics and consumer reference groups, the household life cycle, Family decision making. Internal Influences: consumer needs and motives, personality and Consumer Behaviour, consumer perception and marketing strategy, learning, memory and product positioning. | **08** |
| **Unit-II** | **Consumer Psychology:-**<br><br>Consumer Attitude: Attitude formation and change, communication, selfconcept and its applications, psychographics and life style.Personal influence and opinion leadership–diffusion of innovations: the diffusion process, | **07** |
| | **Consumer Behavioural Process:- :-**<br>The adoption process – consumer decision making process–levels, models, information search, evaluation criteria, post-purchase Behaviour–Consumer expectation and satisfaction–managing dissonance | **07** |

Recommended Books:

| Author | Title | Publisher |
|---|---|---|
| Schiffman, L. G. and Kanuk, L. L | *Consumer Behaviour* | PHI |
| Hawkins, D. I. | *Consumer Behaviour: Building Marketing Strategy* | TMH |
| Mowen, John C | *Consumer Behaviour* | MacMillan, New York |
| David L. Loudon and Albert J. Della Bitta | *Consumer Behaviour* | McGraw-Hill, New York |

**MBA Semester – IV**

Subject Code : MGT-9211

Title of the course : Advertising and Sales Management

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 3 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: Provide an extensive picture with regard to theory and practice of managing sales.**
**CO2: Inculcate personal selling skills.**
**CO3: Motivate the students to choose career in advertising management.**
**CO4: Understand the importance adveafising sqles promotion.**
**CO5: guide the students in selecting the right mint advertise and right media for the advertisement of the Organization.**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | | S | | |
| CO :4 | | | | | | | | | S | | | |
| CO :5 | | | | | | | | | S | | | |

| Course Description | Lecture(s) |
|---|---|
| **Unit- I** | |
| **Nature and Scope** of Advertising and Sales Management, Organising, Recruitment and Selection of Sales Personnel, their Training and Development, Supervision & Appraisal, Motivating Sales Personnel | 12 |
| **Unit- II** | |
| **Carving Territories**, Routing, Quota Sales Call Planning, Sales Forecasting Sales Organisation – Structure and Control.,Nature & Scope of Advertising Research Consumer Behaviour and Advertising | 12 |
| **Unit- III** | |
| **Media Planning** , Merits and Demerits of various media types, Emerging media Process of advertising – Copy testing Advertising Budget Measuring Advertising Effectiveness Deceptive advertising | 12 |
| **Unit- IV** | |

| | |
|---|---|
| **Advertising Ethics** and Unethical Practices Role of Advertising Agencies Legal framework of Advertising | 12 |

**Total=48**

**Suggested Readings:**

Condiff, Still & Govani, Sales Management, Prentice-Hall of India, New Delhi, 5th Edition, 1998. Wright, Winter and Zeigler, Advertising, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 1990.

**MBA Semester – IV**

Subject Code : MGT 9212

Title of the course : Retail Brand Management

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 3 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1: To provide the students insights on retail brand management**
**CO2: To tell the students about skills and perspectives that enable sustained brand health .**
**CO3: To enable the students to know the importance of brand on sales.**
**CO4: To develop the interest of students as a career in this line.**

| Course Description | Lecture(s) |
|---|---|
| **Unit- I** | |
| **INTRODUCTION RETAIL BRAND**<br>**Basic concepts , classification of products, managing retail issues, importance of brand management, retail growth.** | 10 |
| **Unit- II** | |
| **BRANDING**<br>**Brand positioning, brand image and brand equity, brand loyalty and brand analysis, value addition, brand customer relationship.** | 10 |
| **Unit- III** | |
| **Managing Brands** Brand selection, brand creation, brand interventions and brand extensions. Brand product relationship, brand strategies. | 10 |
| **Unit- IV** | |
| **Branding in different sectors** Industrial branding, and positioning of industrial products and services, branding in retail and service sector, marketing research in products and brand management areas. | 12 |

**Total=42**

**Suggested Readings:**

Strategic Brand Management, 4th Edition
Kevin Lane Keller, Tuck School of Business, Dartmouth College Pearson publication; Strategic Brand Management (2nd Edition), Alexander Chernev; Fundamentals of Brand Management by Kundan Dutta Koirala; Strategic Brand Management by Larry Percy, Richard Rosenbaum-Elliott, Simon Pervan; Retail Marketing Management - Text and Cases by Michael R. Pearce

**Title of the course** : Packaging and Distribution Management

**Subject** Code : MGT-9213

**Weekly Load** : 3 LTP 3- 0 -0

**Credit** : 3

**COURSE OUTCOMES**

1. To make the students familiar with major concepts in Packaging and Distribution Management
2. To make the students learn Packaging Decisions and its role in success of a product
3. To equip student with various economics concepts such as skills in Channels of Distribution and supply chain
4. To make students aware of the role of Packaging and Distribution Management in success of business
5. To enable students in conceptualizing new project ideas in Packaging and Distribution Management

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO :1 | | | | | | S | | | | | | |
| CO :2 | | | | S | | | | | | | | |
| CO :3 | | | | | S | | | | | | | |
| CO :4 | | | | | | | | S | | | | |
| CO :5 | | | | | | | | | | S | | |

**Course Assessment methods:**

| Direct | Indirect |
|---|---|
| 1. Minor-I<br>2. Minor-II<br>3. Quiz-1, Quiz-11<br>4. Assignment<br>5. End Semester Examination | Course and Survey |

| | Course Description | Lectures |
|---|---|---|
| **Unit-I** | **Packaging Management:**<br>**Packaging:** Meaning, Meaning, Functions and Essentials of Packaging- Difference between Packing and Packaging, Protection - Test of packaging, Mechanical, ClimaticProtection, Convenience, Environment, Use/Reuse- Cost and Competition – Packing as a systems approach to Logistics- Transport/Storage Requirements- Physical, Chemical Environmental, Biological Nature of the Products- Packing as Protection Against Hazards Package design considerations: Structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end-use, environmental factors- Packaging for Marketing and Visual Appeal- Biodegradation -Recycling: Glass, Plastic &Paper-Reuse- Sustainable packaging - Waste management. | **10** |
| | Packaging Types: Primary, Secondary and Tertiary- Requirements ofConsumer Packaging, Channel Member Packaging and Transport Packaging - Shrink packaging – Identification codes, bar codes, and electronic data interchange (EDI)Universal Produ ct Code,- package labels- Symbols used on packages and labels- Heavy, Medium and small Packaging- Active packaging-Child-resistant packaging- Pilfer/Tamper Evident/Proof,Packaging-Product-Packaging compatibility- Parma Packaging-<br>Food Packaging- Electronic goods Packaging- FMCG packaging- Heavy Engineering Goods/Equipment Packaging | **10** |
| **Unit-II** | **Distribution Management**<br>Meaning, Scope & Importance of Physical Distribution,Emergence of channels of Distribution – Kinds of channel members – Need for selecting channel members – actors considered in selecting channels – Distribution policies and strategies – Should middleman be eliminated – Special distribution methods | **10** |
| | Concepts :<br>Distribution control & Evaluation: Distribution control – stages of control process – standards & goals– performance report - measurement – monitoring – corrective action. Organization for Distribution: Distribution Organization structure – Private & Public organizations - conflict resolution – rising costs& need for control – complexities of physical distribution. Transport organization: Functions –structure – hierarchy – Transport & Logistics organizations | **12** |

**TOTAL 42**

**Recommended Books:**

| Author | Title | Publisher |
|---|---|---|
| . *Soroka, W* | *Fundamentals of Packaging Technology'* | *IPP, 1995* |
| *Calver, G* | *What Is Packaging Design'* | *Rot vision, 2003* |
| Kapoor Satish K., and KansalPurva | Basics of Distribution Management: A Logistical Approach | PHI |
| D K Agrawal, | Distribution and Logistics Management: A Strategic Marketing Approach', | Macmillan publishers India 2007 |

Subject Code : MGT –SUPPLY CHAIN MANAGEMENT

Title of the course :MGT-9214

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1:** Analyze the manufacturing operations of a firm

**CO2:** Apply sales and operations planning, MRP and lean manufacturing concepts

**CO3:** Apply logistics and purchasing concepts to improve supply chain operations

**CO4:**Apply quality management tools for process improvement

**CO5:** Explain how technology has and continues to change supply chain management.

| CO/PO Mapping: (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | | | | | S | | | | | | | |
| CO2 | | | | | | | | S | | | | |
| CO3 | | | | | | | | | S | | | |
| CO4 | | | | | | | | | | | S | |
| CO5 | | | | | | | | | | | S | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit – I** | |
| *Introduction* to *Supply Chain Management Supply chain* - objectives - importance - decision phases -process *view*- competitive and supply chain strategies - achieving strategic fit - supply chain drivers -*obstacles* - framework - facilities - inventory - transportation- information.- sourcing - pricing. *Designing* the supply chain network: Designing the distribution network - role of distribution -*factors influencing distribution* - *design* options – e business and its impact - distribution networks in *practice* - network design in the supply chain - role of network -factors affecting the *network design decisions -modeling* for supply chain. | 24 |
| **Unit – II** | |
| *Designing and Planning Transportation* Networks:Role of transportation - modes and their performance -transportation infrastructure and policies - design options and their trade-offs - Tailored transportation.Coordination in a Supply Chain: Lack of supply chain coordination and the Bullwhip affect- obstacle to coordination - managerial levers-building partnerships and trust - continuous replenishment and vendor-managed inventories - collaborative planning, forecasting and replenishment. | 24 |

**Total=48**

Subject Code : MGT - LOGISTICSMANAGEMENT

Title of the course :MGT-9215

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 1 | 0 | 4 | 4 |

**Course Outcomes:**

After successful completion of course, the students should be able to

**CO1:** Relate to the concepts of Logistics Management.
**CO2:** Understand the principles of Procurement and Outsourcing
**CO3:** Relate to Marketing and Physical Distribution concepts
**CO4:** Apply Packaging and Materials handling Principles to Logistics Operations
**CO5:** Recognise the requirements for Transportation and International Logistics

| CO/PO Mapping : (Strong(S) / Medium(M) / Weak(W) indicates strength of correlation): | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cos | Programme Outcomes (POs) | | | | | | | | | | | |
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | S | | | | | | | | | | | |
| CO2 | | | | | S | | | | | | | |
| CO3 | | | | | | | | S | | | | |
| CO4 | | | | | | | | | S | | | |
| CO5 | | | | | | | | | | S | | |

| **Course Description** | **Lecture(s)** |
|---|---|
| **Unit – I** | |
| Nature and scope of logistics, defining physical distribution and understanding its activity centers. Physical Distribution and its relationship with marketing and material management. Interdependence of transaction and exchange actions. Importance of channels and concept of logistical support. Geo-market dynamic logistical operation, its elements and network. Integrated physical distribution and completive actions of a company. Physical distribution and elements of inventory: Inventory costs; concept of EOQ, Safety Stock. Insurance and claim procedures in different modes of transportation. Reviewing transportation infrastructure in India. Interstate tariffs and documentation. Carrier consignee liabilities. Pricing and related services. | 24 |
| **Unit – II** | |
| Transportation & Physical distribution, Different transportation modes and their pros and cons. Evaluation of transport decision. Freight rate structure and road transportation. Sea & Air Cargo-tariff structure. Practices and procedures of their operation and services provided by them. Intermodal transportation. | 24 |

| | |
|---|---|
| Containerization's concept and its operation. Inland container depot & terminals in India liner shipping conferences–its norms and practices. Chartering principles and practices. Elements of storage and material handling, including warehousing and packing alternatives.<br>Receipt and dispatch and loading and unloading. Handling machinery. Dispatch of vehicles. System design and administration. Total costs planning, minimum total costs policy, maximum customer service policy, maximum profit policy, and organization and control for physical distant information system for P.D. Information system in logistics. | |

**Total=48**

Subject Code:MGT-9216

Title of course: ADVANCE MATERIAL MANAGEMENT

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: This course will advance the students' development of the ability to apply knowledge of basic materials management fundamentals.

CO 2: To enable students to increase the profitability of Industry, the course intends to prepare the fleet of students equipped with latest tools and techniques of materials management.

CO 3: To processes, to recognize the product quality and/or feedback the analysis data to the material processing.

CO 4: To understand problems appearing at production and development of materials.

CO 5: To Understand materials management and their structure, properties, processing, applications and performance.

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | S | | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | | | S | |
| CO :4 | | | | | | | | | | | S | |
| CO :5 | | | | | | | | | | S | | |

| Course Discription | Lectures(s) |
|---|---|
| **UNIT- I** | |
| **Materials Management:** Meaning, definition, scope and functions of Materials Management, Objectives and Advantages of Materials Management. Interfaces of Materials Management: Internal and external interfaces.<br><br>**Material Planning:** Introduction, Factors affecting material planning, Techniques of material planning, MRP Management: MRP objectives, roles, Purchasing, Procedure & Pricing Issues, Receipt, Storage, Issue, Basic MRP techniques. | **11** |
| **UNIT-II** | |
| **Inventories:** Definition-Classification of Inventories- Need for inventories – Merits & Demerits of Inventories. Inventory control techniques and principles - classification, codification, standardization – ABC analysis –VED, GOLF, FSN – HML, Lot-size decision rules, Order Point System, Safety stock, Periodic Review System, Lean production impact on inventory. Economic order quantity concept – Derivation of EOQ formula, modified EOQ. LIFO,FIFO Method. | **11** |
| **UNIT- III** | |
| **Material Management Linkages:** Linkages with other functional areas of Management i.e. Production, Accounting and Finance, Marketing, HRM, IT, TQM. Functions of each functional area of Management.<br><br>Cost Involved in material management: concept of costs and cost classification, specific costs associated with Material Management, CBCS. | **10** |
| **UNIT- IV** | |
| **Supply Chain Management:** Concept, objectives of supply – production and distribution system, Role and Management of flow of material in supply chain management, Supply Risk and Profit Impact Model, Elements of Production Processes: Familiarity with broad categories of production processes. | **10** |

**Total = 42**

**Suggested Readings**


• Dutta A.K., Materials Management: Procedures, Text and cases, Prentice Hall of India Pvt. Ltd., New Delhi.

• Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.

• Varma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi.

• Shah N.M. An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda.

• Sharma S.C., Material Management and Materials Handling, Khanna Publishers, New Delhi.

• Arnold, Champman and Ramakrishnan, Introduction to Materials Management 5th ed., 2007 Pearson Education, Inc.

• Pooler Victor H. Purchasing and Supply Management, Creating the Vision, New York, Chapman & Hall, 1997.

• Moore, J.M., Plant layout and Design, Macmillan New York.

Subject Code:MGT-9217
Title of course: LABOUR WELFARE

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1. To examine the traditional concept of labor welfare in the industry
CO 2. To understand the labor policy aspects in the country
CO 3. To understand the conditions of labor and their welfare and social security needs in the country.
CO 4. To understand a perspective of labor problems and remedial measures in the country.
CO 5. To understand the techniques to improve Industrial relations and reduce Industrial disputes

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | | S | | | |
| CO :2 | | | | | | | | | | S | | |
| CO :3 | | | | | | | | | S | | | |
| CO :4 | | | | | | | | S | | | | |
| CO :5 | | | | | | | | | | S | | |

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Introduction: Origin and evolution of Labor Welfare-objectives of Labor Welfare need and importance of L.W, Classification of L.W, Work agencies of L.W, Scope of L.W, Concepts, philosophy and principles of labor welfare, Plans and labor policy in India, Legislation and Labor Welfare in India. | **11** |
| **UNIT-II** | |
| Working condition and benefits: Working conditions in the factory-safety and accident prevention, Health and hygiene, Canteen organization and | **11** |

| | |
|---|---|
| management, Organization of credit and consumer co-operative societies-recreational and educational actives-workers education in India, Functions of Labor welfare officers India. | |
| **UNIT- III** | |
| Problems of Labor in India: Problems of Indian labor- Industrial Housing-slums-illiteracy-indebtedness-alcoholism, absenteeism and turnover, Problems of child labor, Problems of Women Labor, Problems of Unorganized labor, Problems of Workers education, Recommendations of major commissions on Labor and employment | **10** |
| **UNIT- IV** | |
| Social Security: Evolution, definition and objectives of Social security, Essential requirement of Social security, Growth of social security and social insurance in India and overview of social security in India, Social security's in developing countries and I.L.O, Social security for unorganized sector | **10** |

**Total = 42**

**References:**

1. Kohli, A. S. and Sarma S. R. (1977), Labor Welfare and Social security, Anmol Publications Pvt. Ltd., New Delhi.
2. Misra, L. (2000), Child Labor in India, Oxford University Press, New Delhi.
3. Mathur D. C. (1993), Personnel Problems and Labor Welfare, Mittal Publication. New Delhi.
4. Sharma Usha, (2006), Female Labor in India, Mittal Publication New Delhi.
5. Dayal, R. et al. – (1996) Industrial Sociology and Labor Welfare, Mittal Publication. New Delhi.

Subject Code: **MGT-9218**

Title of course: UNION AND INDUSTRIAL RELATION

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: To sensitize and expose students to critical tasks, functions and issues of industrial relations
CO 2. To gain insight into the dynamics of employee management relations on the different job situations.
CO 3.To Eliminate or minimize the number of Strikes, lockouts etc by providing reasonable wages, improved working conditions.
CO 4.To promotes the growth of Industrial democracy based on labour participation.
CO 5. To safeguard the interest of labour and security.
.

**Pre-requisite:**

CO/PO Mapping

(S/M/W indicates strength of corerelation ) S-Strong,M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | | | S | | | | |
| CO :2 | | | | | | | | | S | | | |
| CO :3 | | | | | | | | | | S | | |
| CO :4 | | | | | | | | | S | | | |
| CO :5 | | | S | | | | | | | | | |

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Industrial Relations: Concept, Scope, Objectives, emerging socio -economic and techno-economic profile; Impact of technological change on industrial relations; Role of State in managing industrial relations factors affecting industrial relations | **11** |
| **UNIT-II** | |
| ILO and Trade Unions: Objectives and functions; Development of trade Union | **10** |

| | |
|---|---|
| movement in India; Challenges of Trade Union movement; Forms of union; Trade Union response toward liberalization and change; Role and objectives of ILO. Prevention and settlement of disputes | |
| **UNIT- III** | |
| Labour Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations; Harmony and discipline | **10** |
| **UNIT- IV** | |
| Co-ownership management; Concept and significance; Involvement of workers with management processes; Strategic implementation of WPM; Collective bargaining and empowerment: role, methods and significance to quality management. Quality of work life | **11** |

**Total = 42**

Note: Relevant Case Studies will be discussed in class.

**SUGGESTED READINGS:**

Suggested Readings

1. Ramaswamy, E. Managing Human Resources, Oxford University Press, New Delhi
2. Venkataratnam, C.S. and Sinha, Pravin, Trade Union Challenges at the Designing of 21st Centry, IIRA -Excel Books, New Delhi
3. Monappa, A . Industrial Relations, Tata McGraw Hill, New Delhi
4. Monappa, A. Managing Human Resources, Tata McGraw Hill, New Delhi
5. Sinha, Sinha, Sakher, Industrial Relations, Trade Unions and Labour Legislation

**MBA (Master of Business Administration)** Subject Code: **MGT-9219**

Title of course: LABOUR LEGISLATION -II

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1: To understand perspectives of Industrial Relations and various approaches.
CO 2. To understand about Industrial Relation institutions and systems.
CO 3. To understand various futuristic issues in the field of Industrial Retaliations
CO 4. To understand the employee fund ACT1952 and various provisions.
CO 5. To maintenance of Industrial peace and efforts to reduce the incidence of strikes and lockout.

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CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | S | | | | | S | | | |
| CO :2 | | | | S | | | | | | | | |
| CO :3 | | | | | | | | S | | | | |
| CO :4 | | | M | | | | | | | | | |
| CO :5 | | | | | | | | S | | | | |

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Industrial Relations: Concept, Scope, Objectives, emerging socio -economic and techno-economic profile; Impact of technological change on industrial relations; Role of State in managing industrial relations factors affecting industrial relations | **11** |
| **UNIT-II** | |
| ILO and Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Trade Union response toward liberalization and change; Role and objectives of ILO. Prevention and settlement of disputes | **10** |

| | |
|---|---|
| **UNIT- III** | |
| Labour Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations; Harmony and discipline | **10** |
| **UNIT- IV** | |
| Co-ownership management; Concept and significance; Involvement of workers with management processes; Strategic implementation of WPM; Collective bargaining and empowerment: role, methods and significance to quality management. Quality of work life | **11** |

**Total = 42**

Note: Relevant Case Studies will be discussed in class.

**SUGGESTED READINGS:**
Suggested Readings

1. Ramaswamy, E. Managing Human Resources, Oxford University Press, New Delhi
2. Venkataratnam, C.S. and Sinha, Pravin, Trade Union Challenges at the Designing of 21st Centry, IIRA -Excel Books, New Delhi
3. Monappa, A . Industrial Relations, Tata McGraw Hill, New Delhi
4. Monappa, A. Managing Human Resources, Tata McGraw Hill, New Delhi
5. Sinha, Sinha, Sakher, Industrial Relations, Trade Unions and Labour Legislation

Subject Code:MGT-9220
Title of course: MANAGING CONFLICT AND NEGOTIATION

| L | T | P | Credits | Weekly Load |
|---|---|---|---|---|
| 3 | 0 | 0 | 3 | 3 |

**Course Outcomes:**

After successful completion of course, the students should be able to

CO 1. Describe theories and research related to negotiation and conflict management.
CO 2. Analyze the role of communication in conflict and conflict management processes.
CO 3. Analyze the components of conflict that lead to constructive or destructive communication patterns.
CO 4. Practice communication that supports principled negotiation and mediation.
CO 5. Evaluate the effectiveness and appropriateness of strategies, methods, and responses that are appropriate to a given conflict situation

CO/PO Mapping

(S/M/W indicates strength of correlation ) S-Strong, M-Medium, W-Weak

| COs | Programme Outcomes ( POs) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 |
| CO :1 | | | | | | S | S | | | | | |
| CO :2 | | | | | | S | | M | | | | |
| CO :3 | | | | | | S | | | | | | |
| CO :4 | | | | | | | | M | | S | | |
| CO :5 | | | | | | S | | | | | | |

| **Course Description** | **Lectures(s)** |
|---|---|
| **UNIT- I** | |
| Conflict: Different thoughts on conflict, Constructive and Destructive Conflict, Conflict, Chaos and complexity theories, Systems approach to conflict Diagnosis. Managing, using, resolving conflict through negotiation. | **10** |
| **UNIT-II** | |
| Negotiation: All human interaction is negotiation, Negotiation and its components, Personal nature of Negotiation, Conscious and Unconscious determinants of | **11** |

| | |
|---|---|
| Negotiation performance, Rules of negotiation, Negotiation process and preparation, Team negotiation, Negotiation Style: Four major negotiation styles (avoidance, competitive, compromising and collaborative), choosing the appropriate style, Alternative styles, strategies and techniques of negotiation, Understanding the importance of perception, power, communication and leadership and public relations in negotiation. Principles of persuasion, Third party intervention. | |
| **UNIT- III** | |
| Distributive Bargaining: Classical distributive bargaining, Opening offers, Role of norms, Counteroffers. Integrative Bargaining: integrative versus distributive bargaining, the categorization method, interested based bargaining | **10** |
| **UNIT- IV** | |
| Ethics, fairness, and trust in negotiation: Ethics - values and behaviors in negotiations, Fairness - substantive and procedural fairness in negotiation, appropriate or inappropriate negotiating tactics, Trust – bases and relationship in negotiating trust, trust and distrust, establishing trust. Closing the Deal and Post Negotiation Evaluation: agreement template, closing stage, moving past statement and building a relationship | **11** |

**Total = 42**

Note: Relevant Case Studies will be discussed in class.

**Suggested Readings:**

1. Noe A Raymond, Training and Development. Tata McGraw Hill, 4th ed. 2008
2. Janakiram B, Training and Development, Biztantra, Indian Text ed. 2008.
3. Goldstein L. Irwin, Ford J. Kevin, Training in Organizations, Thomson, 4th. 2007.