

**SEMESTER WISE CREDIT DISTRIBUTION FOR MBA PROGRAMME  
UNDER CHOICE BASED CREDIT SYSTEM (CBCS)**

The Course of Study and the Scheme of Examinations:

<b>FIRST YEAR – Semester I</b>			
Course Type	Course Code	Title of the Course / Paper	Credits in each course (4=L-3:T-1:P-0)
Core	MSPATT01	Principles and Practice of Management	4 ✓
Core	MSPATT02	Quantitative Methods	4
Core	MSPATT03	Managerial Economics	4
Core	MSPATT04	Business Environment	4 ✓
Core	MSPATT05	Managerial Skill Development	4
Core	MSPATT06	Indian Ethos and Values	4 ✓
Core	MSPATT07	Accounting for Managers	4
<b>Total Credits in Semester I: (7 x 4 = 28 Credits)</b>			<b>28</b>

<b>FIRST YEAR – Semester II</b>			
Course Type	Course Code	Title of the Course / Paper	Credits in each course (4=L-3:T-1:P-0)
Core	MSPBTT01	Organizational Behaviour	4 ✓
Core	MSPBTT02	Operations Research	4 ✓
Core	MSPBTT03	Human Resource Management	4 ✓
Core	MSPBTT04	Financial Management	4 ✓
Core	MSPBTT05	Marketing Management	4 ✓
Core	MSPBTT06	Production and Operations Management	4 ✓
Core	MSPBTT07	Computer Applications in Management	4
Mandatory Course	MSPBTC01	Research Methodology and Publication Ethics	4 ✓
<b>Total Credits in Semester I: (8 x 4 = 32 Credits)</b>			<b>32</b>

Note:

**Summer Training Project**

At the end of the second semester, all students will have to undergo summer training of 4-6 weeks with an industrial, business, or service organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the executive in organizations as approved by the Department from time to time. Each student will be required to submit a project report to the Department for the work undertaken during summer training within four weeks of the commencement of the third semester for the purpose of evaluation in the third semester. Confidential reports of the student's performance in the training will be collected from the concerned organizations. Reports will be a part of the evaluation process.

*Observed in B.S. Unit (14/11/2021)*

## SECOND YEAR – Semester III

Course Type	Course Code	Title of the Course / Paper	Credits in each course (4=L-3:T-1:P-0)
Core	MSPCTT01	Decision Support System and Management Information System	4
Core	MSPCTT02	Corporate Legal Framework	4
Field Project*	MSPCEFO1	Summer Training Project	4

\*Note: The Summer Training Project Report will be of 100 marks and has to be submitted within four weeks from the commencement of the third semester.

Open Elective	MSPCTO01	Indian Financial System**	4
Open Elective	MSPCTO02	Application of Excel in Finance**	4
Open Elective	MSPCTO03	Stress Management**	4
Open Elective	MSPCTO04	Digital Marketing**	4

\*\*Note:

- (i) Students can also opt for the online NPTEL (<https://onlinecourses.nptel.ac.in>) or SWAYAM or online courses offered by IIMs, IITs, IIITs or Open Electives offered by other Departments of Guru Ghasidas Vishwavidyalaya with minimum 4 credits on his/her own, complete it successfully before admission in the third semester, and submit the completion certificate to the Controller of Examination through Head of the Department. Through this, he/she can avail the benefit of the waiver of the four-credit course in the third semester in the open elective.
- (ii) If a student does not opt for the open electives, mentioned above at (i), she/he has to opt for any one of the open electives offered by the Department.

### Discipline Specific Elective (DSE)\*\*\*

#### Finance (F) Area

DSE (F)	MSPCTD01	Management Control System	4
DSE (F)	MSPCTD02	Security Analysis and Portfolio Management	4
DSE (F)	MSPCTD03	Management of Financial Institutions	4

#### Marketing(M) Area

DSE(M)	MSPCTD04	Consumer Behaviour	4
DSE(M)	MSPCTD05	Integrated Marketing Communication	4
DSE(M)	MSPCTD06	International Marketing	4

#### Human Resource Management (HR) Area

DSE (HR)	MSPCTD07	Management of Industrial Relations	4
DSE (HR)	MSPCTD08	Legal Framework Governing Human Relations	4
DSE (HR)	MSPCTD09	Management Training and Development	4

\*\*\*Note: A student has to opt for 'anyone area' as Major Specialization and 'another area' as Minor Specialization. There will be three courses/papers in Major and two courses/papers in Minor Specialization. The Head of the Department will announce the Minor courses/papers available in different groups at the beginning of the semester.

Total Credits in Semester I: (9 x 4 = 36 Credits)		36
Core 2+ Open Electives 1+ Field Project 1+ DSE 5 = 9		

## SECOND YEAR – Semester IV

Course Type	Course Code	Title of the Course / Paper	Credits in each course (4=L-3:T-1:P-0)
Core	MSPDTT01	Strategic Management	4 ✓
Dissertation Project Report	MSPDDF01	Dissertation Project Report****	4

\*\*\*\*Note: The Project Report will be of 100 marks (project Report 50 marks + Viva Voce Examination 50 marks) and shall commence from the third semester and the report shall be submitted towards the end of the fourth semester. A student will not be given any special permission to leave the Department for a long time to do the project, as he/she will be missing fourth-semester classes. Preferably, market surveys, organization surveys in the local organizations can be done. A Board of Examiners consisting of internal and external examiners will evaluate the report.

### Discipline Specific Elective (DSE)\*\*\*\*\*

#### Finance (F) Area

DSE (F)	MSPDTD01	Management of Financial Services	4
DSE (F)	MSPDTD02	International Financial Management	4

#### Marketing (M) Area

DSE(M)	MSPDTD03	Sales & Distribution Management	4
DSE(M)	MSPDTD04	Marketing of Services	4 ✓

#### Human Resource Management (HR)Area

DSE (HR)	MSPDTD05	Human Resource Planning & Development	4
DSE (HR)	MSPDTD06	Organizational Change and Intervention Strategies	4

\*\*\*\*\*Note: A student has to continue with the same Major and Minor Specialization as opted in the third semester. There will be two courses/papers in Major and One course/paper in Minor Specialization. The Head of the Department will announce the Minor course/paper in different groups at the beginning of the semester.

Total Credits in Semester I: (5 x 4 = 20 Credits)		20
Core1+ Dissertation Project Report 1 + DSE 3 =5		

Total Credits	
Semester	Number of Credits
I	28
II	32
III	36
IV	20
<b>Grand Total</b>	<b>116</b>



## MBA – (I Year) I Semester

Core: (MSPATT01)

### Principles and Practice of Management

**Objectives** The objective of this paper is to familiarize the students with basic management concepts. Besides, students will also be made learn about how these concepts are put to practice in organizations. **(4 Credits)**

**Learning Outcomes** On successful completion of this course, the learner will be able to:

1. Relate the different aspects of the human behaviour to the individual, group & organizational perspective of the workplace.
2. Apply the frameworks & tools effectively to analyse & approach various Organizational situations modify their own beliefs, assumptions, and behaviours with respect to how individuals, groups and organizations act in order to expand the options of approaches and increase the own effectiveness.

**Note for semester-end external examination** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs.      Maximum Marks: 70      Minimum Pass Marks: 28**

**Course Contents:** **School of Management Thought:** Evolution of Management thought, Systems and Contingency approach of management, Decision Theory School. Managerial processes, functions, skills and roles in an organization. Business Ethics and Values, Nature, process and techniques of Planning, Organizing, Staffing, Directing, Coordinating and Controlling. Decision Making, Leading, Communicating and motivating. Leadership and Influence Process: Concept, Styles and Theories. Understanding and Managing Organizational Systems, Organizational design and structure.

**Functional Areas of Management:** Human Resource Management, Marketing Management, Financial Management, Production/Operations Management.

**Suggested Readings:**

1. Harold Koontz and Cyril O'Donnell (2000), Essentials of Management, Tata McGraw Hill.
2. L M Prasad (2020), Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
3. Robbins S.P. (2010), Coulter Mary and Niharika Vohra, Management by Pearson Education (10th edition).
4. Robbins, S. P., & Anderson (2016), I. Fundamentals of management (8th Canadian ed.). Pearson Education, Canada.
5. William H. Newman and E. Kirby Warren (2008), The Process of Management: Concepts, Behaviour and Practice, Prentice Hall.

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

## MBA – (I Year) I Semester

Core: (MSPATT04)

### Business Environment

**Objectives** The course develops ability to understand and scan business environment in order to analyse opportunities and take decisions under uncertainty. **(4 Credits)**

**Learning Outcomes** On successful completion of this course, the learner will be able to:

1. Comprehend the forces that shape business and economic structure and develop strategies to cope with the same.
2. Evaluate the economic & political environmental dynamics to cope with the changing regulations affecting business and its profitability.
3. Analyse the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.
4. Understand the international influences on domestic business and measures to be taken for successful global business operations.

**Note for semester-end external examination** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs.      Maximum Marks: 70      Minimum Pass Marks: 28**

**Course Contents:** Theoretical Frame Work of Business Environment, Concept, Significance and Nature. Elements of Environment - Internal and External. Economic Environment of Business Elements and Significance. Economic System. NITI Aayog in India. Government Policies - Industrial Policy, Fiscal Policy, Monetary Policy, EXIM Policy, Licensing Policy. Role of Public and Private Sector in Economic Development. Political and Legal Environment. MRTTP- main provisions & amendments related to unfair trade practices. FEMA-objectives, administration & main provisions & penalties. Social and Cultural Environment of Business. Social Responsibility of Business. Social System and Social Institutions. Emerging Rural Sector in India. Consumerism in India.

**Suggested Readings:**

1. Sinha, V.C., Sinha, R. et al. (2021). Business Environment. SBPD Publications.
2. Aswathappa, K. (2014) Legal Environment of Business. Mumbai: Himalaya Publishing House.
3. Cherunilam, F. (2018). Business Environment. Mumbai: Himalaya Publishing House.
4. Jain & Verma, (2015). Business Environment. Sahitya Bhawan, Agra.
5. Shukla, M.B. (2012). Business Environment-Text and Cases. Taxmann, New Delhi.
6. Adhikary, M. (2012). Economic Environment of Business. New Delhi: Sultan Chand & Sons.
- Mishra and Puri. (2016). Business Environment. Himalaya Publishing House, Mumbai.

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

## MBA – (I Year) I Semester

Core: (MSPATT06)

### Indian Ethos and Values

**Objectives** The objective of this paper is to provide an understanding of basic Indian values and ethos and their significance in management. **(4 Credits)**

**Learning Outcomes** On successful completion of this course, the learner will be able to:

1. Develop and understanding of Indian value system and its application in managerial practices and their perspectives.
2. Practice value-based management and ethical norms in business.

**Note for semester-end external examination** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs.**

**Maximum Marks: 70**

**Minimum Pass Marks: 28**

**Course Contents:** Model of Management in the Indian Socio-Political Environment. Work Ethos. Indian Heritage in Production and Consumption. Indian Insight into TQM. Problems Relating to Stress in Corporate Management- Indian Perspective. Teaching Ethics. Trans-cultural Human Values in Management Education. Relevance of Values in Management. Need for Values in Global Change- Indian Perspective; Values for Managers. Holistic Approach for Managers in Decision Making. Secular Versus Spiritual Values in Management. Personal Growth and Lessons from Ancient Indian Educational System. Science and Human Values.

**Suggested Readings:**

1. Kaushal, Shyam L. (2008). Business Ethics: Concepts, Crises and Solutions. New Delhi: Deep & Deep Publications Pvt. Ltd.
2. Khandelwal, N.M. (2011). Indian Ethos and Values for Managers. Himalayan Publications.
3. Chaturvedi, B. (2006). The Mahabharata: An Inquiry in the Human Condition. Orient Longman.
4. Das, G. (2009). The Difficulty of Being Good, On the Subtle Art of Dharma. India: Penguin Books.
5. Kautilya's Arthashastra (2016), King, Governance, and Law in Ancient India. Oxford University Press.
6. Sharma, Subhash.(2000). Management in New Age- Western Windows Eastern Doors. New Age.
7. Sharma, J.P. (2016). Corporate Governance, Business Ethics and CSR. ANE Publications.

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

## MBA – (I Year) II Semester

Core: (MSPBTT01)

### Organizational Behaviour

Objectives	The objective of this paper is to understand the human interactions in an organization find what is driving it and influence it for getting better results in attaining business goals. (4 Credits)
Learning Outcomes	On successful completion of this course, the learner will be able to Understand the change management process and apply it for the effectiveness of the organization.
Note for semester-end external examination	Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t <b>Time allowed: 3 Hrs.      Maximum Marks: 70      Minimum Pass Marks: 28</b>
Course Contents:	<b>Organisational Behaviour:</b> Concept, Significance, Understanding and Managing Individual Behaviour - Personality, Perceptions, Values, Attitudes, Learning, Work-motivation, Individual Decision Making and Problem solving. Understanding and Managing Group Processes: Interpersonal and Group dynamics, Applications of emotional intelligence in organizations, Work stress. Power and Politics, Employee Involvement and Empowerment, Organizational Learning. Creativity and Innovation. Intergroup Behaviour and Collaboration, Employee Generation and Gender Issues. Cross-Cultural Dynamics, Organizational Culture and Climate, Stress Management, Work-life Balance, Organizational Conflict- Sources, Patterns, Levels and Types of conflict.
Suggested Readings:	<ol style="list-style-type: none"><li>1. Robbins, S. P., &amp; Judge, T. (2013). Organizational behavior (15th ed.). Boston: Pearson.</li><li>2. Newstrom J. W., &amp; Davis, K. (2011). Human behavior at work (12th ed.). Tata McGraw Hill.</li><li>3. Nelson, D, Quick, J.C., &amp; Khandelwal, P., (2011). ORGB . Cengage Learning.</li><li>4. Pareek. U. (2010). Understanding Organizational Behavior (2nd ed.). Oxford University Press</li><li>5. Schermerhorn, J. R., Osborn, R.N., Hunt, M.UJ (2016). Organizational Behavior (12th ed.). Wiley.</li><li>6. Hegar, Kathryn W. (2012). Modern Human Relations at Work. International Edition. Cengage</li><li>7. Hersey, Paul, Dewey E. Johnson &amp; Kenneth H. Blanchard (2013). Management of Organisational Behaviour. PHI.</li><li>8. Luthans, Fred (2013). Organizational Behaviour. McGraw-Hill, Indian Edition.</li><li>9. Pareek, U. &amp; Khanna, S. (2016). Understanding Organizational Behaviour, Oxford University Press.</li></ol> <p>The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.</p>



## MBA – (I Year) II Semester

Core: (MSPBTT03)

### Human Resource Management

**Objectives** The objective of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management. **(4 Credits)**

**Learning Outcomes** After the course the students are expected to know the basics of HRM and apply it for improving human resource management in an organisation.

**Note for semester-end external examination** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs.**

**Maximum Marks: 70**

**Minimum Pass Marks: 28**

**Course Contents:** Concepts and Perspectives on Human Resource Management. Nature, feature, objectives, scope, challenges of Human Resource Management. Corporate Objectives and Human Resource Planning. HR Policy. Succession Planning. Job Analysis, Job Enlargement, Job Enrichment and Role Description. Methods of Manpower Search- Recruitment & Selection, sources of recruitment, Good Recruitment policy, type of tests. Induction and Socialisation. Manpower Training and Development. Procedure and Types of Performance Appraisal and Potential Evaluation. Job Evaluation & Wage Determination. Grievance management.

- Suggested Readings:**
1. David A. DeCenzo & Stephen P. Robbins (1999): Fundamentals of Human Resource Management, Wiley.
  2. K. Aswathappa (2017), Human Resource Management, Text & Cases, McGraw Hill, New Delhi.
  3. L. M Prasad (2007), Human Resource Management, Sultan Chand Publishing House, New Delhi.
  4. Uday Kumar Haldhar and Juthika Sarkar (2012), Human Resource Management, Oxford, New Delhi.
  5. V. S. P Rao (2010), Human Resource Management, Excel Publishing House, New Delhi.

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

Approved in the held on 10-11-2021

## MBA – (I Year) II Semester

Core: (MSPBTT04)

### Financial Management

**Objectives** The purpose of this course is to acquaint the students with the broad framework of financial decision-making in business unit. (4 Credits)

**Learning Outcomes** On successful completion of this course, student will be able to:

1. Understand various concepts related to financial management.
2. Able to use various tools and techniques in the area of finance
3. Develop analytical skills which facilitate the decision making in Business situations.

**Note for semester-end external examination** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs. Maximum Marks: 70 Minimum Pass Marks: 28**

**Course Contents:** Aims and objectives of Financial Management. Financial planning and financial forecasting. Finance function. Time value of money. Investment Decisions- Significance of capital budgeting decisions, types of capital expenditure projects, Techniques of Capital Budgeting. Instruments of Long Term Finance; Cost of different sources of Long Term Capital, Weighted Average Cost of Capital. Operating and Financial Leverage. Capital structure decisions. Capital structure theories and optimum capital structure. Management of working capital - Cash, Receivables and Inventory Management. Internal Financing and Dividend Policies- Types of Dividend, Dividend Theories. Bonus shares. Financing the Infrastructure: Basic Issues.

- Suggested Readings:**
1. Brealey, R.A. & Myers S. C. (2017). *Principles of Corporate Finance*. McGraw Hill.
  2. Chandra, P. (2017). *Financial Management-Theory and Practice*. Tata McGraw Hill.
  3. Khan, M.Y. & Jain, P.K. (2017). *Financial Management: Text, Problems and Cases*. Tata McGraw Hill.
  4. Pandey, I. M. (2016). *Financial Management*. Vikas Publishing.
  5. Ross, S.A. and Westerfield, R. W. (2017). *Corporate Finance*. McGraw Hill.
  6. Van, Horne & Dhamija (2011). *Financial Management and Policy*. Pearson.

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

## MBA – (I Year) II Semester

Core: (MSPBTT05)

### Marketing Management

**Objectives** The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various constraints. (4 Credits)

**Learning Outcomes** On successful completion of this course, students will be able to:

1. Relate Marketing Mix as a framework for Marketing Decision making.
2. Understand the need, importance and process of Marketing Planning and Control.
3. Learn and examine the students to the dynamic nature of Marketing Function.
4. Acquire an understanding of fundamental concepts of Marketing.

**Note for semester-end external examination** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs.      Maximum Marks: 70      Minimum Pass Marks: 28**

**Course Contents:**

**Introduction:** Concept, Nature, Scope and Significance of marketing; Old and new concepts of marketing and; Marketing management philosophy.

**Marketing Analysis:** Marketing Environment; Macro and Micro components and their impacts; Marketing organization and Market segmentation and; Consumer behaviour.

**Marketing Research:** Meaning, nature, scope, objectives of organization for marketing research, marketing research procedure. Limitations.

**Product Decision:** Concept of a product; Classification of product; Product line; Product mix; branding, packaging and labelling; Product life cycle, development of new product.

**Pricing:** Importance of pricing; Pricing policy considerations; Factors affecting price policies, Pricing objectives. Different price policies, strategies, and methods of setting prices.

**Distribution Management:** Concept of distribution; channels of distribution; wholesaling and retailing. Management of physical distribution.

**Product Promotion.** Promotion mix. Advertising. Sales Promotion, Personal Selling & Publicity, Promotion Decision.

**Suggested Readings:**

1. Kotler, P. & Keller, K. L. (2017). *Marketing Management*. Pearson.
2. Kotler, Philip, & Gary Armstrong. (2017). *Principles of Marketing*. Pearson.
3. McCarthy, E. J., Cannon, J. & Perreault, W. (2014). *Basic Marketing*. McGraw-Hills Education.
4. Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. (2010). *Marketing Concepts and Cases*. Tata McGraw Hill.
5. Saxena, R. (2009). *Marketing Management*. McGraw Hill Education.

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

## MBA – (I Year) II Semester

Core: (MSPBTT06)

### Production and Operations Management

**Objectives**

The course is designed to acquaint the students with decision making in: planning, scheduling control of production and operation functions in both manufacturing and services; productivity improvement in operations through layout engineering and quality management etc. Effective and efficient flow replenishment and control of materials with reference to both manufacturing and services organisations. **(4 Credits)**

**Learning Outcomes**

Students will be able to understand the principals of production management and apply them for improving the productive of the organisation.

**Note for semester-end external examination**

Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs.      Maximum Marks: 70      Minimum Pass Marks: 28**

**Course Contents:**

Nature and Scope of Production and Operations Management. Facility Location. Types of manufacturing Systems & Layouts. Layout Planning and Analysis. Material Handling Principles-Equipments. Line Balancing Problems. Operations decisions: Production Planning and Control- In Mass Production, Batch Job Order manufacturing. Capacity Planning Models. Process Planning- Aggregate Planning. Scheduling. Maintenance Management Concepts. Work Study. Method Study, Work Measurement. Work Sampling. Work Environment-Industrial Safety. Material Management: An Overview of Material Management. Material Planning and Material Planning Budgeting. Inventory Control, JIT. Material Requirement. Purchase management. Stores Management. Quality Assurance-Acceptance Sampling, Statistical Process Control. Total Quality Management ISO-9000. Maintenance Management. Safety Management.

**Suggested Readings:**

1. Bhat, K Shridhara(2011). Production and Operations Management. Himalaya Publishing House.
2. Martand T, Telsang. (2007). Production Management. S Chand & Company.
3. Aswathappa, K. & Reddy, S. (2010). Production and Operations Management. Himalaya Publishing House.
4. Paneerselvam, R. (2012). Production and Operations Management. PHI Learning Private Limited, New Delhi.
5. Chary, S. (2019). Production and Operations Management. McGraw-Hills.
6. William J. Stevenson (2018). Operations Management. Richard D. Irwin, Inc.

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

## MBA – (I Year) II Semester

### Mandatory Course: (MSPBTC01)

### Research Methodology and Publication Ethics

Objectives	The objective of the course is to equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making. Besides, the students will also learn about ethical aspects related to research and publication. <b>(4 Credits)</b>
Learning Outcomes	On successful completion of this course, the learner will be able to apply various research tools for carrying out effective research for decisions business and will able to know the basics of publication ethics.
Note for semester-end external examination	Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t
Course Contents:	<b>Time allowed: 3 Hrs.      Maximum Marks: 70      Minimum Pass Marks: 28</b> <b>Research Methodology:</b> Nature and Scope of Research Methodology, Scientific Inquiry and Study of social Phenomenon, Problem Formulation and Statement of Research Objectives, Research Process, Research Designs: Exploratory, Descriptive and Experimental Research Designs, Qualitative and Quantitative Research, Hypothesis-Meaning and role in Research, Hypothesis testing Methods (Chi-square test). Methods of Data Collection and its Measurement: Observational and Survey Methods, Case studies, Schedule and Questionnaire, <b>Data sources:</b> Primary and Secondary. Scales: Need for scales, Scaling Procedures- Thurston type, Likert type, Bogardus type, Semantic differentials, Sampling Design: Meaning, Types and Utility, Determination of the Sample Size, Sampling and Non-Sampling Errors, Sampling Tests (Z tests, T tests, F tests). Research Report: Research Report Writing, Research Abstracts, Research Proposals. <b>Publication Ethics:</b> Philosophy and Ethics, Introduction to Ethics - What Ethics is? Principles of Ethics, Business Ethics, Professional Ethics, Sources of Learning Ethics, Significance of Ethics in Research and Publication: Informed Consent, Plagiarism, Self-Plagiarism, Authorship, Research with Human Subjects, Research Misconduct, How Reliable Statistics is? Predatory Publishers and Journals, Conflicts of Interest, Indexing and Citation Databases, Impact Factor and Matrics, Plagiarism Detection Tools, Obligations of Researchers, Ensuring Ethics in Research and Publication
Suggested Readings:	<ol style="list-style-type: none"><li>1. Kothari, C.R. (2019). Research Methodology, New Age International, New Delhi.</li><li>2. Taylor, B. (2006). Research Methodology: A Guide for Researchers in Management and Social Sciences. Prentice Hall India Learning Private Limited.</li><li>3. Fowler, Floyd, J. JR. (2009). Survey Methods, Sage Publication, New Delhi</li><li>4. Gupta, S.P. (2001). Statistical Methods (30th ed.). New Delhi: Sultan Chand.</li><li>5. Geoffrey R. Marczyk (2005). Essentials of research design and methodology. Wiley.</li><li>6. Kumar, R. (2014). Research Methodology: A Step-by-Step Guide for Beginners. Sage Publications Inc.</li><li>7. Flick, U. (2011). Introducing Research Methodology: A Beginner's Guide to Doing a Research Project. Sage Publications Inc.</li></ol> <p>The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.</p>

10

**Guru Ghasidas Vishwavidyalaya (A Central University of Bilaspur), Koni (C.G.)**  
**MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME**  
From Session 2021-22 Onwards (CBCS Course Structure)

**MBA – (II Year) III Semester**

**Core: (MSPCTT02)**

**Corporate Legal Framework**

**Objectives** The course is designed to assist the students in understanding basic laws affecting the operations of a business enterprise. **(4 Credits)**

**Learning Outcomes**

1. Acquire a sound understanding of the corporate legal framework affecting businesses.
2. Apply basic legal knowledge to business transactions.

**Note for semester-end external examination** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs.      Maximum Marks: 70      Minimum Pass Marks: 28**

**Course Contents:** **Indian Contract Act, 1872:** Essentials of valid contract, Performance of contracts, Discharge of contract, Breach of contract, Quasi contract.

**The Sale of Goods Act, 1930:** Conditions and Warranties, Rights of unpaid seller.

**The Central Goods and Services Tax Act, 2017:** Basic Concept and overview of GST; Supply under GST; Exemption from GST; Time of Supply; Value of Supply.

**Negotiable Instruments Act, 1881:** Nature and types, Holder - in- Due course, Dishonour and Discharge of N.I.

**The Companies Act 2013:** Nature and types, Formation, Memorandum and Article of Association, Prospectus, and Allotment of shares, Company Management, Winding up and dissolution of companies.

**The Reserve Bank of India Act, 1934, FEMA 2000. SEB1 Act, 1992. Right to Information Act 2005, Cyber Law.**

**Consumer Protection Act, 1986** (nature, rights, grievance redressal machinery). WTO - Framework, Principles and Charter, TRIPS and TRIMS.

**Suggested Readings:**

1. Singh, Awdhish (2018-19), GST made Simple, Centax Pub. Pvt. Ltd. ed. .
2. Tuteja, S.K. (1998). Business Law for Managers. New Delhi: Sultan Chand.
3. A legal framework for emerging business model. Emily M. Weitzenboeck. Published by Edward Elgar Publishing Limited.
4. Corporate Laws, Anil Kumar 10<sup>th</sup> Edition 2021. Published by Taxmann Publications (P.) Ltd.
5. Ashok K Bagriyal, Company Law, Twelfth Revised Edition (2006), Vikas Publishing House Pvt. Limited.
6. Kapoor. N. D, Elements of mercantile law 2020, 38<sup>th</sup> Edition, Sultan Chand & Sons. New Delhi. Publisher- Sultan Chand & Sons.
7. Singh, Avtar Company Law 17<sup>th</sup> edition Lucknow Eastern.

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

## MBA – (II Year) III Semester

### Open Elective: (MSPCTO03)

### Stress Management

#### Objectives

The course is planned for the students who want to augment their knowledge and skills in the area of Stress Management. The overall objective of the course is to make the students able to comprehend the meaning, causes, effects and symptoms of stress and to use measures available to cope up with and manage stress. **(4 Credits)**

#### Learning Outcomes

Upon the completion of the course the participants will be able to:

1. Understand the nature of stress.
2. Identify stressors/triggers which may cause stress.
3. Recognize physiological and psychological effects of stress.
4. Comprehend the symptoms of stress.
5. Learn how to use the techniques/strategies of stress management effectively.

#### Note for semester-end external examination

Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs.**

**Maximum Marks: 70**

**Minimum Pass Marks: 28**

#### Course Contents:

Meaning and Definition of Stress as well as Stress Management, Eustress and Distress. Sources/Causes of Stress: Psychological, Social, Environmental, Academic, Family and Work Stress. Effects of Stress: Physiological, Psychological and Social Effects. Response to Stress: Fight or Flight. Symptoms of Stress: Headaches, Fatigue, Gastrointestinal problems, Hypertension, Heart problems, Lack of concentration, Sleep disturbances, Anxiety, Sexual problems. Behavioural Changes: Irritability, Disruptive eating patterns: Over eating and under eating, Increased smoking or alcohol consumption. Stress Coping and Management Techniques/Strategies: Exercise, Time Management, Relaxation, Meditation, Proper Sleep, Proper Food Habits, Organizing Oneself, Deep Breathing, Biofeedback.

#### Suggested Readings:

1. Chen, D. (2016). Stress management and prevention: Applications to daily life (3rd ed.). New York: Routledge. ISBN 978-1138906280.
2. Davis, M., Eshelman, E., & McCay, M. (2008). The relaxation and stress reduction work book (6th ed.). Oakland, CA: New Harbinger. ISBN 9781572245495.
3. Greenberg, J.S. (2017). Comprehensive stress management (14th ed. ). Boston: McGraw-Hill. ISBN: 9781259848247
4. Pestonjee, D. M. (1998) Stress and Coping: The Indian Experience, SAGE Publications Pvt. Ltd; Second Edition.

## MBA – (II Year) III Semester

### Discipline Specific Elective (DSE) – Finance (F) Area MSPCTD03: Management of Financial Institutions

The objective of this course is to discuss the financial management problems of financial institutions including a detailed study of the working of the leading financial institution in India. (4 Credits)

At the end of this course, the students will be able to:

1. Understand the meaning and concepts of financial markets and financial system.
2. Understand the intricacies of managing different types of financial services

Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are t

**Time allowed: 3 Hrs.      Maximum Marks: 70      Minimum Pass Marks: 28**

The Role and Importance of Financial Institutions- Evaluating Risk and Returns of Assets and Liabilities of Financial Institutions; Interest rate analysis; Interest rate in Financial System; Yield Curve; Risk and Inflation; Liquidity and profitability of commercial Banks; Banking Law and Regulation. Provision of RBIs Operation; Credit and Monetary Planning. Insurance Companies. Thrift Institution. Development Banks; Role Of Development Banking in Industrial Financing in India; Financial Planning of Financial institutions; Working and Organization of Different Financial Institutions in India like IFCIDBI, UTI, LIC, Mutual Funds. International Aspects of Financial Institutions.

- Suggested Readings:
1. Financial Institutions and Markets, L M Bhole, Jitendra Mahakud (2017), McGraw-Hill Education.
  2. Clifford Gomez, (2008), Financial Institutions and Markets, Publisher- PHI Learning.
  3. Dougall, Herbert E., and Gaumnitz. Capital Markets and Institutions. Englewood Cliffs, PHI. New Jersey.
  4. Paul Justin, Suresh Padmalatha (2018) Management of Banking and Financial Services. Pearson Education India.
  5. John C. Hull, Risk Management and Financial Institutions, Publisher- Wiley.

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



## MBA – (II Year) III Semester

### Discipline Specific Elective (DSE) – Marketing (M) Area

### MSPCTD05: Integrated Marketing Communication

Objectives	The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme. <b>(4 Credits)</b>
Learning Outcomes	At the end of this course, the students will be able to: <ol style="list-style-type: none"><li>1. Participants will learn about multiple communication channels, the advantages, and disadvantages of each type of communication that will enhance their crucial and analytical skills.</li><li>2. Students will learn the core concepts which equip them to take better decision by relying on gained functional knowledge about marketing communication.</li><li>3. Participants will learn the holistic development of promotional mix and how to utilize the promotional mix in decision making to evaluate and solve the business problems.</li><li>4. Students will learn the overall and holistic decision making as which kind of communication strategy is best suitable for a business. This will also equip them to make informed decision during uncertainty and help business during crisis.</li></ol>
Note for semester-end external examination	Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered. <b>Time allowed: 3 Hrs.      Maximum Marks: 70      Minimum Pass Marks: 28</b>
Course Contents:	Introduction to IMC, IMC as an Integral Part of Marketing, IMC Process, Understanding Consumer Behaviour, Understanding the Communication Process, Understanding the Advertising and Promotion World, Advertising Management, Advertising Strategy: Creative Execution in Print and Broadcast Media, Advertising Agency, Point of Purchase Advertising, Sales Promotion Management, Trade-oriented Sales Promotion, Customer-oriented Sales Promotion, Direct Marketing Management, Database Marketing, Personal Selling Management, Hiring and Motivating the Sales Force, Public Relations Management, Event and Sponsorship Management, Communication via New Media, Mobile Marketing Communication, Corporate Image Management and Brand Building, Integrating Global Marketing Communication, Measuring, Monitoring and Evaluation of IMC Ethical and Social Perspectives.
Suggested Readings:	<ol style="list-style-type: none"><li>1. Kriti Dutta, Integrated Marketing Communications, Oxford University Press. Delhi.</li><li>2. Kruti Shah, Advertising and Integrated Marketing Communication, McGraw Hill.</li><li>3. Georg E. Belch, Michael A. Belch, Keyoor Purani, Advertising and Promotions: An integrated marketing communications perspective, Ninth Edition (2009) Tata McGraw Hill.</li><li>4. S H H Kazmi, Satish K Batra (2009) Advertising And Sales Promotion, Publisher- Excel Books.</li><li>5. John R. Rossiter, Larry Percy (1997), Advertising Communications and Promotion Management, McGraw-Hill.</li><li>6. Chris Hackley, Rungpaka Amy Hackley (2021), Advertising and Promotion, Publisher- SAGE Publications.</li></ol> <p>The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.</p>

Approved in BOS held on 10-11-2021.

Bh  
Mish

## MBA – (II Year) III Semester

### Discipline Specific Elective (DSE) – Marketing (M) Area

#### MSPCTD06: International Marketing

**Objectives** The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing. **(4 Credits)**

**Learning Outcomes** After completion of the course, the students will able to:

1. Understand the peculiarities of international marketing.
2. Develop the students' ability to devise marketing mix for international marketing.

**Note for semester-end external examination** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered.

**Time allowed: 3 Hrs.      Maximum Marks: 70      Minimum Pass Marks: 28**

**Course Contents:** International Marketing- Definition, Concept And Setting; Distinctions between International Trade, Marketing and Business. Economic Environment of International Marketing. International Institution - World Bank, IMF, UNCTAD, WTO. Constraints on International Marketing (Tariff & Non-tariff Barriers). India and World Trade. Import And Export Policy; Institutional Infrastructure for Export-Promotion- Export Promotion Councils, Public Sector Trading Agencies, ECGC, Commodity Boards etc.; Export Procedure and Documentations- Registration of Exporters, Export Quotations; Production and Clearance of Goods for Exports, Shipping and Transportation, Insurance; Negotiation of Documents. Instruments Of payments - Open Account; Bills of Exchange; Letter Of Credit - Export Finance. International Marketing Mix-Identification of Markets. Product Policy. International Product Life Cycle. Promotion Strategy. Pricing Strategy and Distribution Strategy. Various Forms of International Business.

**Suggested Readings:**

1. Niland, J. R., etc. (1994). The Future of Industrial Relations. New Delhi: Sage.
2. U C Mathur (2008), International Marketing Management, SAGE Publications.
3. Daniel W. Baack, Barbara Czarnecka, Donald Baack (2018), International Marketing, SAGE Publications.
4. Philip R. Cateora , R. Bruce Money Fred Meyer , Mary C. Gilly , John L. Graham (2020), International Marketing, 18th Edition, McGraw-Hill Education.
5. Rakesh Mohan Joshi 2014, International Marketing, Oxford University Press.

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

## MBA – (II Year) III Semester

### Discipline Specific Elective (DSE) – Human Resource Management (HR)

#### Area MSPCTD07: Management of Industrial Relations

**Objectives** Organizational efficiency and performance are intricately interlinked with industrial relations. This course is attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels. **(4 Credits)**

**Learning Outcomes** After the course, the students are expected to fair knowledge of industrial relations which help them to effective IR managers.

**Note for semester-end external examination** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered.

**Time allowed: 3 Hrs. Maximum Marks: 70 Minimum Pass Marks: 28**

**Course Contents:** **Industrial Relations:** Meaning, Concept and Evolution. Industrial Relations and The Emerging Socio-economic Scenario. Constitutional framework for Industrial Relations Industrial Relations and the State.

**Welfare:** Industrial Relations & Trade Unions; Trade Union and The Management. Role and Future of Trade Unions. Employers' organizations, Discipline, and Grievance Management. Collective Bargaining. Participative Management and Co-ownership.

**Labour Welfare:** Concept, Scope, Types, Theories and Principles. Social Security: Concept and Scope. Productive Bargaining and Gain Sharing. Industrial Dispute and Resolution, Industrial Democracy. Industrial Relations and Technological Change.

- Suggested Readings:**
1. Rao, P Subba&Mamoria, S. (2016).Dynamics of Industrial Relations. Himalaya Publishing House.
  2. Chhabra, T.N & Suri, R K. (2020). Industrial Relations (Concept And Issues). Dhanpat Rai & Company Pvt Ltd.
  3. Chhabra, T.N & Suri, R K. (2007). Dynamics of Industrial Relations. Pentagon Press.
  4. Sinha, P.R.N.(2017). Industrial Relations, Trade Unions and Labour Legislation. Pearson Education.
  5. Ghosh, P. (2017). Industrial Relations and Labour Laws. McGraw Hill Education.

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

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME

From Session 2021-22 Onwards (CBCS Course Structure)

**MBA – (II Year) III Semester**

**Discipline Specific Elective (DSE) – Human Resource Management (HR) Area  
MSPCTD08: Legal Framework Governing Human Relations**

**Objectives** Understanding of the legal framework is important for the efficient decision making relating to man management and industrial relations. The course aims to provide an understanding, application and interpretation of various labour laws and their implications for industrial relations and labour issues. **(4 Credits)**

**Learning Outcomes** At the end of the course, the students are expected to have a fair knowledge of legislations governing human relations.

**Note for semester-end external examination** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered.

**Time allowed: 3 Hrs. Maximum Marks: 70 Minimum Pass Marks: 28**

**Course Contents:** Emergence and Objectives of labour laws and their Socio-economic Environment.  
Laws relating to Industrial Relation: Industrial Disputes Act, 1947. The Industrial Employment (Standing Orders) Act, 1946. The Trade Unions Act, 1926.  
Laws relating to Working Conditions: The Factories Act, 1948.  
Laws relating to Social Security: The Workmen's Compensation Act, 1923. The Employees' State Insurance Act, 1948. The Employees' Provident Funds And Miscellaneous Act, 1952. The Payment of Gratuity Act, 1972. The Maternity Benefit Act, 1961.  
Laws Relating to Wages and Bonus: The Payment of Wages Act, 1936. The Minimum Wages Act, 1948. The Equal Remuneration Act, 1976. The Payment of Bonus Act, 1965.  
Laws relating to Contract Labour and Child Labour: The Contract Labour (Regulation & Abolition) Act, 1970. The Child Labour (Prohibition and Regulation) Act, 1986.  
Laws relating to Mines: The Mines Act, 1952.

**Suggested Readings:**

1. Kapoor.N.D, Elements of mercantile law 2020, 38th Edition, Sultan Chand & Sons. New Delhi. Publisher- Sultan Chand & Sons.
2. Sumudu Atapattu (2015), Human Rights Approaches to Climate Change: Challenges and Opportunities, Taylor & Francis.
3. Malik, P. I. (1995). Handbook of Industrial Law. Eastern Book, Lucknow.
4. Ghaiye, B .R. (1994). Law and Procedure of Departmental Enquiry in Private and Public Sector. Eastern Book, Lucknow.

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

## MBA – (II Year) IV Semester

Core: (MSPDTT01)

### Strategic Management

**Objectives** The objective of this course is to develop understanding about strategic processes and their Impact on a firm. **(4 Credits)**

**Learning Outcomes** After completion of the course, student will be able to

1. Explore participants to various perspectives and concepts in the field of Strategic Management.
2. Develop skills for applying these concepts to the solution of business problems.
3. Create mastery in analytical tools of strategic management.

**Note for semester-end external examination** Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered.

**Time allowed: 3 Hrs.      Maximum Marks: 70      Minimum Pass Marks: 28**

**Course Contents:**

Business policy- An introduction

Overview of SM- meaning & definition of strategy. Process of Strategic management.

Role of strategists in Strategic management. Strategic intent -vision, mission, goal & objectives.

Environment appraisal- sectors of scanning, method and techniques of E-scanning.

Organisational appraisal- internal analysis, methods and techniques of organisational appraisal, Strategic advantage profile.

Corporate level strategies- grand strategies, stability strategies, expansion strategies, retrenchment strategies.

Business level strategies, tactics for business strategies.

Strategic analysis and choice- corporate level strategic analysis, business level strategic analysis, and subjective factors in strategic choice.

Strategy implementation- project implementation, Procedural implementation, Structural implementation, Behavioural implementation, Functional and operational implementation.

Strategy evaluation and control- Evaluation techniques for operational control.

## MBA – (II Year) IV Semester

### Discipline Specific Elective (DSE) – Marketing (M) Area

### MSPDTD03: Sales & Distribution Management

**Objectives**

The purpose of this paper is to acquaint the students with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels. (4 Credits)

**Learning Outcomes**

At the end of this course, students will be able to:

1. Distinguish importance of services marketing in the global economy
2. Evaluate, classify, imagine and plan the successful service marketing.
3. Analyse the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.

**Note for semester-end external examination**

Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section 'A' will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section 'B' will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered.

**Time allowed: 3 Hrs.**

**Maximum Marks: 70**

**Minimum Pass Marks: 28**

**Course Contents:**

Nature and Scope of Sales Management: Setting and Formulating Personal Selling objectives. Recruiting and selecting Sales personnel. Developing and conducting Sales Training, Programmes, Designing and Administering compensation plans. Supervision of Salesman, Motivating Sales Personnel, Sales meetings and Sales contests. Designing Territories and Allocating sales efforts. Objectives and Quotas for Sales Personnel Developing and Managing Sales Evaluation Programme, Sales cost and cost analysis. An overview of Marketing channels, their structure, functions, and relationships, Channel Intermediaries - Wholesaling and Retailing, logistics of distribution. Channel planning, organizational patterns in marketing channels. Marketing channel Policies, and legal issues. Assessing performance of Marketing channel.

**Suggested Readings:**

1. Tapan K. Panda, Sunil Sahadev (1 August 2019), Sales & Distribution Management, Oxford University Press.
2. Krishna Havaladar, Vasant Cavale (25 March 2011), Sales & Distribution Management, McGraw Hill Education.
3. Panda Tapan (2012), Sales & Distribution Management, OUP India.
4. Richard R. Still, Edward W. Cundiff (26 July 2017), Sales & Distribution Management, Pearson Education.
5. Pingali Venugopal (01-Oct-2008), Sales & Distribution Management, SAGE Publishing, India.

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

# MBA Programme Structure

## Programme Structure:

The MBA programme is a two-year course divided into four-semester. The course is of 116 Credits and for the award of degree a student will be required to complete the credits as per the University norms.

		Semester	Semester
Part – I	First Year	Semester I	Semester II
Part – II	Second Year	Semester III	Semester IV

## Course Credit Scheme for MBA Programme

Semester	Core Courses			Discipline Specific Elective Courses			Open Elective Course			Mandatory Course (RM & E) / Summer Training Project / Master Dissertation			Total Credit
	No. of papers	Credits (L+T/P) [3:1:0]	Total Credit	No. of papers	Credits (L+T/P) [3:1:0]	Total Credit	No. of papers	Credits (L+T/P) [3:1:0]	Total Credit	No. of papers	Credits (L+T/P) [3:1:0]	Total Credit	
I	07	04	28	00	00	00	00	00	00	00	00	00	28
II	07	04	28	00	00	00	00	00	00	01	04	04	32
III	02	04	08	05	04	20	01	04	04	01	04	04	36
IV	01	04	04	03	04	12	00	00	00	01	04	04	20
TOTAL			68			32			04			12	116
Additional Course (Optional) [As per University Norms declared from time to time.]													
University Elective Courses (UEC)													02
Certificate Course (CC)													02
Foundation Course (FC)													02

For each Core and Elective Course, there will be **4 lecture hours (3 Lectures and 1 Tutorial)** of teaching per week.

Open Electives to the maximum total of 4 credits.

The duration of the examination of each paper shall be 3 hours.

Each paper will be of **100 marks** out of which **70 marks** shall be allocated for semester-end external examination and **30 marks** for internal assessment.

**Specialization:** The Department offers dual specialization from the second year. A student has to opt for one major and one minor area of specialization out of the three areas of specialization, namely: Finance, Marketing and Human Resource Management (HR). A student has to give her/his option for major and minor areas of specialization in the third semester. The areas of specialization opted in the third semester cannot be changed in the fourth semester. Areas of major and minor specialization opted by a student will be mentioned in her/his mark-sheet along with the courses/papers.

**SEMESTER WISE CREDIT DISTRIBUTION FOR MBA PROGRAMME  
UNDER CHOICE BASED CREDIT SYSTEM (CBCS)**

The Course of Study and the Scheme of Examinations:

<b>FIRST YEAR – Semester I</b>			
Course Type	Course Code	Title of the Course / Paper	Credits in each course (4=L-3:T-1:P-0)
Core	MSPATT01	Principles and Practice of Management	4
Core	MSPATT02	Quantitative Methods	4
Core	MSPATT03	Managerial Economics	4
Core	MSPATT04	Business Environment	4
Core	MSPATT05	Managerial Skill Development	4
Core	MSPATT06	Indian Ethos and Values	4
Core	MSPATT07	Accounting for Managers	4
<b>Total Credits in Semester I: (7 x 4 = 28 Credits)</b>			<b>28</b>

<b>FIRST YEAR – Semester II</b>			
Course Type	Course Code	Title of the Course / Paper	Credits in each course (4=L-3:T-1:P-0)
Core	MSPBTT01	Organizational Behaviour	4
Core	MSPBTT02	Operations Research	4
Core	MSPBTT03	Human Resource Management	4
Core	MSPBTT04	Financial Management	4
Core	MSPBTT05	Marketing Management	4
Core	MSPBTT06	Production and Operations Management	4
Core	MSPBTT07	Computer Applications in Management	4
<b>Mandatory Course</b>	MSPBTC01	Research Methodology and Publication Ethics	4
<b>Total Credits in Semester I: (8 x 4 = 32 Credits)</b>			<b>32</b>

**Note:**

**Summer Training Project**

At the end of the second semester, all students will have to undergo summer training of 4-6 weeks with an industrial, business, or service organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the executive in organizations as approved by the Department from time to time. Each student will be required to submit a project report to the Department for the work undertaken during summer training within four weeks of the commencement of the third semester for the purpose of evaluation in the third semester. Confidential reports of the student's performance in the training will be collected from the concerned organizations. Reports will be a part of the evaluation process.



## SECOND YEAR – Semester III

Course Type	Course Code	Title of the Course / Paper	Credits in each course (4=L-3:T-1:P-0)
Core	MSPCTT01	Decision Support System and Management Information System	4
Core	MSPCTT02	Corporate Legal Framework	4
Field Project*	MSPCEF01	Summer Training Project	4

\*Note: The Summer Training Project Report will be of 100 marks and has to be submitted within four weeks from the commencement of the third semester.

Open Elective	MSPCTO01	Indian Financial System**	4
Open Elective	MSPCTO02	Application of Excel in Finance**	4
Open Elective	MSPCTO03	Stress Management**	4
Open Elective	MSPCTO04	Digital Marketing**	4

\*\*Note:

- (i) Students can also opt for the online NPTEL (<https://onlinecourses.nptel.ac.in>) or SWAYAM or online courses offered by IIMs, IITs, IIITs or Open Electives offered by other Departments of Guru Ghasidas Vishwavidyalaya with minimum 4 credits on his/her own, complete it successfully before admission in the third semester, and submit the completion certificate to the Controller of Examination through Head of the Department. Through this, he/she can avail the benefit of the waiver of the four-credit course in the third semester in the open elective.
- (ii) If a student does not opt for the open electives, mentioned above at (i), she/he has to opt for any one of the open electives offered by the Department.

### Discipline Specific Elective (DSE)\*\*\*

#### Finance (F) Area

DSE (F)	MSPCTD01	Management Control System	4
DSE (F)	MSPCTD02	Security Analysis and Portfolio Management	4
DSE (F)	MSPCTD03	Management of Financial Institutions	4

#### Marketing (M) Area

DSE (M)	MSPCTD04	Consumer Behaviour	4
DSE (M)	MSPCTD05	Integrated Marketing Communication	4
DSE (M)	MSPCTD06	International Marketing	4

#### Human Resource Management (HR) Area

DSE (HR)	MSPCTD07	Management of Industrial Relations	4
DSE (HR)	MSPCTD08	Legal Framework Governing Human Relations	4
DSE (HR)	MSPCTD09	Management Training and Development	4

\*\*\*Note: A student has to opt for 'anyone area' as Major Specialization and 'another area' as Minor Specialization. There will be three courses/papers in Major and two courses/papers in Minor Specialization. The Head of the Department will announce the Minor courses/papers available in different groups at the beginning of the semester.

		Total Credits in Semester I: (9 x 4 = 36 Credits)	36
		Core 2+ Open Electives 1+ Field Project 1+ DSE 5 = 9	

*Approved in Res. held on 10-11-2021*

## SECOND YEAR – Semester IV

Course Type	Course Code	Title of the Course / Paper	Credits in each course (4=L-3:T-1:P-0)
Core	MSPDTT01	Strategic Management	4
Dissertation Project Report	MSPDDF01	Dissertation Project Report****	4

\*\*\*\*Note: The Project Report will be of 100 marks (project Report 50 marks + Viva Voce Examination 50 marks) and shall commence from the third semester and the report shall be submitted towards the end of the fourth semester. A student will not be given any special permission to leave the Department for a long time to do the project, as he/she will be missing fourth-semester classes. Preferably, market surveys, organization surveys in the local organizations can be done. A Board of Examiners consisting of internal and external examiners will evaluate the report.

### Discipline Specific Elective (DSE)\*\*\*\*\*

#### Finance (F) Area

DSE (F)	MSPDTD01	Management of Financial Services	4
DSE (F)	MSPDTD02	International Financial Management	4

#### Marketing (M) Area

DSE(M)	MSPDTD03	Sales & Distribution Management	4
DSE(M)	MSPDTD04	Marketing of Services	4

#### Human Resource Management (HR)Area

DSE (HR)	MSPDTD05	Human Resource Planning & Development	4
DSE (HR)	MSPDTD06	Organizational Change and Intervention Strategies	4

\*\*\*\*\*Note: A student has to continue with the same Major and Minor Specialization as opted in the third semester. There will be two courses/papers in Major and One course/paper in Minor Specialization. The Head of the Department will announce the Minor course/paper in different groups at the beginning of the semester.

		Total Credits in Semester I: (5 x 4 = 20 Credits)	20
		Core1+ Dissertation Project Report 1 + DSE 3 =5	

Total Credits	
Semester	Number of Credits
I	28
II	32
III	36
IV	20
Grand Total	116