

Ch.Charan Singh University, Meerut
Department of Economics



M.Phil. COURSE Syllabi of M.Phil. Economics Board of Studies Meeting held on June 3, 2019

Semester-I		
Paper-I	Selected Topics in Micro Economic Theory	
Paper-II	Selected Topics in Macro Economic Theory	
II Semester		
Paper-III	Research Methodology	
Paper-IV	Selected Issues in Indian Economy	
Non-Credit Course- Computer Application in Economic Analysis. (Marks not to be added) In addition to the course work, the student will have to write a dissertation which may become the basis for further research leading to Ph.D. degree, if approved by relevant committee.		

CH. CHARAN SINGH UNIVERSITY, MEERUT

DETAILED SYLLABUS OF M.A.ECONOMICS

PRIVATE

Note- Board of Studies meeting held on 3-6-19 at CCS university Campus

Year One

1. Micro Economics
2. Macro Economics
3. Quantitative Methods
4. Economics of Growth and Development
5. Money, Banking & Finance
6. Environmental Economics
7. **Optional Paper (Any One)**
 - 7A. Economics of Education and Health
 - 7B. Agricultural Economics
 - 7C. Labour Economics
 - 7D. Economics of Infrastructure
 - 4E. Research Methodology

Year Two

8. Public Economics
9. International Economics
10. Financial Institutions and Markets
11. Indian Economy
12. Demography
13. History of Economic Thought
14. **Optional Paper (Any One)**
 - 14A. Econometrics
 - 14B. Gender Economics
 - 14C. Industrial Economics and Entrepreneurship
 - 14D. Economics of Insurance
 - 14E. Computer Applications in Economics
15. **Power point presentation & viva-voce (Based on Syllabus)**

CH. CHARAN SINGH UNIVERSITY, MEERUT

DETAILED SYLLABUS OF M.A.ECONOMICS

REGULAR

Note- Board of Studies meeting held on 3-6-19 at CCS university Campus

Semester Ist

1. Micro Economics I
2. Macro Economics
3. Quantitative Methods
4. **Optional Paper (Any One)**
 - 4A. Economics of Education and Health
 - 4B. Agricultural Economics
 - 4C. Labour Economics
 - 4D. Economics of Infrastructure
 - 4E. Research Methodology

Semester IInd

5. Economics of Growth and Development
6. Money, Banking & Finance
7. Environmental Economics
8. **Optional Paper (Any One)**
 - 8A. Econometrics
 - 8B. Gender Economics
 - 8C. Industrial Economics and Entrepreneurship
 - 8D. Economics of Insurance
 - 8E. Computer Applications in Economics

Semester III

9. Public Economics
10. International Economics
11. Financial Institutions and Markets
12. **Power point presentation & viva-voce (Based on Syllabus)**

Semester IVth

13. Indian Economy
14. Demography
15. History of Economic Thought

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Submitted to vice-chancellor for kind approval
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CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT
Modified Syllabus of B.A. in Economics
REGULAR & PRIVATE (2019)

B.A. Ist Year			
S.R.	Paper	Name	Code
1	I Paper	Micro Economics	A-145
2	II Paper	Macro Economics	A-146
B.A. IInd Year			
S.R.	Paper	Name	Code
3	III Paper	Elementary Quantitative Methods	A-245
4	IV Paper	Public Finance	A-246
B.A. IIIrd Year			
S.R.	Paper	Name	Code
5	V Paper	Indian Economy	A-345
6	VI Paper	Economic Growth & International Trade	A-346

Note- Board of Studies meeting held on 3-6-19 at CCS university Campus

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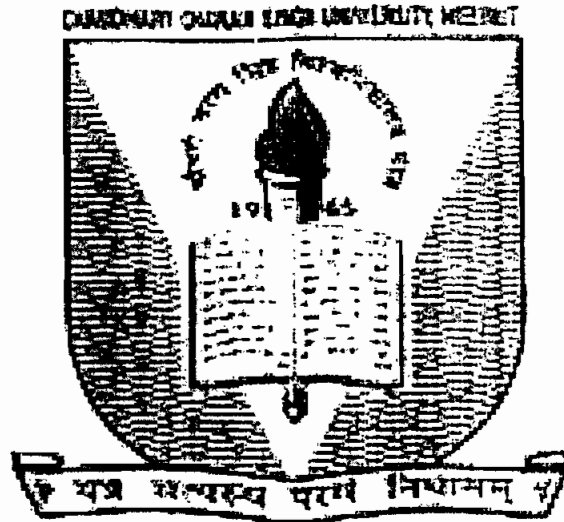
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CH. CHARAN SINGH UNIVERSITY, MEERUT
MASTER OF COMMERCE (M.Com) REGULAR



SYLLABUS AND SCHEME OF EXAMINATION FOR M.COM. REGULAR

(Effective From Academic Year 2019-20 and Onwards)

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(Dr. Rakesh Sharma)

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CH. CHARAN SINGH UNIVERSITY, MEERUT
M.COM. SYLLABUS
 (Effective From Academic Year 2019-20 and Onwards)

Semester: I

Code No.	Title of Paper/Course	Internal Marks	External Marks	Total Marks
I : 1001	Management concept and organizational Behavior	50	50	100
I : 1002	Direct tax- Law and Practice	50	50	100
I : 1003	Statistical Analysis	50	50	100
I : 1004	Financial Management	50	50	100
Total				400

Semester: II

Code No.	Title of Paper/Course	Internal Marks	External Marks	Total Marks
I : 2001	Indirect Taxes- GST and Custom Law	50	50	100
I : 2002	Corporate Financial Accounting	50	50	100
I : 2003	Corporate Laws and Governance	50	50	100
Total				300

Semester: III

Code No.	Title of Paper/Course	Internal Marks	External Marks	Total Marks
I : 3001	Operations Research	50	50	100
I : 3002	Research Methodology	50	50	100
I : 3003	Strategic Management	50	50	100
I : 3004	Project Based Viva-Voce			100
Total				400

Semester: IV

Code No.	Title of Paper/Course	Internal Marks	External Marks	Total Marks
I : 4001	Managerial Economics	50	50	100
	Elective I of Elective Group	50	50	100
	Elective II of the same Elective Group (Both Papers of any one Elective Group to be opted by the student)	50	50	100
Total				300

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Elective Groups

(Both Papers of any one Elective Group to be opted by the student)

Finance Group

I : 4002	Security Analysis & Portfolio Management	50	50	100
I : 4003	Securities Laws & Capital Markets	50	50	100

Marketing Group

I : 4004	Marketing Management	50	50	100
I : 4005	International Marketing	50	50	100

Human Resources Management Group

I : 4006	Human Resource Management	50	50	100
I : 4007	Industrial Relations & Labour Laws	50	50	100

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M.COM. I SEMESTER
MANAGEMENT CONCEPT AND ORGANIZATIONAL BEHAVIOUR (I-1001)

Learning Objectives: To help students to understand the conceptual framework of Management and Organisational Behaviour. Motivational Techniques. Leadership Traits and Theories.

Unit I: Managerial Functions: Planning-concept, significance, types; organising - concept, principles, Theories. Types of organisations. Authority, Responsibility, Power, Delegation, Decentralization, Staffing, Coordinating; Control-Nature, Process and techniques.

Unit II: Organisational Behavior : Organisational behaviour – concept and significance; Relationship between management and organisational behaviour; Emergence and ethical perspective; Attitudes; Perception; Learning ; Personality; Transactional Analysis.

Unit III: Motivation: Process of motivation ; Theories of motivation-need hierarchy theory ; theory X and theory Y, Two factor theory, Alderfer's ERG theory, McClelland's learned need theory, Victor Vroom's expectancy theory, Stacy Adams equity theory.

Unit IV: Group Dynamics and Team Development: Group dynamics-definition and importance, Types of groups, Group formation; Group development, Group composition Group performance factors; Principle-centered approach to team development.

Unit V: Leadership: Concept, Leadership styles, Theories - trait theory, Behavior theory, Fielder's contingency theory ; Harsey and Blanchard's situational theory : Managerial grid; Likert's four systems of leadership.

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Direct Tax - Law and Practice (I: 1002)

Learning Objective: This course aims at making students conversant with the concept of corporate tax planning and also its implications for corporate management. It also aims at the filing of ITR and taxation of international transactions and non-residents.

Unit I: Income Tax Act, 1961 – special provisions relating to assessment of companies only.

Unit II: Introduction to tax management: concept of tax planning, tax avoidance and tax evasion, tax planning for new business-tax planning with reference to location, nature and form of organization of new business.

Unit III: Tax planning for financial management decisions: tax planning relating to capital structure decisions and dividend policy.

Unit IV: Filing of return of Income: Types of ITRs and procedure of their filing. Return of income, compulsory filing return of income. Return of loss, provision relating to belated return, revised return etc, fee and interest to default in furnishing return of income.

Unit V: Taxation of international transactions and non-residents under the Income tax act, 1961: Specific provisions relating to non residents: double taxation relief: transfer pricing and Advance rulings.

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STATISTICAL ANALYSIS (I- 1003)

Learning Objective: To learn the tools of decision making. Forecasting, Planning and teaching the Practical Use of Statistics in Research.

Unit I: **Probability Theory:** Classical, Relative and subjective probability. Addition and Multiplication Rules, Conditional probability, Baye's Theorem. Bernoulli's Theorem and Mathematical Expectation.

Unit II: **Theoretical Frequency Distribution:** Binomial Distribution, Poisson distribution and Normal Distribution, their Characteristics and Application.

Statistical Decision Theory: Decision Environment. Expected Profit Under Uncertainty. Expected Monetary Value. Risk, Decision Tree, Utility Theory.

Unit III: **Sampling: Large Sample:** Test of Hypothesis in Variables and Attributes-Z. Test **Small Samples:** Test of Significance in t-test, F-test, and Z-test

Unit IV: **Analysis of Variance:** One way and Two Way Classification. Design of Experiment. **Simulation :** Process of Simulation, Monte Carlo Simulation, Simulation of an Inventory System.

Unit V: **Association of Attributes:** Two Attributes Only, Chi Square Test

Interpolation And Extrapolation : Binominal, Newton and Langrange's Method.

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Max. Marks 100

FINANCIAL MANAGEMENT (I- 1004)

Learning Objective: To provide expert knowledge and application of Financial Management in present business environment.

Unit I: **Introduction:** Meaning, Nature, Scope and objectives of financial Management; Finance Functions; Time Value of Money; Risk and Return.

Unit II: **Capital Budgeting Decisions :** Nature, Importance and process of Capital Budgeting: Techniques – Pay Back Method, Discounted Pay- Back Method ; ARR Method ; NPV Method ; IRR Method ; Terminal Value Method : Capital Method : Capital Rationing and Risk Analysis in Capital Budgeting.

Unit III: **Cost of Capital and Financing Decisions:-** Cost of Long Term Financing*: Estimation of components of Cost of capital; Methods of calculating cost of Debt, Cost of Preference shares, Cost of Equity, Cost of Retained Earnings, Weighted Average Cost of Capital and Marginal Cost of capital, Theories of capital Structure. Leverage-Measurement and effects on Profit; Determinants of capital Structure.

Unit IV: **Working Capital Decisions:** Concept of working capital; Operating cycle & cash cycles; Risk- Return trade off ; Sources of short term Finance : Working capital Estimation.

Unit V: **Dividend Decisions :** Issues in dividend decisions; Walter's valuation Model , Gordon's Growth Model, Capital Asset Pricing Model, Modigliani and Miller Theory, Cash and stock dividends, Dividend Policy and Determinants of dividend.

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Max. Marks 100

M.COM. II SEMESTER
Indirect Taxes- GST & Custom Law (I: 2001)

Learning objective : To provide the expert knowledge of GST and Custom Law.

- Unit I: Introduction:** Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Major Defeat in the structure of Indirect Taxes prior to GST; Structure of GST (SGST,CGST,UTGST & IGST): GST Council. GST Network. State Compensation Mechanism.
- Unit II: Levy and collection of GST:** Taxable event- "Supply" of Goods and Services: Place of Supply: Within state, Interstate, Import and Export: Time of supply: Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.
- Unit III: Input Tax Credit & Value of Supply:** Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credits in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; TDS, TCS, Reverse Charge Mechanism. Job work. Valuation Procedure.
- Unit IV: Registrations & Assessment Procedures** Registrations, Tax Invoice, Credit and Debit Notes, GST Returns, Audit in GST, Assessment: Self-Assessment, Summary and Scrutiny.
- Unit V: Customs Law:** Introduction Levy and collection duties: Taxable Events: custom duties Classification and Valuation of Import and Export Goods; Assessment; Abatement and Remission of Duty; Exemptions; Refund and recovery.

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CORPORATE FINANCIAL ACCOUNTING (I-2002)

Learning Objective: To make students understand Advanced Accounting issues and practices.

Unit I: Corporate Restructuring: Accounting Issues relating to Amalgamation and Reconstruction as per Accounting Standards; Merger and Demerger; Accounting in the books of Transferor and Transferee companies. Internal Reconstructions.

Unit II : Consolidation of Accounts : Accounting Treatment and Consolidated Financial Statements of Holding companies having more than one subsidiary company. Chain Holdings.

Unit III : Valuation of Intangible Assets : valuation of Goodwill and other intangible Assets Technique and Methods.

Unit IV : Corporate Financial Reporting : Various requirements of Corporate Reporting . Value Added Statement, Economic value added. Market value added. share holder's Value added.

Unit V : Inflation Accounting Liquidation of Companies.

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CORPORATE LAWS AND GOVERNANCE: (I-2003)

Learning Object: To have a good understanding of recent corporate laws and Corporate Governance.

- Unit I :** **The Insolvency and Bankruptcy Code , 2016** – Important definitions . Powers and functions of Insolvency and Bankruptcy Board of India (IBBI). Process of Insolvency and Bankruptcy, concept of Information Utility and Insolvency Professionals . Resolution Plan , Liquidation Under IBC, Process of Voluntary Winding up under the Insolvency and Bankruptcy Code, 2016
- Unit II :** **The Competition Act , 2002-** Important Definitions and Provisions of the Act.
- Unit III :** **The Companies Act , 2013** – Procedural Aspects relating to preparation and alteration of Memorandum of Association and Articles of Association; Appointment and Removal of Directors and Auditors ; Meetings of the company- Procedure.
- Unit IV :** **Corporate Governance I:** Conceptual Framework of Corporate Governance: Principles of Corporate Governance: Theories of Corporate Governance: Legislative and Regulatory Frameworks of Corporate Governance in India. . Business ethics Vis-a-vis Corporate Governance.
- Unit V :** **Corporate Governance II:** Codes and Practices in Corporate Governance in India : Best Practices of Corporate Governance : Case studies on corporate Governance in Indian Perspective.

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**M.COM. III SEMESTER
OPERATIONS RESEARCH I - 3001**

Learning Objective: The students should know the Applicability and use of Operations Research in diverse field. The need for Operation Research in making effective decisions and to classify models frequently used in Operations Research.

Unit I: **Introduction :** Meaning and Importance of Operations Reserch, Production Planning and Control. Learning Curve theory : Learning Curve Ratio, Learning Coefficient. Learning Curve Equation , Learning Curve Application.

Unit II : **Linear Programming I:** Mathematical Formulation of the Problem, Graphic Solution, Simplex Method – Maximization and Minimization.

Unit III: **Linear Programming II:** Transportation Problem: Initial Solution, North West Corner Rule, Least Cost Method, Vogel's Approximation Method, Optimality Test , Degeneracy, unbalanced Problems.

Unit IV: **Assignment Problem :** Assisgnment Algorithm, Unbalanced Assignment Problem, Maximization Problems.
Queuing Theory : Introduction, Benefits, Single Channel Queuing Model.

Unit V : **Job Sequencing :** Introduction, Solution of Sequencing Problem, Johnsan's Algorithm of scheduling n-Jobs on two machines.

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RESEARCH METHODOLOGY (I- 3002)

Learning objective: To make the student aware of the methodology of research.

- Unit I: Understanding Research :** Definition, Meaning, Characteristics, Objective and Motivation Research, Types of Research, Research in Decision Making, Role of Research in Various Areas, Limitations of Research.
- Unit II: Scientific Methods of Research:** Definition, Characteristic and Basis of Scientific Method, Basis of Scientific Method, Components of Scientific Approach, Bias and Prejudice in Scientific Research.
- Unit III: Formulating Research Problem and Hypothesis :** Research Process/ Planning Process, Research Problem-Need of Defining, Points to Ponder on Research Problem, Time and Space of Co-ordination, Environment Conditions, Hypothesis Testing, Research Design.
- Unit IV: Methods of Research :** Interview-Definition, Meaning, Type, Advantage and Limitation; Questionnaire-Meaning Purpose, Types, Formulation, Advantage and Disadvantage; Survey- Definitions, Meaning, objective, Characteristics, types, planning, limitation and advantages; Experiment -Meaning, objective, Advantage and Disadvantage; Basic Principles of Experimentation, Experimental Designs.
- Unit V: Scaling and Attitudes Measurement Techniques :** Attitudes, Attributes and Beliefs, Attitudes Measurement, Scaling Techniques, Types of Scales, Selection of an Approximate Scale, Limitations of Attitudes Measurement Scales.
Data Presentation Processing and Analysis: Editing, Coding, Classification, Tabulation, Analysis and Interpretation of Data.

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STRATEGIC MANAGEMENT: I 3003

Learning Objective: To enhance decision making abilities of students with situation of a dynamic business environment.

Unit I: **Introduction to strategic Management** Introduction. Concept. Importance & Nature of Strategic Management, Strategic Evaluation and Control Process. Strategic Planning Process. Issue in Strategic Evaluation and Control Process. Issue in Strategic Decision-Making Strategic Management in Different Functions of Management. Organization's Vision and Mission, Goals and objective. Value & Ethics. Data Vs. Information.

Unit II: **Corporate Level Strategies** :Concept and Significance. Strategy vs. synergy. Strategic levels in Organization. Need and types : Stability strategies. Diversification strategies. Retrenchment strategies. Turnaround strategies, Divestment strategies. Business level strategies.

Unit III: **Functional Strategies** : Need & Types of Functional Strategy- Human Resource Strategy, Marketing Strategy. Production Strategy. R & D Strategy. Strategic Alliance . Mergers & Acquisitions.

Unit IV: **Environmental Scanning and Appraisal** Internal and External Environment . Environmental Scanning. Environmental Analysis. Environmental Appraisal. Strategic Choices & Implementations.

Unit V: **Model for Strategic Analysis** :Mc Kinsey 7s Model. The Emerging Theory of Manufacturing, Michael Porter's Model for Industry Analysis, Value Chain Approach . BCG Matrix, GE Model, PIMS Model, SWOT Analysis.

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Project based Viva Voce (I: 3004)

Students will select a topic of his/her choice to prepare a project report which will be submitted by the student to the Department/College before IIIrd semester examination. This project report in to be evaluated by a board of examiners appointed by the University, consisting of one internal and one external examiner. The board of examiners will conduct the Viva-Voce examination based on the project report of the student.

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**M.COM. IV SEMESTER
MANAGERIAL ECONOMICS (I- 4001)**

Learning objective: This course develops managerial perspective to economic fundamentals as aid to decision making under given environmental constraints.

Unit I: **Introduction:** Nature and scope of managerial economics. Fundamental economic concepts-incremental principle, Opportunity cost principle. Discounting principle. Objectives of a firm, Economic theory and managerial theory.

Unit II: **Demand and the Firm :** Consumer Behaviour - Cardinal and Ordinal approaches. Indifference approach, Equi-marginal Principle, Revealed preference approach, Consumer's Equilibrium. Demand for consumer durables, Demand forecasting techniques.

Unit III: **Production and Cost :** Production-Law of variable proportion. Returns to scale. Production function, Producer's Equilibrium, Isoquants. Isocost.
Cost function: Classification of costs, Short run cost functions. Relationship between return to scale and return to a factor, long run cost functions.

Unit IV: **Market and Pricing :** Characteristics of different market structures. Price determination and firm's equilibrium in short-run and long-run under perfect competition. Monopolistic competition, Oligopoly and monopoly. Pricing practices. Price discrimination. International price discrimination and dumping, Transfer pricing.

Unit V: **Business cycle :** Nature and phases of a business cycle. Theories of business cycle- Cobweb, Samuelson and Hicks theories.

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SECURITIES ANALYSIS & PORTFOLIO MANAGEMENT (I- 4002)

Learning objective: Student should have an expert knowledge of securities analysis and portfolio management.

- Unit I:** **Introduction:** Nature and scope of investment analysis, elements of investment. avenues of investment, approaches to investment analysis. concept of return and risk. measurement of return and risk. Financial assets: types and their characteristics, sources of financial information. New Financial Instruments.
- Unit II:** **Valuation of Securities:** Bonds, debentures, preference shares and equity shares. fundamental analysis- Economic analysis, industry analysis and company analysis.
- Unit III:** **Technical Analysis:** trends, indicators, indices and moving averages applied to technical analysis. Efficient market hypothesis: weak, semi-strong and strong market and its testing techniques.
- Unit IV:** **Portfolio Analysis :** estimating rate of return and standard deviation of portfolio. effect of combining the securities, Markowitz risk-return optimization, single index model or market model, portfolio total risk, portfolio market risk and unique risk.. Simple Sharpe's optimization solution.
- Unit V:** **Portfolio Performance Evaluation:** Measure of return, risk adjusted measure of return .market timing, evaluation criteria and procedures. Portfolio diversification.

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SECURITIES LAWS & CAPITAL MARKETS (1- 4003)

Learning objective: To make the learners aware of the prevailing Securities laws and have an understanding of Indian capital market.

- Unit I:** **Securities Contracts(Regulations)Act 1956** : Objectives of the Act. Important Definitions, Provisions relating to Public issue and listing of securities.
- Unit II:** **Securities and Exchange Board of India Act, 1992:** Objectives, powers and functions of SEBI; Securities Appellate Tribunal; Penalties and Appeals.
- Unit III:** **Depositories Act, 1996:** Objectives and important provisions of the Act; Dematerialization & Re-materialisation; Depository Process.
- Unit IV:** Primary Capital Market : Important instruments and intermediaries. capital Market Investors–Domestic Financial Institutions(DFI), Qualified Institutional Buyers(QIB). Foreign Portfolio Investors(FPI). Private Equity. Angel Funds. High Net Worth Individuals. Venture Capital. Pension Funds. Alternative Investment Funds. Capital Market Instruments- Equities, Preference Shares. Shares with Differential Voting Rights, Corporate Debt. Foreign Currency Exchangeable Bonds (FCEB). Indian Depository Receipts (IDR). Derivatives and Warrants. Aspect of Primary Market-Book Building. Green Shoe Option.
- Unit V:** Secondary Capital Market : Development of Stock Market in India, Stock Market and its operations, Trading Mechanism, Basis of Sensex and Nifty. Surveillance Mechanism. Risk management in secondary market.

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MARKETING MANAGEMENT I- 4004

Learning Objective: The objective of this course is to facilitate the understanding of the conceptual framework of marketing and its application in decision making under various environmental constraints.

Unit I: **Introduction:** Nature and Scope of marketing. Core Concepts. Marketing environment - macro and micro components and their impact on marketing decisions.
Buyer behavior and factors affecting buyer behavior. Consumer buying decision process, industrial buying decision process.
Market segmentation, targeting and positioning.

Unit II: **Product and Pricing decision :** Concept and Classification of product. Product mix
Major product decisions- branding, packaging, labeling. New product development, product life cycle. Pricing: pricing objectives, factors affecting pricing, pricing strategies:

Unit III: **Distribution(Place) and Promotion decision :** Concept of Channels of Distribution .
Functions and types of distribution channels. Channel management decisions. Distribution logistics, channel integration.
Promotion: Concept of Integrated marketing communication, promotion mix-- Advertising, Personal selling, Sales promotion, Publicity and public relations.

Unit IV: **Marketing Planning, Organization and control:** marketing planning process, methods of organizing marketing department, Ethical and legal aspects of marketing, marketing audit and marketing control.

Unit V: **Trends in marketing:** Social marketing, marketing of services, Green marketing digital marketing, customer relationship marketing, rural marketing and other emerging trends in marketing.

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International Marketing (I- 4005)

Learning Objective: The objective of this course is to make the students understand the conceptual framework of international business and familiarize them with trends and developments in the international arena.

- Unit I:** **Introduction to international marketing:** Nature and Importance of international marketing. Transition from domestic to international marketing, Modes of entry in international markets, International market orientation-EPRG framework. Characteristics of MNCs, International Product life cycle.
- Unit II:** **International marketing environment:** Internal environment. External environment: geographical, Demographic, Economic, Socio-cultural, Political and legal environment.
Business culture around the world, marketing strategy adaptations.
- Unit III:** **International marketing planning:** international market selection, international marketing research.
International Organizing and control: issues in international marketing planning, International marketing information system, Organizing and controlling, International marketing operations.
- Unit IV:** **International marketing Mix Decisions:**
Product decisions : Product planning for global markets, Standardization vs. product adaptation. New product development. Management of international brands. Packaging and labeling
Pricing decisions: International pricing policies and strategies.
Promotion decisions: International advertising, Personal selling. Sales promotion and public relations.
Distribution channels and logistics: functions and types of channels, Channel selection decision, international logistics decisions..
- Unit V:** **Emerging issues and developments in international marketing:** ethical and social issues in international marketing . information technology and international marketing. Development and scope of international law and regional economic groupings.

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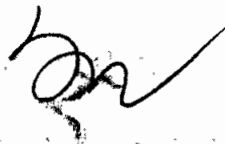
Human Resource Management (1- 4006)

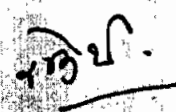
Learning Objective: To Provide expert knowledge of principles and practices of Human Resource Management required for management of business organizations.

- Unit I:** **Introduction:** Concepts and evolution of Human resource management. Human resource management functions, Human resource management in dynamic environment. Human Resource Planning :-Concept, Process of Human resource Planning. Forecasts-demand analysis, Quantitative and Qualitative aspects of Human resource planning. Concept of Job analysis and Job description. Recruitment and selection:- Process and policies, Induction and Placement.
- Unit II:** **Human Resource Training and Development :** Identification of training needs. Learning Principles of Training. Types of Training. Training Methods. Executive Development Programmes, Training vs Development. Career planning and succession planning.
- Unit III:** **Compensation Management :** Nature of employee benefits-statutory and customary. Wage plans and policies. Profit sharing and incentive plan, Compensation package and terminal benefits, Impact of compensation and Employees benefits and Organizational effectiveness, Employee benefit programmes.
- Unit IV:** **Performance Appraisal :** Concept, Process of Performance Appraisal. Methods and Limitations, Performance Appraisal Practices in India.
- Unit V:** **Human Resource Organisation:** Line and staff relationship. Morale and Productivity. Creating conducive work environment.

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INDUSTRIAL RELATIONS & LABOUR LAWS (I-4007)

Learning Objective: To Provide conceptual frame work of Industrial Relation. To make Student aware with the Indian Labour legislation and To make students aware with the basic requirement and mandate of labour legislations.

Unit I: **Structure and Evolution of Industrial Relations:** Concept. Nature and models of IR: Major contemporary developments in global economy and its impact on industrial relations scenario in India.

Unit II: **Trade Unionism, Negotiations and Collective bargaining:** Concept of Trade unionism , Development of trade unionism, Functions, Types and structure. Problem and Suggestive remedial measures of trade unions.
Collective bargaining: Nature and functions; Types of bargaining; Collective bargaining in the Indian context; Negotiating a collective bargaining agreement.

Unit III: **Industrial conflict & disputes Resolutions - Concept , forms of Industrial conflicts. Dynamics of conflicts and collaborations, Trends in industrial conflict Nature. Causes and Types of Industrial disputes.**
Industrial disputes : preventive machinery
Industrial disputes : settlement machinery

Unit IV: Factories Act, 1948 and the Employee's compensation Act. 1948, Important provisions

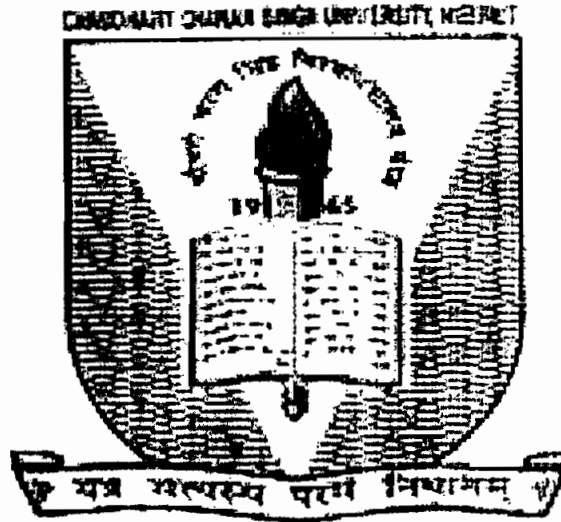
Unit V: Trade Union Act 1926 and the Industrial Disputes Act.1947. Important provisions

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MASTER OF COMMERCE (M.Com) PRIVATE



SYLLABUS AND SCHEME OF EXAMINATION FOR M.COM. PRIVATE

(Effective From Academic Year 2019-20 and Onwards)

Dr. R. S. 19
(Dr. R. S. 19)

2019

Dr. Rakesh Sharma

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Dr. Rakesh Sharma

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CH. CHARAN SINGH UNIVERSITY, MEERUT
M.COM. PRIVATE SYLLABUS (Effective from 2019-20 and onwards)

YEAR : I

Code No.	Title of Paper/Course	Marks
1 : 1001	Management Concept and Organizational Behavior	100
1 : 1002	Direct tax- Law and Practice	100
1 : 1003	Statistical Analysis	100
1 : 1004	Financial Management	100
1 : 2001	Indirect Taxes-GST and Custom Law	100
1 : 2002	Corporate Financial Accounting	100
1 : 2003	Corporate Laws and Governance	100
	Total	700

YEAR : II

Code No.	Title of Paper/Course	Total Marks
1 : 3001	Operations Research	100
1 : 3002	Research Methodology	100
1 : 3003	Strategic Management	100
1 : 3004	Project Based Viva-Voce	100
1 : 4001	Managerial Economics	100
	Elective I of Elective Group	100
	Elective II of the same Elective Group (Both Papers of any one Elective Group to be opted by the student)	100
	Total	700

Elective Groups

(Both Papers of any one Elective Group to be opted by the student)

Finance Group

1 : 4002	Security Analysis & Portfolio Management	100
1 : 4003	Securities Laws & Capital Markets	100

Marketing Group

1 : 4004	Marketing Management	100
1 : 4005	International Marketing	100

Human Resources Management Group

1 : 4006	Human Resource Management	100
1 : 4007	Industrial Relations & Labour Laws	100

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MANAGEMENT CONCEPT AND ORGANIZATIONAL BEHAVIOUR (I-1001)

Learning Objectives: To help students to understand the conceptual framework of Management and Organisational Behaviour, Motivational Techniques, Leadership Traits and Theories.

- Unit I:** **Managerial Functions:** Planning-concept, significance, types: organising - concept, principles, Theories, Types of organisations, Authority, Responsibility, Power, Delegation, Decentralization, Staffing, Coordinating; Control-Nature, Process and techniques.
- Unit II:** **Organisational Behavior :** Organisational behaviour – concept and significance; Relationship between management and organisational behaviour; Emergence and ethical perspective; Attitudes; Perception; Learning ; Personality; Transactional Analysis.
- Unit III:** **Motivation:** Process of motivation ; Theories of motivation-need hierarchy theory : theory X and theory Y, Two factor theory, Alderfer's ERG theory, McClelland's learned need theory, Victor Vroom's expectancy theory, Stacy Adams equity theory.
- Unit IV:** **Group Dynamics and Team Development:** Group dynamics-definition and importance, Types of groups, Group formation; Group development, Group composition Group performance factors: Principle-centered approach to team development.
- Unit V:** **Leadership:** Concept, Leadership styles, Theories – trait theory, Behavior theory, Fielder's contingency theory ; Harsey and Blanchard's situational theory : Managerial grid; Likert's four systems of leadership.

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Direct Tax - Law and Practice (I: 1002)

Learning Objective: This course aims at making students conversant with the concept of corporate tax planning and also its implications for corporate management. It also aims at the filing of ITR and taxation of international transactions and non-residents.

Unit I: Income Tax Act, 1961 – special provisions relating to assessment of companies only.

Unit II: Introduction to tax management: concept of tax planning, tax avoidance and tax evasion, tax planning for new business-tax planning with reference to location, nature and form of organization of new business.

Unit III: Tax planning for financial management decisions: tax planning relating to capital structure decisions and dividend policy.

Unit IV: Filing of return of Income: Types of ITRs and procedure of their filing. Return of income, compulsory filing return of income, Return of loss, provision relating to belated return, revised return etc. fee and interest to default in furnishing return of income.

Unit V: Taxation of international transactions and non-residents under the Income tax act, 1961: Specific provisions relating to non residents: double taxation relief: transfer pricing and Advance rulings.

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STATISTICAL ANALYSIS (I- 1003)

Learning Objective: To learn the tools of decision making. Forecasting. Planning and teaching the Practical Use of Statistics in Research.

Unit I: Probability Theory: Classical, Relative and subjective probability. Addition and Multiplication Rules. Conditional probability, Baye's Theorem, Bernoulli's Theorem and Mathematical Expectation.

Unit II: Theoretical Frequency Distribution: Binomial Distribution, Poisson distribution and Normal Distribution, their Characteristics and Application.

Statistical Decision Theory: Decision Environment, Expected Profit Under Uncertainty, Expected Monetary Value, Risk, Decision Tree, Utility Theory.

Unit III: Sampling: Large Sample: Test of Hypothesis in Variables and Attributes-Z Test **Small Samples:** Test of Significance in t-test, F-test, and Z-test

Unit IV: Analysis of Variance: One way and Two Way Classification, Design of Experiment. **Simulation :** Process of Simulation, Monte Carlo Simulation, Simulation of an Inventory System.

Unit V: Association of Attributes: Two Attributes Only, Chi Square Test

Interpolation And Extrapolation : Binominal, Newton and Langrange's Method.

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FINANCIAL MANAGEMENT (I- 1004)

Learning Objective: To provide expert knowledge and application of Financial Management in present business environment.

Unit I: **Introduction:** Meaning, Nature, Scope and objectives of financial Management: Finance Functions; Time Value of Money; Risk and Return.

Unit II: **Capital Budgeting Decisions :** Nature, Importance and process of Capital Budgeting: Techniques – Pay Back Method, Discounted Pay- Back Method ; ARR Method ; NPV Method ; IRR Method ; Terminal Value Method ; Capital Method ; Capital Rationing and Risk Analysis in Capital Budgeting.

Unit III: **Cost of Capital and Financing Decisions:-** Cost of Long Term Financing : Estimation of components of Cost of capital; Methods of calculating cost of Debt, Cost of Preference shares, Cost of Equity, Cost of Retained Earnings, Weighted Average Cost of Capital and Marginal Cost of capital, Theories of capital Structure: Leverage-Measurement and effects on Profit: Determinants of capital Structure

Unit IV: **Working Capital Decisions:** Concept of working capital: Operating cycle & cash cycles; Risk- Return trade off ; Sources of short term Finance ; Working capital Estimation.

Unit V: **Dividend Decisions :** Issues in dividend decisions: Walter's valuation Model . Gordon's Growth Model, Capital Asset Pricing Model, Modigliani and Miller Theory, Cash and stock dividends, Dividend Policy and Determinants of dividend.

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Indirect Taxes- GST and Custom Law (I: 2001)

Learning objective : To provide the expert knowledge of GST and Custom Law.

- Unit I:** **Introduction:** Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Major Defeat in the structure of Indirect Taxes prior to GST; Structure of GST (SGST,CGST,UTGST & IGST); GST Council. GST Network, State Compensation Mechanism.
- Unit II:** **Levy and collection of GST:** Taxable event- "Supply" of Goods and Services: Place of Supply: Within state. Interstate, Import and Export: Time of supply: Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.
- Unit III:** **Input Tax Credit & Value of Supply:** Eligible and Ineligible Input Tax Credit: Apportionments of Credit and Blocked Credits; Tax Credits in respect of Capital Goods: Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances: Transfer of Input Credit (Input Service Distribution); Payment of Taxes: Refund: Doctrine of unjust enrichment; TDS, TCS. Reverse Charge Mechanism. Job work. Valuation Procedure.
- Unit IV:** **Registrations & Assessment Procedures** Registrations, Tax Invoice, Credit and Debit Notes, GST Returns, Audit in GST. **Assessment:** Self-Assessment, Summary and Scrutiny.
- Unit V:** **Customs Law:** Introduction Levy and collection duties: Taxable Events: custom duties Classification and Valuation of Import and Export Goods; Assessment; Abatement and Remission of Duty; Exemptions; Refund and recovery.

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CORPORATE FINANCIAL ACCOUNTING (I-2002)

Learning Objective: To make students understand Advanced Accounting issues and practices.

- Unit I:** **Corporate Restructuring:** Accounting Issues relating to Amalgamation and Reconstruction as per Accounting Standards; Merger and Demerger; Accounting in the books of Transferor and Transferee companies. Internal Reconstructions.
- Unit II :** **Consolidation of Accounts :** Accounting Treatment and Consolidated Financial Statements of Holding companies having more than one subsidiary company. Chain Holdings.
- Unit III :** **Valuation of Intangible Assets :** valuation of Goodwill and other intangible Assets Technique and Methods.
- Unit IV :** **Corporate Financial Reporting :** Various requirements of Corporate Reporting . Value Added Statement, Economic value added. Market value added. share holder's Value added.
- Unit V :** **Inflation Accounting Liquidation of Companies.**

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CORPORATE LAWS AND GOVERNANCE: (I-2003)

Learning Object: To have a good understanding of recent corporate laws and Corporate Governance.

- Unit I :** **The Insolvency and Bankruptcy Code , 2016** – Important definitions , Powers and functions of Insolvency and Bankruptcy Board of India (IBBI). Process of Insolvency and Bankruptcy, concept of Information Utility and Insolvency Professionals . Resolution Plan , Liquidation Under IBC. Process of Voluntary Winding up under the Insolvency and Bankruptcy Code. 2016
- Unit II :** **The Competition Act , 2002-** Important Definitions and Provisions of the Act.
- Unit III :** **The Companies Act , 2013** – Procedural Aspects relating to preparation and alteration of Memorandum of Association and Articles of Association; Appointment and Removal of Directors and Auditors ; Meetings of the company- Procedure.
- Unit IV :** **Corporate Governance I:** Conceptual Framework of Corporate Governance: Principles of Corporate Governance: Theories of Corporate Governance: Legislative and Regulatory Frameworks of Corporate Governance in India. , Business ethics Vis-a-vis Corporate Governance.
- Unit V :** **Corporate Governance II:** Codes and Practices in Corporate Governance in India : Best Practices of Corporate Governance ; Case studies on corporate Governance in Indian Perspective.

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M.COM. II Year
OPERATIONS RESEARCH I - 3001

Learning Objective: The students should know the Applicability and use of Operations Research in diverse field. The need for Operation Research in making effective decisions and to classify models frequently used in Operations Research.

- Unit I:** **Introduction :** Meaning and Importance of Operations Reserch. Production Planning and Control. Learning Curve theory : Learning Curve Ratio, Learning Coefficient. Learning Curve Equation , Learning Curve Application.
- Unit II :** **Linear Programming I:** Mathematical Formulation of the Problem. Graphic Solution. Simplex Method – Maximization and Minimization.
- Unit III:** **Linear Programming II:** Transportation Problem : Initial Solution. North West Corner Rule, Least Cost Method, Vogel's Approximation Method, Optimality Test . Degeneracy. unbalanced Problems.
- Unit IV:** **Assignment Problem :** Assignment Algorithm. Unbalanced Assigment Problem. Maximization Problems.
Queuing Theory : Introduction, Benefits. Single Channel Queuing Model.
- Unit V :** **Job Sequencing :** Introduction, Solution of Sequencing Problem, Johnsan's Algorithm of scheduling n-Jobs on two machines.

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RESEARCH METHODOLOGY (I- 3002)

Learning objective: To make the student aware of the methodology of research.

Unit I: Understanding Research : Definition, Meaning, Characteristics, Objective and Motivation Research, Types of Research, Research in Decision Making, Role of Research in Various Areas, Limitations of Research.

Unit II: Scientific Methods of Research: Definition, Characteristic and Basis of Scientific Method, Basis of Scientific Method, Components of Scientific Approach, Bias and Prejudice in Scientific Research.

Unit III: Formulating Research Problem and Hypothesis : Research Process/ Planning Process, Research Problem-Need of Defining, Points to Ponder on Research Problem, Time and Space of Co-ordination, Environment Conditions, Hypothesis Testing, Research Design.

Unit IV: Methods of Research : Interview-Definition, Meaning, Type, Advantage and Limitation; Questionnaire-Meaning Purpose, Types, Formulation, Advantage and Disadvantage; Survey- Definitions, Meaning, objective, Characteristics, types, planning, limitation and advantages; Experiment -Meaning, objective, Advantage and Disadvantage; Basic Principles of Experimentation, Experimental Designs.

Unit V: Scaling and Attitudes Measurement Techniques : Attitudes, Attributes and Beliefs, Attitudes Measurement, Scaling Techniques, Types of Scales, Selection of an Approximate Scale, Limitations of Attitudes Measurement Scales.
Data Presentation Processing and Analysis: Editing, Coding, Classification, Tabulation, Analysis and Interpretation of Data.

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STRATEGIC MANAGEMENT: (I-3003)

Learning Objective: To enhance decision making abilities of students with situation of a dynamic business environment.

Unit I: **Introduction to strategic Management** Introduction. Concept. Importance & Nature of Strategic Management, Strategic Evaluation and Control Process. Strategic Planning Process. Issue in Strategic Evaluation and Control Process. Issue in Strategic Decision-Making Strategic Management in Different Functions of Management. Organization's Vision and Mission, Goals and objective. Value & Ethics. Data Vs. Information.

Unit II: **Corporate Level Strategies** :Concept and Significance. Strategy vs. synergy. Strategic levels in Organization. Need and types : Stability strategies. Diversification strategies. Retrenchment strategies. Turnaround strategies. Divestment strategies. Business level strategies.

Unit III: **Functional Strategies** : Need & Types of Functional Strategy- Human Resource Strategy, Marketing Strategy. Production Strategy. R & D Strategy. Strategic Alliance . Mergers & Acquisitions.

Unit IV: **Environmental Scanning and Appraisal** Internal and External Environment . Environmental Scanning. Environmental Analysis. Environmental Appraisal. Strategic Choices & Implementations.

Unit V: **Model for Strategic Analysis** :Mc Kinsey 7s Model. The Emerging Theory of Manufacturing, Michael Porter's Model for Industry Analysis, Value Chain Approach . BCG Matrix, GE Model, PIMS Model, SWOT Analysis.

No. 07.06.19 Kane Dr. 11025 Manoj

Project based Viva Voce (I: 3004)

Student will select a topic of his/her choice to prepare a project report which will be submitted by the student to the Department/College before II year examination. This project report is to be evaluated by Board of Examiners appointed by the University, consisting of one internal and one external examiner. The board of examiners will conduct the Viva-Voce examination based on the project report of the student.

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MANAGERIAL ECONOMICS (I- 4001)

Learning objective: This course develops managerial perspective to economic fundamentals as aid to decision making under given environmental constraints.

Unit I: **Introduction:** Nature and scope of managerial economics, Fundamental economic concepts-incremental principle, Opportunity cost principle, Discounting principle, Objectives of a firm, Economic theory and managerial theory.

Unit II: **Demand and the Firm :** Consumer Behaviour - Cardinal and Ordinal approaches, Indifference approach, Equi-marginal Principle, Revealed preference approach, Consumer's Equilibrium, Demand for consumer durables, Demand forecasting techniques.

Unit III: **Production and Cost :** Production-Law of variable proportion, Returns to scale, Production function, Producer's Equilibrium, Isoquants, Isocost.
Cost function: Classification of costs, Short run cost functions, Relationship between return to scale and return to a factor, long run cost functions.

Unit IV: **Market and Pricing :** Characteristics of different market structures, Price determination and firm's equilibrium in short-run and long-run under perfect competition, Monopolistic competition, Oligopoly and monopoly, Pricing practices, Price discrimination, International price discrimination and dumping, Transfer pricing.

Unit V: **Business cycle :** Nature and phases of a business cycle, Theories of business cycle- Cobweb, Samuelson and Hicks theories.

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SECURITIES ANALYSIS & PORTFOLIO MANAGEMENT (I- 4002)

Learning objective: Student should have an expert knowledge of securities analysis and portfolio management.

- Unit I:** **Introduction:** Nature and scope of investment analysis. elements of investment. avenues of investment, approaches to investment analysis. concept of return and risk. measurement of return and risk. Financial assets: types and their characteristics, sources of financial information. New Financial Instruments.
- Unit II:** **Valuation of Securities:** Bonds, debentures, preference shares and equity shares. fundamental analysis- Economic analysis, industry analysis and company analysis.
- Unit III:** **Technical Analysis:** trends, indicators, indices and moving averages applied to technical analysis. Efficient market hypothesis: weak, semi-strong and strong market and its testing techniques.
- Unit IV:** **Portfolio Analysis :** estimating rate of return and standard deviation of portfolio. effect of combining the securities, Markowitz risk-return optimization, single index model or market model, portfolio total risk, portfolio market risk and unique risk.. Simple Sharpe's optimization solution.
- Unit V:** **Portfolio Performance Evaluation:** Measure of return. risk adjusted measure of return .market timing. evaluation criteria and procedures. Portfolio diversification.

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SECURITIES LAWS & CAPITAL MARKETS (I- 4003)

Learning objective: To make the learners aware of the prevailing Securities laws and have an understanding of Indian capital market.

Unit I: **Securities Contracts(Regulations)Act 1956** : Objectives of the Act. Important Definitions, Provisions relating to Public issue and listing of securities.

Unit II: **Securities and Exchange Board of India Act, 1992:** Objectives, powers and functions of SEBI; Securities Appellate Tribunal; Penalties and Appeals.

Unit III: **Depositories Act, 1996:** Objectives and important provisions of the Act; Dematerialization & Re-materialisation; Depository Process.

Unit IV: Primary Capital Market : Important instruments and intermediaries. capital Market Investors–Domestic Financial Institutions(DFI), Qualified Institutional Buyers(QIB). Foreign Portfolio Investors(FPI). Private Equity. Angel Funds. High Net Worth Individuals. Venture Capital. Pension Funds, Alternative Investment Funds. Capital Market Instruments- Equities, Preference Shares. Shares with Differential Voting Rights. Corporate Debt. Foreign Currency Exchangeable Bonds (FCEB), Indian Depository Receipts (IDR), Derivatives and Warrants. Aspect of Primary Market-Book Building. Green Shoe Option.

Unit V: Secondary Capital Market : Development of Stock Market in India, Stock Market and its operations. Trading Mechanism, Basis of Sensex and Nifty, Surveillance Mechanism, Risk management in secondary market.

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MARKETING MANAGEMENT I- 4004

Learning Objective: The objective of this course is to facilitate the understanding of the conceptual framework of marketing and its application in decision making under various environmental constraints.

- Unit I:** **Introduction:** Nature and Scope of marketing. Core Concepts. Marketing environment - macro and micro components and their impact on marketing decisions. Buyer behavior and factors affecting buyer behavior. Consumer buying decision process. industrial buying decision process. Market segmentation, targeting and positioning.
- Unit II:** **Product and Pricing decision :** Concept and Classification of product. Product mix Major product decisions- branding, packaging, labeling. New product development. product life cycle. Pricing: pricing objectives, factors affecting pricing, pricing strategies:
- Unit III:** **Distribution(Place) and Promotion decision :** Concept of Channels of Distribution . Functions and types of distribution channels, Channel management decisions. Distribution logistics. channel Integration. Promotion: Concept of Integrated marketing communication. promotion mix-- Advertising. Personal selling. Sales promotion. Publicity and public relations.
- Unit IV:** **Marketing Planning, Organization and control:** marketing planning process. methods of organizing marketing department. Ethical and legal aspects of marketing. marketing audit and marketing control.
- Unit V:** **Trends in marketing:** Social marketing, marketing of services. Green marketing digital marketing, customer relationship marketing, rural marketing and other emerging trends in marketing.

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International Marketing (I- 4005)

Learning Objective: The objective of this course is to make the students understand the conceptual framework of international business and familiarize them with trends and developments in the international arena.

- Unit I:** **Introduction to international marketing:** Nature and Importance of international marketing, Transition from domestic to international marketing, Modes of entry in international markets, International market orientation-EPRG framework. Characteristics of MNCs, International Product life cycle.
- Unit II:** **International marketing environment:** Internal environment. External environment: geographical, Demographic, Economic, Socio-cultural, Political and legal environment. Business culture around the world, marketing strategy adaptations.
- Unit III:** **International marketing planning:** international market selection, international marketing research. International Organizing and control: issues in international marketing planning, International marketing information system, Organizing and controlling, International marketing operations.
- Unit IV:** **International marketing Mix Decisions:**
Product decisions : Product planning for global markets. Standardization vs. product adaptation. New product development. Management of international brands. Packaging and labeling
Pricing decisions: International pricing policies and strategies.
Promotion decisions: International advertising, Personal selling, Sales promotion and public relations.
Distribution channels and logistics: functions and types of channels. Channel selection decision, international logistics decisions.
- Unit V:** **Emerging issues and developments in international marketing:** ethical and social issues in international marketing , information technology and international marketing. Development and scope of international law and regional economic groupings.

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Human Resource Management (I- 4006)

Learning Objective: To Provide expert knowledge of principles and practices of Human Resource Management required for management of business organizations.

- Unit I:** **Introduction:** Concepts and evolution of Human resource management. Human resource management functions, Human resource management in dynamic environment. Human Resource Planning :-Concept, Process of Human resource Planning. Forecasts-demand analysis, Quantitative and Qualitative aspects of Human resource planning. Concept of Job analysis and Job description. Recruitment and selection:- Process and policies, Induction and Placement.
- Unit II:** **Human Resource Training and Development :** Identification of training needs. Learning Principles of Training. Types of Training. Training Methods. Executive Development Programmes, Training vs Development. Carrer planning and succession planning.
- Unit III:** **Compensation Management :** Nature of employee benefits-statutory and customary. Wage plans and policies, Profit sharing and incentive plan, Compensation package and terminal benefits, Impact of compensation and Employees benefits and Organizational effectiveness. Employee benefit programmes.
- Unit IV:** **Performance Appraisal :** Concept, Process of Performance Appraisal, Methods and Limitations. Performance Appraisal Practices in India.
- Unit V:** **Human Resource Organisation:** Line and staff relationship. Morale and Productivity. Creating conductive work environment.

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INDUSTRIAL RELATIONS & LABOUR LAWS (I-4007)

Learning Objective: To Provide conceptual frame work of Industrial Relation, To make Student aware with the Indian Labour legislation and To make students aware with the basic requirement and mandate of labour legislations.

Unit I: **Structure and Evolution of Industrial Relations:** Concept. Nature and models of IR: Major contemporary developments in global economy and its impact on industrial relations scenario in India.

Unit II: **Trade Unionism, Negotiations and Collective bargaining:** Concept of Trade unionism , Development of trade unionism. Functions. Types and structure. Problem and Suggestive remedial measures of trade unions.
Collective bargaining: Nature and functions; Types of bargaining; Collective bargaining in the Indian context; Negotiating a collective bargaining agreement.

Unit III: **Industrial conflict & disputes Resolutions -** Concept , forms of Industrial conflicts. Dynamics of conflicts and collaborations. Trends in industrial conflict Nature. Causes and Types of Industrial disputes.
Industrial disputes : preventive machinery
Industrial disputes : settlement machinery

Unit IV: **Factories Act, 1948 and the Employee's compensation Act. 1948, Important provisions**

Unit V: **Trade Union Act 1926 and the Industrial Disputes Act.1947. Important provisions**

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Minutes

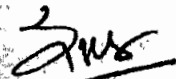
Minutes of the meeting of Board of Studies of Faculty of Commerce and Business Administration held on 07.06.2019 at Committee hall, CCS University, Meerut.

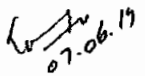
Following Members are present-

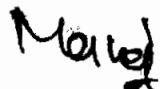
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|----|------------------------|-------------------|
| 1 | Dr R C Lal | Dean and Convener |
| 2. | Dr Sudhir Kumar | Member |
| 3 | Dr Pradeep Kumar Garg | Member |
| 4 | Dr Rakesh Sharma | External |
| 5 | Dr Manoj Kumar Agarwal | Special Invitee |

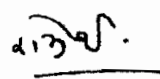
The Board of Studies unanimously resolved the following-

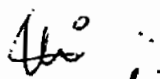
- 1 Syllabus of M.Com. (Regular) under semester system and M.Com. (Private) Under Annual System will be the same.
- 2- Revised new syllabus for M.Com Regular and M.Com Private is adopted, effective from the academic session 2019-20 and onwards.
- 3- For M.Com Private IInd year, prevailing objective type pattern of examination is to be abolished from the academic session 2019-20 and descriptive type pattern of examination is to be adopted.
- 4- Viva-voce exam of B.Com IIIrd year (Regular and Private) is to be abolished from the academic session 2019-20.
- 5- In Department of Commerce, CCS University Campus, in B.Com(Hons.) course one section of 60 seats is to be increased from the academic session 2019-20.
- 6- In B.Com. course, the Viva-voce examination of physical education is to be abolished from the academic session 2019-20 and onwards. It is further resolved that the marks of written examination of physical education paper is to be increased from 50 to 100 marks.

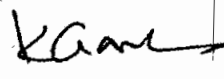

(Dr. Sudhir Kumar)


(Dr. R. C. Lal)


(Dr. Manoj K. Agarwal)


(Dr. Rakesh Sharma)


(Y. Vimal)
PRO VICE CHANCELLOR
CH. GHARAN SINGH UNIVERSITY
MEERUT


(Pradeep Kumar Garg)

HTG (M) - 1/1 - ①

Ref.NO./IBS/MBA(HA)/PB/74

Date : 18/04/2019

1/2 Committee Cell

To,

The Honorable Vice Chancellor
C.C.S .University Meerut

[Handwritten Signature]

Subject : Approval of MBA(Disaster Management) 2 Years Course Syllabus.

Honorable sir,

With reference to the subject, we have conducted a Meeting for Board of Studies for MBA (Disaster Management) course on March 29,2019 in the Department of Hospital Administration, IBS,CCS University, Meerut with agenda to design the syllabus of MBA(Disaster Management) 2 Years full time course.

We hereby enclosed the original copy of a complete syllabus of the MBA (Disaster Management) 2 Years full time course for your kind approval.

Kindly approve and oblige.

Thanking You with Warm regards.

Yours Sincerely

[Handwritten Signature]
Dr. Ajar Kumar Jain, Jain
HOD and Associate Professor
Department of Health & Hospital Administration
DHA, IBS, CCSU, Meerut

Requestant
To be considered by
A.C. in the
next meeting.

[Handwritten Signature]
20.4.19

**DEPARTMENT OF HOSPITAL ADMINISTRATION
INSTITUTE OF BUSINESS STUDIES
CHAUDHARY CHARAN SINGH UNIVERSITY
MEERUT – (U.P.) INDIA**

Date: 29/03/2019

MINUTES OF THE MEETING OF THE BOARD OF STUDIES HELD ON 29th March, 2019 AT 12:00 NOON.

AGENDA

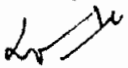
“To design, the syllabus and finalize the ordinance of Master of Business Administration (Disaster Management) two years full time course under self finance scheme.”

MEMBERS PRESENT/ ABSENT

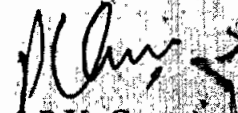
1. Prof. P.K. Gupta, Retired Professor & Ex. Head of Department, IMS, DAVV, Indore.
2. Prof. P.K.Ghosh, Ex Director General, IIMT, Meerut.
3. Col. M.M. Singh- Commanding officer of 322 field Hospital, Meerut
4. Prof. R.C Lal-Dean Commerce & Management, CCS University, Meerut.
5. Prof. Jaimala- Director, SCRIET/ IBS, CCSU, Meerut
6. Dr. Ajai Kumar Jain, Associate professor & Head of Department MBA(HA), IBS, CCSU, Meerut.

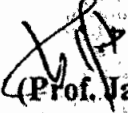
RESOLUTION

The Board of Studies resolves that the enclosed ordinance and syllabus of Master of Business Administration (Disaster Management) two years full time is here by approved and recommends that the ordinance and syllabus be implemented from the academic session 2019-20.



(Prof. R.C Lal)
Dean Commerce & Management


(Col. M.M. Singh)
Commanding Officer 322 Hospital


(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


(Prof. Jaimala)
Director SCRIET/ IBS


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Dr. Ajai Kumar Jain)
HOD, Dept. of Hospital Mngt.

DEPARTMENT OF HOSPITAL ADMINISTRATION
CHAUDHARY CHARAN SINGH UNIVERSITY
MEERUT – (U.P.) INDIA

Date: 22/03/2019

NOTICE

A special Meeting of the Board of Studies of the Department of Hospital Administration will be held on 29/03/2019 at 12:00 noon in the office of the undersigned.

Members are requested to kindly make it convenient to attend the meeting.

AGENDA

“To design, update and finalize the syllabi of Master of Business Administration (Disaster Management) two years full time course.”


(Dr. Ajay Kumar Jain)
HOD & Head of Department
Department of Hospital Administration
Dept. of Hospital Administration
IBS, CCS University, Meerut

Distributions:

1. Secretary to Vice Chancellor, CCS University, Meerut.
2. Registrar, CCS University, Meerut.
3. Dean, Faculty of Commerce and Business Administration, CCS University, Meerut.
4. All Members of the Board of Studies.
5. DHA Guard File.

CURRICULUM

MBA (Disaster Management) 2 Year Program

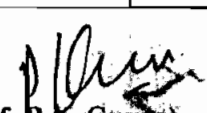
SEMESTER - I

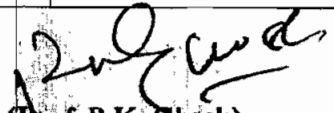
Sl.	Course Code	Subject	Option	Total Marks (40+60)
1	DM101	Principles & Practices of Management	COMPULSORY	100
2	DM102	Quantitative applications in Management		100
3	DM103	Accounting for Managers		100
4	DM104	IT application in DM		100
5	DM105	Corporate communication		100
6	DM106	Organizational Behavior		100
7	DM107	Managerial Economics		100
8	DM108	Principles of Disaster Management		100
9.	DM109	Comprehensive Viva-Voce		100


SEMESTER - II

Sl.	Course Code	Subject	Option	Total Marks (40+60)
1	DM201	Human Resource Management	COMPULSORY	100
2	DM202	Disaster Operations Management		100
3	DM203	Financial Management		100
4	DM204	Disaster Prepare redness		100
5	DM205	Marketing Management		100
6	DM206	Business Environment		100
7	DM207	Operations Research in disaster management		100
8	DM208	Research Methodology		100
9	DM209	Comprehensive Viva-voce		100



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(Prof. P.K. Gupta)
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(Col. M.M. Singh)
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(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Aja Kumar Jain)
HOD, Dept. of Hosp. Admin

SEMESTER – III

Sl.	Course Code	Subject	Option	Total Marks (40+60)
1	DM301	Consumer Behaviour	COMPULSORY	100
2	DM302	Disaster Management Laws, Policies & Regulations (including provisions for insurance)		100
3	DM303	Project Management(on focus of Disaster Management)		100
4	DM304	Risk Reduction and Vulnerability		100
5	DM305	Industrial Safety & Health Management	ANY THREE	100
6	DM306	Environmental Sustainability and Climate Change Mitigation		100
7	DM307	Psychology in Disaster Management		100
8	DM308	Insurance & Risk Management		100
9	DM309	Geology & Meteorology		100
10	DM310	Field Report	COMPULSORY	100
11	DM311	Comprehensive Viva-voce	COMPULSORY	100

SEMESTER – IV

Sl.	Course Code	Subject	Option	Total Marks (40+60)
1	DM401	Entrepreneurship	COMPULSORY	100
2	DM402	Logistics and Supply Chain Management (Sp. Reference to disaster management)		100
3	DM403	Public Administration in Disaster Management		100
4	DM404	Strategic Disaster Management		100
5	DM405	Disaster Management Policy & Response	ANY THREE	100
6	DM406	Development and Rehabilitation Management		100
7	DM407	NGO in Disaster Management		100
8	DM408	Crises Management		100
9	DM409	Environmental Impact Assessment		100
10	DM410	Rural Development (Fire Safety)		100
11	DM411	M.R.P	COMPULSORY	100
12	DM412	Comprehensive Viva-Voce	COMPULSORY	100

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(Col. M.K. Singh)
Comm. Offi. 322 F. Hosp.

(Prof. Jaimala)
Director SCRIET/ IBS

(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin

PRINCIPLES AND PRACTICES OF MANAGEMENT**Course Objective:**

Objective of this course is to help the students gain understanding the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of an organization.

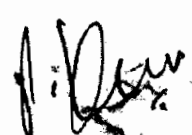
Course Content:

- Unit I Concept of Management:** Functions and Responsibilities of Managers, Fayol's Principles of management, Management thought; the Classical School, The Human Relations School, Systems theory, Contingency Management and Developing an excellent managers.
- Unit II Planning:** Nature and purpose of planning process, Principles of Planning, Types of planning, Advantages and Limitation of planning.
- Unit III Concept and Nature of Objectives:** Types of Objectives, Importance of Objectives, Setting objectives, Management by Objective (MBO) benefits and weaknesses of MBO.
- Unit IV Strategies and Policies:** Concept of Corporate Strategy, formulation of strategy, Types of strategies, Types of policies, Principles of formulation of policies, Decision Making Process, Individual Decision Making Models.
- Unit V Organizing:** Nature and Purpose of Organizing, Bases of Departmentation, Span Relationship, Line Staff Conflict, Bases of Delegation, Kinds of Delegation and Decentralization, Methods of Decentralization.
- Unit VI Controlling:** Concept and Process of Control, Control Techniques, Human Aspects of Control, Control as a feedback system, feed forward Control, Preventive Control, Profit and loss Control, Control through Return on Investment, the use of Computer of Controlling & Decision making, the challenges created by IT a Control tool.

Text Readings:

1. Harold Koontz, O'Donnell and Heinz Weihrich, "Essentials of Management" New Delhi, Tata McGraw Hill, 1992.
2. R.D. Agrawal, "Organization and Management" New Delhi, Tata McGraw Hill 1995.


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DM-102
QUANTITATIVE APPLICATIONS IN MANAGEMENT

Course Objective

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts, application and cases rather than derivations.


Course Contents

- Unit I Quantitative Technique-** Introduction, OR and QT- Nature and purpose, Area, Scope, Applications and Limitations. **Linear Programming-** Meaning of Linear programming, General Mathematical Formulation of LPP, Graphical Methods and Analysis, Simplex Method, Big-M Method, Advantage and Limitations of LPP.
- Unit II Transportation Model-** Mathematical Formulations, Initial Basic Feasible Solutions, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method. Degeneracy. TP as Linear Programme.
- Unit III Assignment Problem -** Assignment Model as a Particular Case of Transportation Model, Formulation of Assignment Problems, Solution of Assignment Problems using Hungarian Method (Minimization and Maximization, Route Allocation).
- Unit IV Waiting Line Models -** Introduction, Scope in Management Decisions, Queuing Models - M/M/1 (Infinite and Finite Population), Probability calculations and application of M/M/C (Infinite Population).
- Unit V Network Scheduling by CPM/PERT.-** Introduction to Network ,PERT ,CPM Basic Steps in PERT/CPM techniques, Network Diagram representation , Determination of Critical Path, Project Crashing and Economics of Crashing Application of PERT/CPM techniques .
- Unit VI Inventory Control Models :**EOQ, Purchasing Model with Price Breaks, Manufacturing Models, Multi Item Models, Stochastic Models

Text Reading

1. J.K. Sharma " Mathematics for Management and Computer Application" New Delhi Galgotia Publication.
2. R. K. Ghosh and S. Saha, "Business mathematics and statistics", Calcutta, New Central Book Agency 9th Ed., 1999.



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(Prof. P.K. Gupta)
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(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajai Kumar Jain)
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DM-103
ACCOUNTING FOR MANAGERS

Course Objective

Objectives of this course are to acquaint participant with the basic concept of financial management, accounting and cost.

Course Contents

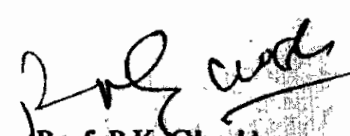
- Unit I Introduction to Accounting:** Meaning of Accounting, Generally accepted Accounting Principles (GAAP), Concepts, conventions, concept of double Entry System of accounting, Rules for debit and credit entries, types of accounts, Journalizing the transactions, posting entries in ledger accounts and preparation of trial balance.
- Unit II Preparation of Final Accounts:** Differentiation between capital vs. revenue expenditure and receipt, Trading Account, Profit and Loss account, Balance Sheet with adjustment entries.
- Unit III Depreciation:** Concept of Inflation Accounting, Human resources Accounting, Forensic Accounting.
- Unit IV Long Term Source of Finance & Ratio Analysis:** Structure, Nature, Significance and Players in Primary and Secondary Market, Nature, Characteristics and Types of Capital Market Instruments (Shares, Debenture & Warrants) Liquidity, Activity, Profitability and Leverage Ratios. Importance, Interpretation, Calculation, Advantages and Disadvantages of Ratios.
- Unit V Introduction to Cost Accounting, Cost Sheet Preparation & Cost Analysis for Decision Making:** Nature, Role, Scope, Concept of cost centers and cost units, Classification of cost by nature and behaviour, Essentials while establishing a cost system. Preparation of Cost Sheet. Make or buy decisions, Accept or reject decisions, Process Costing.
- Unit VI Standard Costing and Variance Analysis & Cost - Volume - Profit Analysis:** : Concept of Standard Costing, Setting and revision of cost standards, Concept of variance, calculating material, Labour and overhead variance Calculating BEP, Margin of Safety, Calculation and Interpretation of BEP under different situations. Graphical Method of Calculating BEP.

Text Readings

1. R.L. Gupta, V.K. Gupta, "Principles of Accountancy", Sultan Chand & Sons, 6th Edition, 1996.
2. S.N. Maheshwari, "Introduction to Accounting", Vikas Publishing House, New Delhi: III Edition, 2001.


(Prof. R.C. Lal)
Dean, Comm. & Mgmt


(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


(Prof. P.K. Shosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offn. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin

IT APPLICATION IN DISASTER MANAGEMENT

Course Objective


The objective of this course is to help students to understand the basics of Information Technology, Computer Hardware, Software, Applications, Databases, Internet and related issues of the subject course is to help students to understand the basics of Information Systems, and issues related to Design and Development of Information Systems.

Course Content:

- Unit I Management Information System: An overview Introduction -** Management Information System – Definition of MIS, Framework for MIS Organization and Management Triangle, System Approach, Implementation of MIS, Approaches of MIS development, Constraints in Developing an MIS, Limitation of MIS
- Unit II Disaster Management Information System:** Definition of DMIS, Disaster Management Issues, Disaster Planning & Management Suggestive Strategies, Recommendations and Action Plan for Disaster Mitigation, Prevention and Preparedness, Resources: Databases, Links & Organizations Information System for Decision Making : Introduction, - Transaction Processing System, MIS, Intelligent Support System, Office Automation Systems
- Unit III Role of Information in Disaster Management:** Disaster Costs Are High and Rising, Information Can Help People Reduce Disaster Losses, Federal Role in Disasters and Disaster Information, Disaster Information and Management Community, Conceptual Flow of Disaster-Related Information
- Unit IV Disaster Information Provider Needs of the Users of Disaster Information:** Responsibilities of the Provider Community, Functions of the Provider Community, Information Generation, Recent Changes: Background, Capturing User Needs, Current Environment Disaster Information Infrastructure: Information Infrastructure Needs by Disaster Phase, Modes of Communication,
- Unit V Future of the Disaster Information Infrastructure Moving to a Disaster Information Network (DIN) for the Future :** Background, Findings, Foundation for Addressing Needs, Vision for a Future Disaster Information Network, Fundamental Need to Involve Stakeholders Recommendations and Action Plan : Policy and Organization, Implementation, Phased Approach: The Global Extension, Analysis of the Ratio of Costs to Benefits



(Prof. K.C Lal)
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(Prof. P.K. Gupta)
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(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
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(Dr. Ajar Kumar Jain)
HOD, Dept. of Hosp. Admin

Unit VI Disaster Recovery Planning :Introduction to Disaster Recovery, Preparation to Develop the Disaster Recovery Plan, Assessing Risks in the Enterprise, Prioritizing Systems and Functions for Recovery, Developing Plans and Procedures, Organizational Relationships in Disaster Recovery, Procedures for Responding to Attacks on Computers. An information management system model for the industrial incidents in Saudi Arabia with Comparison to India: a conceptual framework based on SDLC methodology: Introduction, Materials and Methods.

Text Readings

1. Yuko Murayama, Dimiter Velez, Plamena Zlateva, Jose J. Gonzalez "Information Technology in Disaster Risk Reduction: First IFIP TC 5" DCITDRR .
2. Rajib Shaw, Koichi Shiwaku, Takako Izumi "Science and Technology in Disaster Risk Reduction in Asia"
3. Peter van Oosterom, Siyka Zlatanova, Elfriede Fendel "Geo-information for Disaster Management"


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(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin

CORPORATE COMMUNICATION

Course Objectives

The objectives of the course are to help the students acquire the basics of interpersonal communication and public speaking, so as to improve his communication skills and ability to understand others.

Course Contents

Unit I Introduction: Defining Communication, Process of Communication, Communication Model, Objectives of Communication, Principles of Effective Communication, Importance of Business Communication, and Importance of Feedback.

Unit II Factors Affecting Communication: Perception and Reality, Physical, Organizational, Psychological and Socio-cultural Barriers to Communication, Effective Listening- Types and Essentials of effective listening.

Unit III Channels, Types and Forms of Communication: Verbal, Non-verbal, Formal, Informal, Internal, External and Communication Networks.

Unit IV Designing for Effective Communication: Techniques of Oral Presentations, Communication and Conflict Management with emphasis on Transactional Analysis, Communication approaches during Interviews, Understanding the Composition Process, Defining the Purpose, Analyzing the Audience, Establishing the main idea, Selecting the Appropriate Channel and Medium.


Unit V Mechanism of Business Writing: Approaches to writing-Direct, Indirect and Persuasive Styles, Cover Letters: Writing the Opening Paragraph, Summarizing the Key Selling Points, Writing the Closing Paragraph. Writing Résumé's, Reports and Proposals, Drafting e-mails, memo's


Unit VI Negotiation Skills: Basic principles, Process of Negotiation-Preparation, developing a Strategy, Getting Started, Building Understanding, Bargaining, Closing. Barriers of Negotiation, Essentials of Negotiation. **Contemporary Trends: Technology enabled Communication, Introduction to Corporate Communication, and Ethics in Business communication.**

Text Readings

1. William V. Ruch, **Business Communication**, Maxwell Macmillan, New York, 1991.
2. Lani Arredono, **The McGraw-Hill 36-Hour Course: Business Presentation**, McGraw-Hill, New York, 1994.



(Prof. R.C. Lal)
Dean Comm. & Mgmt


(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


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Director SCRJET/ IBS


(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin

DM-106
ORGANIZATIONAL BEHAVIOUR

Course Objectives

Objective of this course is to help students to understand human Behaviour in organizations so that they improve their managerial effectiveness.

Course Contents

- Unit I Foundations of Individual and Organizational Behaviour:** OB Models, Personality—Determinants and Attributes, Values, Job Attitudes, Learning and Learning Theories, Perception- Factors affecting Perception and Cognitive Dissonance theory.
- Unit II Motivation:** Needs, Contents and Processes; Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Reinforcement theory and Behaviour Modification.
- Unit III Foundations of Group Behaviour:** Defining and Classifying Groups, Group Structure and Processes, Process of Group formation, Group Decision Making, Group v/s Team, Team Effectiveness, and Decision Making.
- Unit IV Leadership:** Trait theories, Behavioral theories-- Ohio State Studies, Michigan Studies, and Managerial Grid. Contingency theories-- Fiedler's Model, Hersey and Blanchard's Situational theory, Leader-Member Exchange theory, Path Goal theory, Charismatic Leadership.
- Unit V Conflict:** Intra-individual Conflict, Interpersonal Conflict, Intergroup Conflict, Organizational Conflict, Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process, Conflict Management Techniques.
- Unit VI Organizational Culture, Organizational Change and Stress Management:** forces of Change, Resistance to Change, and Lewin's Three-Step Model, Stress Management—Potential Sources, Consequences and Coping Strategies for Stress. Definition, Uniform Cultures, Relevance of Culture, Creating and Sustaining Culture, How Employees Learn Culture.

Text Reading

1. Stephen P. Robbins, "**Organizational Behaviour: Concepts, Controversies, and Applications**", New Delhi, Prentice Hall, 9th Ed., 2000.
2. Fred Luthans, "**Organizational Behaviour**", New York, McGraw Hill, 8th Edn., 1998.

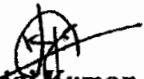

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Ex. Director General, IIMT


(Col. M.M. Singh)
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(Prof. Jaimala)
Director SCRIET/IBS


(Dr. Ajar Kumar Jain)
HOD, Dept. of Hosp. Admin

MANAGERIAL ECONOMICS

Course Objective:

Objective of this Course is to help the students analyze and understand economic environment.

Course Contents

Unit I Introduction to economics and managerial economics: Nature scope, characteristics and significance of managerial economics. Relationship of managerial economics with economics, operation research, decision making, statistics, accounting.

Unit II Fundamental concepts: Incremental reasoning, Marginal analysis, Equimarginal utility, time perspective, consumer surplus, opportunity cost, time value of money Theories of Firm – Managerial theories – Baumol and Williamson, Behavioral theories – Simon, Cyret and March.

Unit III Demand Analysis – Concept, Determinates & Types of Demand. Utility and its types, law of Diminishing Marginal utility. Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross, Advertising & price expectation. Demand Forecasting.

Unit IV Production and cost analysis: Meaning of production, production function, short run and long run production analysis. Isoquant curves and Isocost lines, Ridge lines, Equilibrium production, expansion path. Cost – meaning and types of cost, cost function, short run and long run cost function. Economies and diseconomies of scale. Law of supply.

Unit V Pricing: Price determination under perfect competition. Monopoly and Price Discrimination, Monopolistic Competition, Oligopoly – kinked demand curve, cartel formation, price leadership.

Unit VI Profit: Meaning, types and theories of profit, profit planning – break even analysis.


Text Readings:


- 1 P.L. Mehta – Managerial Economics, Sultan Chand, New Delhi.
- 2 Mishra & Puri – Micro Economics, Himalaya Publishing House, New Delhi
- 3 G.S. Gupta: Managerial Economics, Tata McGraw Hills, New Delhi
- 4 Peterson & Lewis: Managerial Economics, Princeton Hall of India, New Delhi.

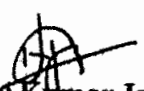

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Ex. HOD, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajal Kumar Jain)
HOD, Dept. of Hosp. Admin

PRINCIPLES OF DISASTER MANAGEMENT**Course Objective:**

The objective of this course is to help students understand the kinds and types of disasters and also the process of its mitigation and rehabilitation.

Course Contents

- Unit I Introduction to Disaster and Disaster Management:** Disaster definition, types, their variation, causal factors, disaster management concept, Disaster Management cycle and developmental considerations.
- Unit II Disaster Prevention and Mitigation:** Primary and secondary prevention, objectives, means of emerging management actions, mitigation, objectives and various mitigation measures.
- Unit III National Disaster Management Framework:** National Vision, High Powered Committee report, Road Map of Disaster Management.
- Unit IV Natural Disasters and Management**
Coping with Tsunami and floods
Earthquake Mitigation
Climate Change and Disasters
- Unit V Man-made Disasters and Management**
Coping with Man-made disasters
Awareness and Motivation
- Unit VI Training in Disaster Management**

Text Readings

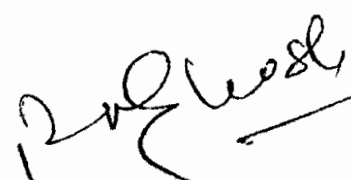
1. Disaster Management: Text and Case Studies - DBN Murthy, Deep and Deep Publication, New Delhi, 2007.

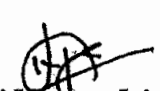

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Dean Comm. & Mgmt.


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(Prof. P.K. Gupta)
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HUMAN RESOURCE MANAGEMENT

Course Objectives

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India. Attention will also be paid to help them develop their communication and decision making skills through case discussions, role-plays etc.

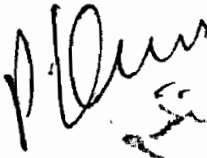
Course Contents:

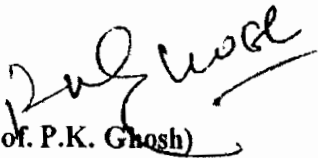
- Unit I The Field of HRM:** An Overview, Concept and Functions, Personnel to HRM.
- Unit II HR Policies & Acquisition of Human Resources:** Formulation and Essentials of Sound Personnel Policies.. Job Analysis, Job Description, Job Specification, Manpower Planning, Recruitment Selection, Induction, Placement Promotion and Transfer.
- Unit III Development & Maintenance of Human Resources:** Determining Training Needs Training and Management Development and Performance Appraisal, Career and Succession Planning. Job Evaluation, Designing and Administering the Wage and Salary Structure, Employee Incentives.
- Unit IV Grievance Handling & Separation Processes:** Grievance Handling Procedure. Turnover, Retirement, Layoff, Discharge, VRS.
- Unit V Personnel Audit and Information System.**
- Unit VI Research and the Future:** Current trends and future Challenges for HRM.

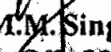
Text Readings

1. Arun Monappa and Mirza S. Saiyadain, "Personnel Management", New Delhi, Tata McGraw Hill, 1995.
2. Robert L. Mathis and John H. Jackson, "Human Resource Management", 9th Edn., South Western College Publishing, 1995.
3. David S. Decenzo and Stephen P. Robbins, "Personnel/Human Resource Management", New Delhi, Prentice Hall, 3rd Edn. 1988.



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(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


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DISASTER OPERATIONS MANAGEMENT

Course Objective

The objectives of this course are to help the students understand the concepts of production function, inventory control, quality control and application of technical models and techniques for solving production problems.

Course Contents

Unit I Introduction to Production and Operations Management: Nature of Production / Operations Management, Production Function and its Environment, Functions of Production/Operations Manager, Organization of Production Function.

Unit II Facilities Planning: Product Selection and Design, Service Design, Process and Technology Selection, Location of Manufacturing / Service Facility - Quantitative and Qualitative Model.

Unit III Layout of Manufacturing/service facility: Product layout, process layout, fixed position and group layout, layout design: Relationship based and Load-Distance cost matrix, materials handling concepts.

Unit IV Resources Requirement Planning: Capacity Planning, Concept and Application of Learning Curve.

Unit V Inventory: Importance and Scope, selective inventory control, cost concept in inventory, types of inventory, types of inventory problems, Inventory Models:

- General Economic Order Quantity (EOQ)
- Economic Batch Quantity (EBQ) (Single and Multi-products)
- EOQ with Discounts.


Unit VI: Production Planning and Control: Aggregate Production Planning - Chase strategy, level production, mixed strategy, Materials Requirement Planning. Operations Scheduling and Production Activity Control for Mass Manufacturing. (Assembly line balancing Batch Processing and Job shop - n-jobs on single machine, n-jobs on Two/Three machines (Johnson's Rule), 2-jobs on m-machines (Graphical method - Aker's Algorithm)

Quality Control: Quality Control Function, Acceptance sampling Statistical Process Control, Operating Characteristics Curve and its Applications Quality Circles.


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Ex. HOD, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


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Director SCRIET/ IBS



(Dr. Ajar Kumar Jain)
HOD, Dept. of Hosp. Admin

Text Reading

1. R Paneerselvam. "Production and Operations Management". New Delhi: Prentice Hall of India Publications, 2000.
2. S N Chary. "Cases and Problems in Production and Operations Management" New Delhi: Tata McGraw Hill Publications, 5th Ed., 2000.
3. Josheph G. Monks "Operations Management", New York : McGraw Hill Publications, 1996.

Suggested Readings

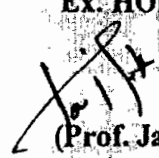
1. James R. Evans, David R Anderson, Dennis J. Sweeney and Thomas A Williams. "Applied Production and Operations Management", New York : West Publishing Company, 1st Ed.. 1985.
2. Elwood S. Buffa and Rakesh K. Sarin, "Modern Production, Operations Management", Singapore: John Wiley and Sons. 8th Ed., 1994.
3. Everett E Adam Jr. and R.J. Ebert, "Production and Operations Management", New Delhi: Prentice Hall of India Publications, 2000.



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Ex. HOD, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin

DM-203
FINANCIAL MANAGEMENT

Course Objective

The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.

Course Contents

- Unit I Introduction:** Concept, Nature, Scope, and Objective of Financial Management.
- Unit II Time Value of Money:** Introduction, Future Value of a Single Cash Flow, Multiple Flows and Annuity. Present value of a Single Cash Flow, Multiple Flows and Annuity.
- Unit III Ratio & Leverage Analysis:** Liquidity, Activity, Profitability and Leverage Ratios.
- Unit IV Statement of Changes in Financial Position:** Funds Flow Statement; Total Resource Method, Working Capital Method And Cash Method, Cash Flow Analysis.
- Unit V Cost of Capital & Capital Expenditure Decisions:** Time Value Of Money, Cost Of Debt, Cost Of Preference, Cost Of Equity, Weighted Average Cost Of Capital. Basic Principles in estimating cost and benefits of investments. Appraisal Criteria's; DCF and Non DCF Methods for Evaluating Projects, Evaluating Mutually Exclusive and Independent Proposals. Cash flow estimation, Identifying relevant cash flows, evaluating projects with unequal life, Adjusting cash flow for inflation.
- Unit VI Working Capital:** Concept, Need and Determinants, Operating cycle approach to working capital, Inventory Management; nature of inventory and its role in working capital, types and costs associated with inventory; inventory management techniques. Receivables Management; cost of maintaining receivables, credit policy variables (credit standards, credit period, cash discounts) Cash Management; cash forecasting and preparing cash budgets, Financing Current Assets; behaviour of current assets and pattern of financing. Capital Structure Theories & Divided Policy.

Text Readings

1. M.Y.Khan & P.K.Jain, "Financial Management", Delhi: Tata Mc Graw Hill, 4TH Edition 2000.
2. I.M.Pandey, "Financial Management", New Delhi: Vikas Publication House, 8th Ed, 2001.


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Ex. Director General, IIMT


(Col. M.M. Singh)
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(Prof. Jaimala)
Director SCRIPET/IBS


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HOD, Dept. of Hosp. Admin

DISASTER PREPAREDNESS

Course objective---


The objective of this course is to help students understand need of preparedness for disasters and its process and various mitigations.

Course Contents

- Unit I** Disaster Management: Prevention, Preparedness and mitigation.
- Unit II** Disaster Preparedness: Concept and Nature. Disaster Preparedness Plan
Disaster Preparedness (a) for people for special needs valuable groups
(b) With relevance to housing, infrastructure and live stock.
Disaster Preparedness: Role and responsibilities of central state, District and Local Administration.
- Unit III** Disaster Planning: Role and responsibility of Armed force, Para Military force, National Service and Scouts.
- Unit IV** Disaster Preparedness: Role and Responsibilities of International Agencies, Non-Governmental Organizations, Community-based organizations, Community and Media.
- Unit V** Information Technology: Role in Disaster Preparedness with Special reference to Geographical Information. Use and Application of Emerging Technologies in Disaster Preparedness
- Unit VI** Disaster Mitigation, Disaster Mitigation strategies
Mitigation Management-I, Mitigation management-II Disaster Management: Prevention, Preparedness and mitigation.


Text Reading

Study material of IGNOU

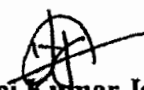

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(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
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HOD, Dept. of Hosp. Admin

MARKETING MANAGEMENT

Course Objectives

The objectives of this course are to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

Course Contents-----

Unit I Marketing Concepts: Customer Value and Satisfaction, Customers Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value chain, scanning the Marketing Environment.

Unit II Market Segmentation, Targeting, Positioning: Market segmentations, levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, developing a positioning strategy.

Unit III Marketing Information System and Marketing Research Process.

Unit IV Product Decision: Objectives, Product classification, Product-Mix, Product life cycle strategies, equity, challenges, repositioning branding, introduction and factors contributing the growth of packaging, introduction of labeling. **Pricing Decision:** Factors affecting price, pricing methods and strategies. **Distribution Decisions:** Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Distribution Channel Members. **Promotion Decisions:** A view of Communication Process, developing effective communication, Promotion-Mix elements.

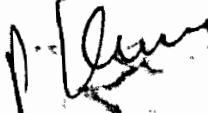
Unit V Introduction to International Marketing: Competing on a global basis, deciding whether to go abroad, deciding which markets to enter, deciding on the Marketing Program Country-of-origin effects, Deciding on the Marketing Organization.

Unit VI Emerging Trends in Marketing: An introduction to Internet Marketing, Multi level marketing, and Introduction of CRM & EVENT marketing.

Text Readings

1. Philip Kotler, Kelvin lane Keller, Abraham Koshy, Mithileshwar Jha "Marketing Management" A South Asia Perspective - Twelfth Edition, New Delhi: Pearson Education.
2. Willam J. Stanton, Michael J. Etzel and Bruce J. Welker, "Fundamentals of Marketing Management", New York: Mc Graw Hill, 10th Edn., 1995.


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(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
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Director SCRIET/ IBS


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HOD, Dept. of Hosp. Admin

BUSINESS ENVIRONMENT**Course Objective**

The course shall provide an understanding of the different aspects of Business Environment at the determining element in management of business in a society, with special reference to business in India.

Course Contents

Unit I Nature of the Environment of Business: Interacting and interdependent set of forces affecting business operations in a given social frame work.

Unit II Business Environment in India:

Unit III Economic Environment : Business as an economic institution, Economic System, Economic Structure economic growth & development, Economic Policies, Industrial Monetary & Fiscal.

Unit IV Social Environment : Business as a social institution operating for economic goals, social trends, Culture and Organizational Behaviour, Demographic features, poverty and poverty alleviation programmes, Labour and employment, Women in the Workforce, Child Labour, Education, Health, Population & family welfare.

Unit V Corporate Governance & Corporate Social Responsibility.

a. Legal Environment: Mergers & Acquisitions / MRTP Act, 1969 & Competition Act, 2002. Securities law, SEBI, Securities Contract Regulation Act, 1956 (SCRA).

b. Technological Environment: Concept and Significance of Technological Environment, Government Guidelines, TQM, Regulation of Foreign investment & Collaborations.

Unit VI Global Issues: Foreign Direct Investment, Market Freedom, Globalization, WTO and its impact, Consumer Protection & Disinvestments.

Text Readings:

1. Justin Paul, "Business Environment Test & Cases", Tata McGraw Hill Companies, New Delhi, 2006.
2. Bhagwati J., "India in Transition", New Delhi, Oxford University Press, 1994.

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Ex. HOD, IMS, DAVV

(Prof. P.K. Ghosh)
Ex. Director General, IIMT

(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.

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Director SCRIET/ IBS

(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin

OPERATIONS RESEARCH IN DISASTER MANAGEMENT

Course Objective

The objectives of this course are to help the students acquire quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.

Course Contents

Unit I Quantitative Techniques and Operations Research: Meaning, Scope of Quantitative Techniques and Operations Research in Management, Advantages and Limitations of Quantitative Techniques.

Unit II Linear Programming: Meaning of Linear programming, General Mathematical formulation of LPP, Graphical Analysis, Simplex Method, Two-phase method, Big-M Method, Duality and post optimality analysis Advantage and limitations of LPP.

Unit III (a) Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method.

(b) **Assignment Problem:** Assignment Model as a particular case of transportation model, formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization, Route Allocation). Goal Programming, Integer programming and Quadratic Programming – Concepts and Applications only.

Unit IV Dynamic Programming: Nature of Dynamic Programming Problem, Dynamic Programming solutions for Knap sack, traveling salesman (Stage coach), assignment of salesmen to sales area and capital budgeting.

Unit V Waiting Line Models: Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), probability calculations and application of M/M/C (Infinite population).

Unit VI Replacement Models: Introduction, Scope in Management, Single Equipment Replacement Model and Group Replacement

I. **Game Theory:** Introduction to Games, Maximin and Minimax Principles, Pure and Mixed Programming.

II. **Markov Chain Analysis:** Computation of sequential probability of states for


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(Col. M.M. Singh)
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different periods, steady state probability of states and application of Markov Chain.

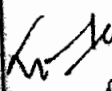
III. Simulation: Introduction to simulation, Monte Carlo Technique and its applications.

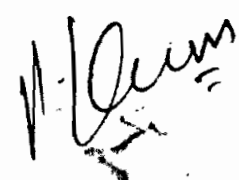
Text Reading

1. S. D. Sharma, "Operations Research". Meerut: Kedar Nath Ram Nath and Co., 8th edn., 2002.
2. N. D. Vohra. "Quantitative Techniques", New Delhi: Tata McGraw Hill Publications, 15th Ed., 2000.
3. Hamdy A. Taha, "Operations Research: An Introduction", New Delhi: Prentice Hall of India Pvt. Ltd., 1996.
4. Haruly M. Wagner, "Principles of Operations Research with application to managerial decisions", New Delhi: Prentice Hall of India Pvt. Ltd, 2nd Ed., 1996.
5. V. K. Kapoor, "Problems and Solutions in Operations Research", New Delhi: Sultan Chand and Sons, 2001.

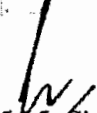
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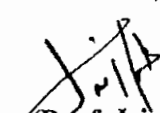
1. P. K. Gupta and D. S. Hira, "Operations Research", New Delhi: Sultan Chand Publications, 2000.
2. U. K. Shrivastava, G. V. Shenoy, S. C. Sharma, "Quantitative Techniques for Managerial Decisions", New Delhi: Wiley Eastern Ltd., 1994.
3. Bobby Srinivasan and C. L. Sandblom, "Quantitative Analysis for Business Decisions," Singapore : McGraw-Hill Publications, 2001.
4. C. R. Kothari, "Operations Research Quantitative Techniques", Delhi: Vikas


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Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


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Director SCRIET/ IBS


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HOD, Dept. of Hosp. Admin

RESEARCH METHODOLOGY

Course Objectives

The objectives of the course are to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s).

Course Contents

- Unit I Introduction to Research Methods:** Role and objectives of business research, types of research, research process: Overview, problems encountered by researcher.
- Unit II Research Design & Testing of Hypothesis:** Selecting research problem, defining research problem, need for research design, features of a good research design and different research designs (exploratory, descriptive, experimental and diagnostic research, hypothesis testing). Hypothesis testing and statistical influence (Introduction to methodology and Types of errors) introduction to sample tests for univariate and bivariate analysis using normal distribution, f-test, t-test, z-test and chi square test.
- Unit III Sampling Theory and Design of Sample Survey:** Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.
- Unit IV Data Collection and Analysis:** Collection, Organization, Presentation, Analysis and Interrelation of Primary and Secondary Data, Multiple Regression, Factor Analysis, Cluster Analysis, Perceptual Mapping, Multidimensional Scaling, Discriminates and Canonical Analysis, Conjoint Analysis.
- Unit V Measurement of Scaling Concepts:** Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interviews.
- Unit VI Interpretations and Report Writing:** Meaning of interpretation, techniques of Interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing research reports.

Text Readings

1. William G. Zikmund, "Business Research Methods", Orlando: Dryden Press.
2. C. William Emory and Cooper R. Donald, "Business Research Methods", Boston, Irwin, 4th Ed., 1991


(Prof. R.C. Lal)
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(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


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Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Off. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajaib Kumar Jain)
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CONSUMER BEHAVIOUR

Course Objective: Marketing Compulsory Course Objective: The objectives of this course are to help students gain an understanding of Consumer Behaviour and their applications.

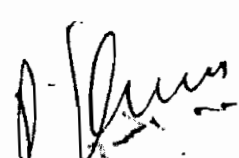
Course Contents

- Unit I Introduction to Consumer Behaviour:** Definition and scope of Consumer Behaviour, Linkage with Marketing Strategy, Application of Consumer Behaviour and Consumer Research.
- Unit II Environmental Influences on Consumer Behaviour** Understanding culture, subculture and its marketing implications in Consumer Behaviour, culture process; Social Class, Measurement of social class, social class mobility Family,
- Unit III Family life cycle and Family decision making process,** Understanding Husband- Wife decision role, Children's & Peer group influence in family decision making; Personal influence, word of mouth communication, opinion leadership.
- Unit IV Individual Determinants of Consumer Behaviour** Demographics; Concept, Theories and Applications – Motivation, Learning, Knowledge, Involvement, Perception, Attitude formation and change, Personality and Self Concept, Psychographics and Life Style.
- Unit V Consumer Decision Process and Models Pre-purchase Process:** Information processing, Types of information and sources, external and internal search, marketing strategies Purchase Processes: Consumer choice making process, Evaluative criteria, Decision rules Post Purchase Processes: Framework, dissonance satisfaction / Dissatisfaction.
- Unit VI Strategic Applications of Consumer Behaviour** Marketing to children, women, adults and old age consumers; Concerns and strategies, The consumer movement, consumer rights and responsibilities.


Text Reading:(Latest Edition)

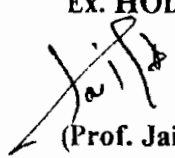
1. Blackwell; R.D., Miniard, P.W. and Engel, J.F., "Consumer Behaviour", Thomson
2. Schiffman L.G. and Kanuk L.L., "Consumer Behaviour", PHI.

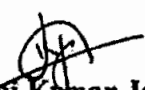

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Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIBET/ IBS


(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin

DM-302

DISASTER MANAGEMENT LAWS, POLICIES AND REGULATIONS

Course Objectives: The objective of the course is to develop and understanding the concept of disaster management.

Course Contents

Unit – I Disaster management policy Concept and significance of disaster management policy. Policy, option approaches in disaster management.

Unit – II Components & Essential components formation execution of disaster management policy. Case Studies Disaster Management policy in India, Bangladesh and Japan.

Unit – III Response essential component Disaster response plan, communication participation and activation of emergency preparedness plan, need and damage assessment.

Unit – IV Stakeholders coordination in disaster response

Disaster response: Role of central, State, Local administration, Role of armed forces, Police and organization, Role of Multiple stakeholders.

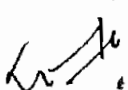
Unit – V Managing Human Behaviour and Response

Psychological response, Trauma and stress management rumor and panic management.


Unit- VI Relief Measures Minimum standard of relief, managing relief, funding, relief, recovery.

Text Books:

1. I.G.N.O.U. Notes
2. H.P. Gupta, Disaster Management, University Press, 2003.

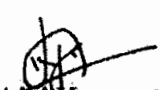

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Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


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Director SCRIET/ IBS


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HOD, Dept. of Hosp. Admin

PROJECT MANAGEMENT

Course Objective

To acquaint students with project management method and to develop skills on project planning, analysis implementation and control.

Course Contents

Unit I Project Planning and Phases: Need and importance, phases of capital budgeting, project analysis facts, resource allocation framework (investment strategies, portfolio planning tools, and interface between strategic planning and capital budgeting), Generation and Screening of Project Ideas.

Unit II Project analysis: Market and demand analysis, (Including demand forecasting) Technical Analysis and Financial Analysis (Cost of Project, working capital requirement & its financing).

Unit III Project Management and Control: Project Organizations, Planning and Control of project & human aspects of project management, Project control tools (Gantt Charts, Line off Balance)


Unit IV Network techniques for Project Management: Basic concepts of networks, line estimation and determination of critical path (for both PERT and CPM models), network cost systems and activity crashing.

Unit V Project Review: Need for reviews, initial review, performance evaluation, abandonment analysis, evaluating the capital budgeting systems.

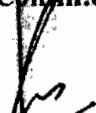
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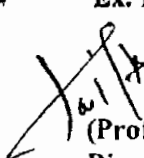
1. Prasanna Chandra. "Project Planning, Analysis, Selection, Implementation and Review", New Delhi, Tata McGraw Hill Publications, 2000.
2. P. Gopalkrishnan and E. Rama Moorthy. "Text book of Project Management". New Delhi, McGraw Hill Publications, 2000.
3. Harold Kerzner, "Project Management: A Systems Approach to Planning, Scheduling and Controlling", New Delhi, CBS Publications, 1994.



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Dean Comm. & Mgmt


(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


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HOD, Dept. of Hosp. Admin

RISK REDUCTION AND VULNERABILITY

Course Objective: The objective of the course is to develop understanding of concept of disaster management.

Course Contents

Unit I Vulnerability: types, characteristics, causes and analysis.

Unit II Hazard Assessment: Risk reduction and assessment and building disaster resilient communities.

Unit III General introduction of Yokohama Strategy for a safer world:
Development of physical and economic infrastructure, creation of long term job opportunities and livelihood options.

Unit IV Role of various agencies in disaster management and development :
FEMA, ISDR, CRED, WORLD BANK, USAID, UNEP

Unit V The Disaster management Act 2005.

Unit VI Damage assessment: parameters of vulnerability, natural damage to houses and infrastructure due to disasters.


Text Readings:

1. I.G.N.O.U. Notes
2. H.P. Gupta, **Disaster Management**, University Press, 2003


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Ex. HOB, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajit Kumar Jain)
HOD, Dept. of Hosp. Admin

INDUSTRIAL SAFETY AND HEALTH MANAGEMENT

Course Objective: Health Care Facility and emergency management is an essential curriculum

Course Contents

Unit-I Safety & Health Management System Basic Analyzing the SHMS Cause Analysis Tools & Techniques Evaluating the SHMS Evaluating the 58 elements

Unit-II Hazard anticipation and Detection

Unit-III Public Health and its role in Disaster Management: Public health systems, Health Promotion and disaster prevention, integrated approach.

Unit-IV Areas of Public Health: Community and Family Health, Global Health, Environmental and Occupational Health, Epidemics.

Unit-V Health Policy and Management: Public Health Practices, Public Health Emergencies in large populations.

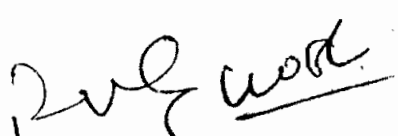
Unit-VI Health Management and Leadership: Study Peer Reviewed Competency for effective emergency response by health care personnel, Preparation and knowledge skills in new health threats like bio-defense and bio-terrorism, Training in leadership, learning to manage finances, insurance claims etc.

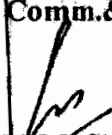
Text Reading:


1. Organizational Safety and Health assessment guideline given by OSHA.



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(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajal Kumar Jain)
HOD, Dept. of Hosp. Admin

DM-306
ENVIRONMENTAL SUSTAINABILITY AND CLIMATE CHANGE
MITIGATION

Course Objectives: The objective of the course is to develop global perspective about the environmental management and to develop understanding of how environmental an ecosystem services are crucial elements to reduce disaster risk. Climate change mitigation. CDM and other options for sustainable development, Carbon trading a new concept.

Course Contents:

Unit I Basic concept of environment and ecosystem: Global environmental issues, environmental sustainability, from unsustainable sustainable development. Path to sustainability, Global environmental summits. Objective and the components of environmental management. Management tools.

Unit II Environmental impact assessment.

Unit III The millennium ecosystem assessment: Brief introduction of HYOGO framework Biosafety categna protocol.

Unit IV Environmental risk, global climate changes: causes, impact, Ozone depletion and its consequences. Kyoto protocol and Montreal protocol.


Unit V Case studies of climate related disasters: Climate change mitigation CDM, carbon trading.

Unit VI Role and efforts of International Agencies: in Strengthening nations for sustainable development special Reference to UNEP, WRI, WORLD BANK.


References:

1. Environmental Management, N.K. Liberoi, Excell Books
2. Environmental Science, G. Tylor Miller, Jr. Cengage Learning



(Prof. R.C Lal)
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(Prof. P.K. Gupta)
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Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/IBS


(Dr. Aja Kumar Jain)
HOD, Dept. of Hosp. Admin

DM- 307

PSYCHOLOGY IN DISASTER MANAGEMENT

Course Objectives The Objectives of this course are to understand human behavior in social and industrial settings. A student will be able to comprehend the causes of behavior as well as the methods of improvement by going through this course.

Course Contents


- Unit I Social and Industrial Psychology:** Definition, Nature and Background.
- Unit II Social Perception:** Non-Verbal Communication, theories of Attribution, Impression-formation and impression management.
- Unit III Social Identity:** Self Concept, Self-esteem, Self-efficacy, Self-monitoring and self-focusing.
- Unit IV Social Influence:** Conformity, Compliance and Obedience.
- Unit V Safety Psychology:** Safety management and safety psychology, Differential accident liability.


Text Readings


1. Robert A. Baron and Donn Byrne, "Social Psychology: Understanding Human Interactions", New Delhi, Prentice Hall of India, 7th Ed. 2. John B. Miner, "Industrial - Organizational Psychology", Singapore, McGraw-Hill. Suggested Readings

1. S.C. Tailor, L.A. Peplau and D.O. Sears, "Social Psychology", New Jersey, Prentice Hall Inc



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Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


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Director SCRIET/ IBS


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DM-308

INSURANCE AND RISK MANAGEMENT

Course Objective: The objectives of this course are to explain to the student operations of upcoming insurance and banking sector, statutory requirements and understanding of financial environment and market in which they operate.

Course Contents

Unit I Insurance and Risk Management: Introduction to risk, Nature & types of risks, Risk Management Process, Risk and its relation with Insurance, General principles of Insurance, Insurance Terminology, Insurance Application and Acceptance Procedure.

Unit II Life insurance: Principles, Products Term Insurance, Endowment Insurance, Pensions, Annuities. **CLAIM MANAGEMENT:** Premium payment lapse and Revival, Premium Calculations, Concept of Mortality tables, Assignment, Nomination, Loans, Surrenders, Foreclosure, Reinsurance, Bank assurance, Underwriting Actuarial Profession.

Unit III General insurance: Principles, Products Fire, Marine, Motor Vehicles, Public Liability, Commercial, Medi-claim and Health Policies, Group Insurance, Crop Insurance etc.

Unit IV IRDA: Functions & importance of IRDA, Legislation on Advisors, Brokers, Corporate Agents, Agents, TPA, Recent developments.

Unit V Introduction to Banking & Finance: Introduction to Indian Financial System, Banking Structure in India, RBI and its functions, Commercial, Rural and Co-operative banks their role and significance, Banking Terminology (SLR, CRR, CAR, Bank Rate etc.) **Banking Operations & Performance Analysis:** Banking Risk: Credit Liquidity, Market, Operational, Interest Rate, Solvency, Analysis of Bank Income Statements & Balance Sheet, ALM by Banks.

Unit VI Recent Developments: Internet Banking, Core Banking, Banking Ombudsman, Deposit Insurance & Credit Guarantee Corporation

Text Reading

1. M. N. Mishra; Insurance Principles & Practice; S. Chand & Co. New Delhi
2. R. M. Shrivastava; Management of Indian Financial Institutions; Himalaya Publications, New Delhi


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(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin

DM - 309
GEOLOGY AND METEOROLOGY

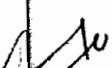
Course Objective: The objectives of this course are to develop a basic understanding of the Earth science and Meteorology used in Disaster management.


Course Contents

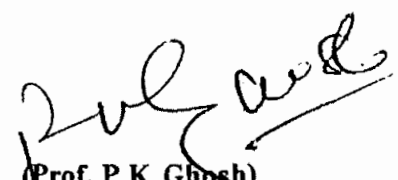
- Unit I Geology** – Introduction, sub-divisions and relations to other branches of science, Earth, origin, age, major surface features, continents, ocean basins and their evaluation.
- Unit II Rock formation**, types of rock, and Geological actions by rivers, winds and glaciers and their associated land forms.
- Unit III Types and distribution of Volcano's**, causes of earth quacks, earth quack belt, zones of earth quacks, seismic wave study, earth internal constitution.
- Unit IV Structural geology:** Definition and scope of structural Geology: primary and secondary structure; Concept of non diastrophic and diastrophic structure; Concept of stress and strain, Mohr's stress circle; Diastrophic structure: planer and linear structure; Basic concept of lineation foliation fold faults and joints
- Unit V Meteorology:** Definition, and Scope, Aims and Objectives of Meteorology. Primary Meteorological Parameters and their Measurement—Temperature, Wind Direction and Wind Speed. Secondary Meteorological Parameters and their
- Unit VI Measurement**—Humidity, Relative Humidity, Absolute Humidity, Pressure and Solar Radiation. Collection and Analysis of Wind Data, Wind Roses, Plotting of Wind Roses and Pollution Roses. Effects of Meteorological Parameters on Air Pollution.


Text Reading:-

1. Berry, B.J.L. and Chorley, P.J. Atmosphere weather and climate, routledge, London and new york, 1993 Critchfield, J.S. General climatology prentice Hall, India, 1993 Peterson,
2. Introduction to meteorology McGraw Hill Book London, 1969 General Meteorology: H. R. Byers, Tata McGraw Hill Publications, New Delhi
General
3. Meteorology: H. R. Byers (Tata McGraw - Hill Publications, New Delhi)



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(Prof. P.K. Ghosh)
Ex. Director General, IIMT.


(Col. M.M. Singh)
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DM-310
FIELD REPORT

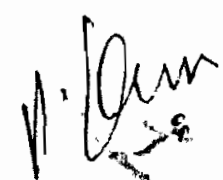
Objective: To extend practical understanding and functioning of Institutions involved in all areas of Disaster Management.

Examination: An external viva- voce of the Field Report.

Course Content: Students have to prepare a report of visits to Industries, NGOs, Govt. Departments, others agencies etc. that are involved in the area of Disaster Management, Rehabilitation, and Community Awareness and related fields, etc.


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(Prof. Jaimala)
Director SCRIET/IBS


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Dr. Ajal Kumar Jain)
HOD, Dept. of Hosp. Admin

DM-401
ENTREPRENEURSHIP

Course Objective:

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Entrepreneurship.


Course Contents:

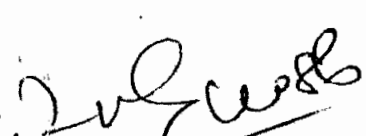
- Unit I Entrepreneur:** Concept, Nature, Definition Characteristics, Functions, Kinds, Role, difference between entrepreneur and Manager.
- Unit II Entrepreneurship:** Concept, Nature, Definition Characteristics, Importance, Role of entrepreneurship in development of economy, ethical dimensions.
- Unit III Theories of Entrepreneurship:** Innovative theory, Theory of social change, Theory of model personality, Theory of Social behaviour. **Entrepreneurial environment:** Political, Economical, Technical, Social, Cultural, International. **Entrepreneurship Strategies & Policies:** Need and types of business strategies, Concept of Entrepreneurial Strategies, Need for effective Entrepreneurial Policy.
- Unit IV Project Identification and Formulation:** Criteria for selecting a particular project, scanning of business environment and identifying projects, steps in project formulation and project evaluation (organizational aspects, commercial aspects and legal aspects)
- Unit V Preparation of Business Plan/Project Report:** Significance contents, formulation planning commission guidelines for formulating the project report and common errors in project formulation.
- Unit VI Institutional Finance to Entrepreneurs:** Commercial banks, Financing institutions (IDBI, IFCI, ICICI, IRBI, LIC UTI, SFC, SIDC, SIDBI and EXIM Bank). **Choice of Organization:** Sole Proprietorship, Partnership, Joint Stock Co., Co-operative

Text Reading

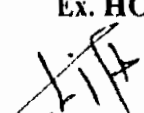
1. David.H. Holt Entrepreneurship: New Venture Creation, PHI
2. Mary Coulter Entrepreneurship in Action, PHI

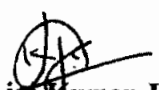

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Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


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Director SCRIET/ IBS


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HOD, Dept. of Hosp. Admin

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Objective:

The course is designed to explain basic theory and techniques of logistics and SCM to examine the issues and problems associated with logistics in a changing business environment and show how logistics and SCM can improve an enterprises effectiveness and competitiveness student would be encouraged to use computer software packages for problem solving.

Course Contents:

Unit I Logistics and Competitive Strategy Competitive Strategy: Introduction gaining competitive advantage through logistics, mission of logistics, changing logistics environment.

Unit II The Customer Service Dimension Marketing and logistics interface: What is customer service, marketing and logistics interface. Service driven logistics system, setting service priorities, setting service standard.

Measuring Logistics Cost and Performance: The marketing logistics interface: principles of logistics costing customer profitability analysis, market and the logistics interface.

Strategic Lead – time management: JTT & Quick response logistics just in time quick response logistics, logistics information system, logistics as the vehicle of change, process integration and ECR.

Unit III Introduction to Supply Chain Management: Concept, Scope, Objectives and importance of supply chain. Supply chain components, drivers of supply chain management achieving strategic. **Planning Demand and Supply Chain :** Role of forecasting in supply chain forecasting methods, Aggregate Training and supply chain. Marketing supply and Demand. Models for supply chain Decision Making.

Unit IV Managing Inventory: Role of cycle inventory estimating cycle inventory EOQ Role of safety inventory, determining level of safety inventory estimating and Managing safety inventory. **Transportation and facility decisions – Factors Affecting Transportation and Network Design Decisions, Modes of transportation. Routing and scheduling in transportation Models for facility Location and capacity allocation.**

Unit V Framework for Strategic Alliances: Third Party logistics; Retailer supplies partnerships. Types and key issues distribution integration types and key issues; procurement and outsourcing strategies.

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(Col. M.M. Singh)
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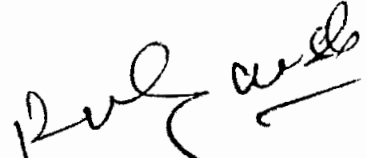
Unit VI **IT Technology and E-Business in Supply Chain Management:** Role of It in supply chain importance and use of information in supply chain infrastructure and interface devices. **Customer Focus in Supply Chain Management:** Customer Service through effective and responsive supply chain supply chain for customer satisfaction enhancing customer relationship through supply chain management.

Suggested Readings :

1. "Supply Chain Management" Sunil Chopra and Peter Meindl Pearson Education Delhi.
2. "Designing and Managing the Supply chain" David Simehi Levi, Philip Kaminsky and Edith Simehi-
Levi. Tata McGraw Hill.
3. "Business Logistics/Supply Chain Management". Ronald H. Ballou, Pearson Education. Delhi.
B.S. Sahay Supply Chain Management New Delhi Wheeler.



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Ex. HOD, IMS, DAVV


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Ex. Director General, IIMT


(Col. M.M. Singh)
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PUBLIC ADMINISTRATION IN DISASTER MANAGEMENT

Course Objectives:

The objectives of the course are to help the students acquire the basics Public Administration & Relationship Management.

Course Contents:

Unit I Introduction: Meaning, Scope and significance. Evolution and status of the discipline Comparative Public Administration and Development Administration Public and Private Administration. State versus market debate. New Public Administration. New Public Management perspective.

Theories of Administration: Scientific Management (Taylor and the Scientific Management Movement), classical theory (Fayol, Urwick, Gulick and others) Bureaucratic Theory (Weber and his critics). Ideas of Mary Parker Follett and C.I. Barnard; Human Relations School (Elton Mayo and others). Behavioral Approach, Systems approach.

Accountability and Control: The concepts of Accountability and control Legislative, executive and judicial control. Citizen and Administration. Role of civil society, people's participation and Right to Information.

Unit II Plans and Priorities : Machinery of planning; Role, composition and functions of the Planning Commission and the National Development Council; Indicative planning; Process of plan formulation at Union and state levels; Constitutional Managements (1992) and decentralized planning for economic development and social justice.

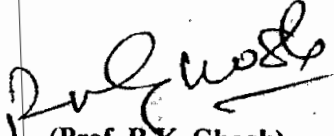
Unit III Union Government and Administration: Executive, Parliament, Judiciary structure, functions, work processes; Recent trends: Intragovernmental relations; Cabinet Secretariat, Prime Minister's Office, Central Secretariat, Ministries and Departments, Boards, Commissions: Attached offices; Field organizations.

Unit IV State Government and Administration: Union-State administrative, legislative and financial relations. Role of the Finance commission; Governor; Chief Minister; Council of Ministers; Chief Secretary; State Secretariat; Directorates.

Unit V District Administration since Independence: Changing role of the collector; Union-state-local relations; Imperatives of development management and law and order administration. District administration and democratic decentralization.



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(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
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HOD, Dept. of Hosp. Admin

Rural Development: Institutions and agencies since independence; Rural development programmes foci and strategies: Decentralization and panchayati Raj: 73 constitutional amendment.

Urban Local agencies: Municipal governance main features, structures, finance and problem areas: 74th Constitutional Amendment; Global-local debate: New localism Development dynamics, politics and administration with special reference to city management


Unit VI Law and Order Administration set up : British legacy; National Police Commission Investigative agencies; Role of central and state agencies including paramilitary forces in maintenance of law and order and countering insurgency and terrorism; Criminalization of politics and administration; Police-public relations: Reforms in Police.

Case studies and assignment on the subject will be given to give a practical insight of the subject.

Text Reading:

1. Jack Pinkowski "Disaster Management Handbook" Pearson Education Delhi.
2. Alan Kirschenbaum "Chaos Organization and Disaster Management".
3. Ashley D. Ross "Local Disaster Resilience: Administrative and Political Perspectives". Rutledge Taylor & Francis Group Francis.

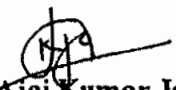

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Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


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Director SCRIET/ IBS


(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin

STRATEGIC DISASTER MANAGEMENT

Course Objective:

This is a top-level management course and the objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management required for perceiving opportunities and threats for an organization in the long-run and second generation planning and implementation of suitable contingency strategies for seizing/facing these opportunities & threats.

Course Contents:

Unit I Meaning, Need and Process of Strategic Management:

Business Policy, Corporate Planning and Strategic Management: Single and Multiple SBU organizations: Strategic Decision Making Processes Rational Analytical Intuitive-Emotional. Political Behavioral, Universality of strategic Management, Strategists at corporate level and at SBU level; Interpersonal informational and decision roles of a manager.

Unit II Mission, Business Definition and Objective: Need, Formulation and changes in these three; hierarchy of objectives, specificity of Mission and objectives.

Unit III SWOT Analysis : General Industry and International Environmental Factors; Analysis of Environment, Diagnosis of Environment – factors influencing it environmental threat and opportunity profile (ETOP), internal strengths and weaknesses factors affecting these; Techniques of internal analysis Diagnosis of strengths and weaknesses; strategic advantage profile (SAP).

Unit IV Strategy Alternatives: Grand Strategies and their sub strategies; stability, expansion, retrenchment and combination, internal and external alternatives; related and unrelated alternatives. Horizontal and Vertical Alternatives. Active and passive alternatives, international strategy variations.

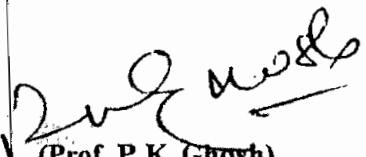
Unit V Strategy Choice Making : Narrowing the choice Managerial choice factors choice process strategic gap analysis ETOP-SAP matching BCG product portfolio matrix GE nine cell planning grid, contingency strategies prescription for choice of business.

Unit VI Strategy Implementation: Implementation process; resource allocation; organizational implementation plan and policy implementation; Leadership Implementation; Implementing strategy in International setting.

Strategy Evaluations and Control: Control and Evaluation process Motivation to evaluate: Criteria for evaluation measuring and feedback evaluation and corrective Action.


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Ex. Director General, IIMT


(Col. M.M. Singh)
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(Prof. Jaimala)
Director SCRIET/ IBS



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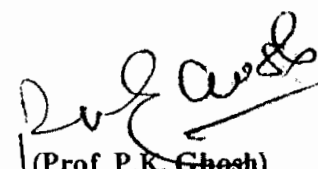
Case Study : Case Studies on the implementation of strategic principles and techniques in disaster management should be discussed in the class.


Text Reading :

1. Lawrence R Jauch and William F. Glueck, "**Business Policy and Strategic Management**" McGraw Hill Book Co. New York.
2. Glen Boseman and Arvind Phatak. "**Strategic Management : Text and Cases**" John Wiley and Sons, Singapore.
3. Daniel J. Mearthy, Robert J. Minichiello, and Joseph R. Curran "**Business Policy and Strategy**" Richard D. Irwin. AITBS, New Delhi.

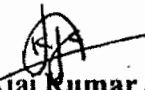

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(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin

DISASTER MANAGEMENT POLICY AND RESPONSE

Course Objectives: The objective of the course is to develop and understanding the concept of disaster management.

Course Contents

Unit – I Disaster management policy Concept and significance of disaster management policy. Policy. option approaches in disaster management.

Unit – II Components Essential components, formation execution of disaster management policy.

Unit – III Case Studies Disaster Management policy in India, Bangladesh and Japan.

Unit – IV Response essential component Disaster response plan, communication participation and activation of emergency preparedness plan, need and damage assessment.

Unit – V Stakeholders coordination in disaster response
Disaster response: Role of central, State, Local administration, Role of armed forces, Police and organization, Role of Multiple stakeholders.

Unit – VI Managing Human Behaviour and Response
Psychological response, Trauma and stress management rumor and panic management. Relief Measures Minimum standard of relief, managing relief, funding, relief, recovery.


Text Books:

3. I.G.N.O.U. Notes
4. H.P. Gupta, Disaster Management, University Press, 2003.


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(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
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DEVELOPMENT AND REHABILITATION MANAGEMENT

Course Objective: The Course is designed to help students to understand the importance of managing technology, innovation and change at firms' level and also at the national level.

Course Content:

- Unit I Technology Management:** Understanding Technology and its Relationship with Wealth of Nations and firms specific knowledge; Technology life cycles, Technology Acquisition and Absorption; Technology Exports/Joint venture abroad.
- Unit II Technological Forecasting and prospective planning** in business enterprises. Global Trends in Technology Mgt.
- Unit III Change Management:** Understanding the nature, importance forces types of change; Diagnosing Organizational Capability to change strategy structure system and people Personal imperatives for change, building culture for change imperatives of new technologies managing transformations.
- Unit IV Innovation Management:** Inventions Vs innovation: Innovation strategies Models concurrent engineering; process innovation mgt.
- Unit V Creative and lateral Thinking Management:** Creative Thinking, problems solving Managing Lateral thinking.
- Unit VI Principles and case studies of Rehabilitation Management**


Text Books:

1. Azad. R.R.(2000). Technology Transfer and joint ventures. Abroad. Deep and Deep publication India.
2. Tushman. M.I. and Lawrence P.R.(1997) Managing strategic innovation and change ford.
3. Jones T.(2003) Innovating at the Edge: How organization Evolve and embed innovation.



(Prof. R.C Lal)
Dean Comm.& Mgmt


(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


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NGO MANAGEMENT AND ADMINISTRATION

Course Objective: The Course is designed to help students to understand the NGO management and its system at national and international level.

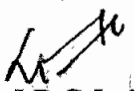
Course Contents

- Unit I** **Nature, scope and role of NGOs**, activities taken by NGO, identifying thrust area, skill required resource as required, Advantages and disadvantages, features issues and essentials.
- Unit II** **How to get an NGO started**, registration and management of NGOs, Planning, designing and social service organization, Hierarchy of NGO, Personnel Management, decision making, Recruitment for NGO, administration of NGOs; meetings, minutes, training assessment, social marketing, network expansion, implementation of NGO program and projects, evaluation of projects.
- Unit III** **Financial administration and management**, fund raising for the organization, how to form right proposal, accountability of NGO, Case Study, Procedural guidelines for submission of application, fund release and monitoring, funding of NGO operation (from Indian and Foreign sources), Income Tax Exemption of NGOs, Application of approval for deduction u/s 80 G.
- Unit IV** **Introduction to Micro Finance:** Definition of Micro finance, Evolution of Micro finance as a means of development, context of evolution and role of Micro finance institutions in poverty alleviation, food security and alternate livelihood support systems.
- Unit V** **Micro finance models:** SHG- Bank linkage model, MACS (Mutually Aided Cooperative Societies), for profit MFIs, NBFCs. Role of different agencies ; international agencies, ministry of rural development, state govt. agencies, RRBs and cooperatives

Text Reading:

1 "Administration and Management of NGOs" Text and case study- S. L. Goel and R. Kumar, By Deep and Deep Publications.

2 Hand Book for NGOs, A Nabhi Publication


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Ex. Director General, IIMT


(Col. M.M. Singh)
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CRISES MANAGEMENT

Course Objective: The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Crises Management during Disasters.

Course Content:

Unit – I : Disasters Issues and Crisis Management : Definitions and Overview of risks and dangers, Impact of globalization on crisis and mass disasters.

Unit – II : Identifying Potential Crisis Situations : Discussion on selected case studies to analyze the potential impact of disasters, preparation of a foundation of a sound crisis management plan.

Unit – III : Crisis Management Preparedness : Preparing the plan, Training and Testing, Crisis communication,

Unit –IV: Stress management, Crisis operation guidelines.

Unit – IV : The Disaster Recovery Planning : Emergency management teams, National and International disaster recovery policies, Managing the economy and essential services in emergencies, Managing the media and popular conscience.


REFERENCE

1. Mutchopadhyaya, A.K., 2005, Crisis and disaster management: tubulance and aftermath, Newage International Publications, New Delhi.



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Dean Comm.& Mgmt


(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajal Kumar Jain)
HOD, Dept. of Hosp. Admin

ENVIRONMENTAL IMPACT ASSESSMENT (EIA)

Course Objective: The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Environmental Impact Assessment.

Course Contents:

Unit - I : Introduction to EIA : Purpose of EIA; Environmental components, Infrastructural projects and their environmental impacts, Environmental impact statement; Projects screening and scoping; Environmental baseline study. Case Study.

Unit - II : Impact Assessment Procedure: Applications of Matrices; Networks and Overlay maps; Environmental evaluation system; Transnational effects of projects; Impact identification; Impact prediction; Evaluation and mitigation; Monitoring and Environmental auditing;

Unit- III: Regional and strategic EIA, Environmental management plan; Cost benefit analysis and its dimensions; Problems of EIA in developing countries;

Unit -IV Public participation in environmental decision making, presentation and review; EIA report and its contents. Case Study.

Unit - V : GIS In Disaster Management : GIS as effective tool in Disaster management and planning, response requirement study, alternate route for sending relief and shortest evacuated routes. Display and identification of damaged and unsafe structure. Map creation for action plan identification of risk and planning needs.

Unit - VI : Case Studies : River valley projects; opencast mining projects; thermal power generation; urbanization and high way project.

Text Readings:


1. John Glasson, Riki Therivel and Andrew Chadwick, Introduction to Environmental Impact Assessment, 2nd Ed., UCL Press, Philadelphia, USA 1994


(Prof. R.C. Lal)
Dean Comm. & Mgmt


(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajay Kumar Jain)
HOD, Dept. of Hosp. Admin.

RURAL DEVELOPMENT

Course Objective: The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Rural Development.

Course Contents:

Unit I Concepts of Rural Area and Rural Development- Definition and Scope of Rural Development- Causes of Rural Backwardness -Need for Rural Development- Historical Evolution of the Concept of Rural Development in Indian Context.

Unit II Panchayati Raj Institutions: Evolution Structure Functions 73rd Amendment Role of PRIs in Rural Development. Cooperative Institutions: Concept and Principles of Cooperation Types and Working of Rural Cooperatives: Credit Cooperatives Marketing Cooperatives Dairy Cooperatives Sugar Cooperatives Weavers Cooperatives.

Unit III Housing in Rural Areas: Problems Rural Housing Programmes Low Cost Housing Appropriate Technologies in Rural Housing. Drinking Water Supply: Sources Problems Programmes to Solve Drinking Water Problems; Problems of Sanitation in Rural Areas Low Cost Toilets.

Unit IV Education in Rural areas: Literacy Rates Educational Institutions Formal and Non formal Education: Qualitative and Quantitative Aspects. Health Services in Rural Areas Structure Accessibility Maternal and Child Health Nutrition ICDS Eradication of Contagious Diseases Issues in Community Health AIDS Control Programme National Health Policy of India.

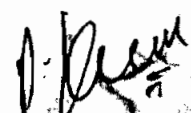
Unit V Rural Development Programmes: Swarnajayanti Gram Swaroggar Yojana Jawahar Gram Samruddhi Yojana Rural Employment Assurance Programme. Indiramma Pattakam.

Unit VI Institutional Linkages Need for Readjustment of Rural Development Strategies Need for Sustainable Rural Development.


Text Readings:

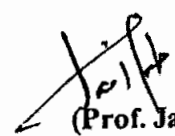
1. Jain S.C Rural Development Venkata Reddy K Rural Development in India Poverty and Development
2. Khanna B.S. Rural Development in South Asia: Policies, Programmes and Organizations Lakshman & Narayan Rural Development in India

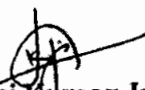

(Prof. R.C Lal)
Dean Comm.& Mgmt

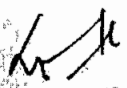

(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV



(Prof. P.K. Ghosh)
Ex. Director General, IIMT

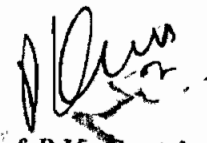

(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.


(Prof. Jaimala)
Director SCRIET/ IBS

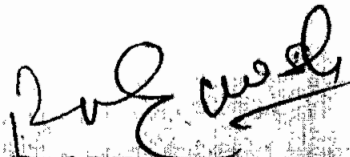

(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin


(Prof. R.C. Lal)
Dean Comm. & Mgmt.

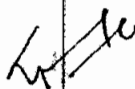

(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.



(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV

(Prof. Jaimala)
Director SCRIET/ IBS



(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Dr. Ajai Kumar Jain)
HOD, Dept. of Hosp. Admin


(Prof. R.C Lal)
Dean Comm.& Mgmt


(Prof. P.K. Gupta)
Ex. HOD, IMS, DAVV


(Prof. P.K. Ghosh)
Ex. Director General, IIMT


(Col. M.M. Singh)
Comm. Offi. 322 F. Hosp.

(Prof. Jaimala)
Director SCRIET/ IBS


(Dr. Ajar Kumar Jain)
HOD, Dept. of Hosp. Admin

