



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

MBA(Full Time) Course Curriculum, Applicable for students admitted from 2017

Students are required to study all core papers and opt two- Specialization area in MBA Semester III and IV  
Scheme

The structure of the course will comprise Six-papers in each Semester.

### Third Semester

S. No	Subject Code	Subject Name	Marks Distribution						
			Assignment Marks		Theory Marks		Practical Marks		Total Marks
			Max	Min	Max	Min	Max	Min	
1	CP-301	Business Policy & Strategic Management	30	12	70	28	-	-	100
2	CP-302	Summer Training Project -Viva	-	-	-	-	100	40	100
3	SP-303	Specialization -1, Paper-I	30	12	70	28	-	-	100
4	SP-304	Specialization -1, Paper-II	30	12	70	28	-	-	100
5	SP-305	Specialization -2, Paper-I	30	12	70	28	-	-	100
6	SP-306	Specialization -2, Paper-II	30	12	70	28			100
			<b>180</b>	<b>72</b>	<b>420</b>	<b>168</b>	-	-	<b>600</b>



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Vice Chancellor

### Syllabus

Second Year		Semester III				
Subject Title	Subject Code	Periods per Week				Total Marks
Business Policy & Strategic Management	CP-301	L	T	P	Credit	
		3	1	-	4	100

Max Marks: - 70

Min Marks:-28

**Objective:** The objective of this course is to develop a holistic perspective of enterprise, and critical analysis from the point of view of general management.

### Course Outcomes

On completion of this course, the students will be able to

CO-1. Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.

CO 2. Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.

CO 3. Students will be able to demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.

CO 4. Students will be able to demonstrate capability of making their own decisions in dynamic business landscape.

CO 5. Students will be able to develop their capacity to think and execute strategically.

### Course Contents

**UNIT-I** Business Policy as a field of study: Genesis and importance of Business Policy; Vision, Mission, Objectives and policies; General Management point of view: Strategic Decision making and Role of Strategist in Strategic Management.

**UNIT-II** Environmental Analysis and Internal Analysis; SWOT Analysis; Industry Analysis; Concept of value chain, Strategic profile of a firm: case study method.



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- UNIT-III** Competitive Analysis: Framework for analyzing competition, competitive advantage of a firm; Strategic Planning: Formulation of Strategies,
- UNIT-IV** Strategic Choice and Implementation: Tools and techniques for Strategic Analysis; Impact Matrix, The experience Curve, BCG Matrix, GEC Model.
- UNIT-V** Industrial Analysis Concept of Value Chain, Strategic Profile of a firm, Framework for Analyzing competition, competitive Advantage of a firm.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks.

### Books Recommended:

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



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester III

Subject Title	Subject Code
Summer Training Project	CP-302

Max Marks: - 100

Min Marks:-40

### COURSE OBJECTIVES

1. To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
2. To provide means to immerse students in actual supervised professional experiences.
3. To give an insight into the working of the real organizations.
4. To gain deeper understanding in specific functional areas.
5. To appreciate the linkages among different functions and departments.
6. To develop perspective about business organizations in their totality.
7. To help the students in exploring career opportunities in their areas of interest.

### COURSE OUTCOMES

Student will

- CO1. Understand on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
- CO2. Learn actual supervised professional experiences.
- CO3. Get insight in working of the real organizations
- CO4. Understand the specific functional areas.
- CO5. Match linkages among different functions and departments.
- CO6. Understand perspective about business organizations in their totality.
- CO7. Discover career opportunities to students in exploring in their areas of interest

### Syllabus

Second Year

Semester III

(Specialization in Marketing Management)



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

Subject Title	Subject Code
Consumer Behavior	MSM-1

Max Marks: - 70

Min Marks:-28

**Objective:** The basic objective of this course is to develop an understanding about the consumer decision-making process and its applications in marketing practices of firms.

### Course Outcomes

On completion of this course, the students will be able to

CO1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.

CO2. Identify and explain factors which influence consumer behaviour.

CO3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.

CO4. Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.

CO5. In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context.

### Course Contents

**UNIT-I** Introduction to Consumer Behaviour: Consumer Behaviour & Marketing Strategies.  
(Segmentation promotion and Positioning Strategies).

**UNIT-II** Consumer Perception: Purchase search, information processing and Consumer Involvement theory; Evaluative criteria & Decision Rules; Consumer attitude & attitude Change.

**UNIT-III** Influence of Personality: and self concept on Buying Behaviours; Psychographics & life style; Consumer Behaviour Audits & Consumer Behaviour Studies in India.

**UNIT-IV** Reference Groups & Family Influence: Selected groups' and celebrities' influence And family Decision Making; Diffusion of Innovation & Opinion leadership, Industrial buying Behaviour.

**UNIT-V** Consumer Decision Making: Simple Model of Consumer decision making Models of Consumers.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)

10 out of 10

10x1=10 Marks.



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Sec. A: (Short Answers) 5 out of 6 5 x 6 = 30 Marks.  
 Sec. B: (Essay type & case) 3 out of 4 3 x 10 = 30 Marks

### Books Recommended :

1. Assael, H. Consumer Behaviour and marketing Action. Ohio, South Western, 1995.
2. Engle, J. F. etc. Consumer Behaviour. Chicago, Dryden Press, 1993.
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Chliffs, New Jersey, Prentice Hall Inc., 1989
4. Hawkins, D. I. etc. Consumer Behaviour: Implications for Marketing Strategy. Texas, Business 1995.
5. Mowen, John C. Consumer Behaviour. New York, MacMillan, 1993.

### Syllabus

Second Year

Semester III

(Specialization in Marketing Management)

Subject Title	Subject Code
Advertising Management	MSM-2

Max Marks: - 70

Min Marks:-28

### Objectives:

The objective of 'this course is to provide an understanding of the basic principles of advertising management. Nature, purpose & complex constructions in the planning and execution of a successful advertising program. This course aims at providing students the framework and knowledge with which to make more effective advertising decisions, and to communicate some of the excitement and vitality, as well as the challenges that characterize advertising business.

### Course Outcomes

On completion of this unit students will be able to:

CO1. Examine advertising and its functions in relation to brand success;

CO2. Critically evaluate how creative concepts and executions will contribute to brand success;

CO3. Analyze advertising and branding techniques and apply them to a variety of different issues;

CO4. Explain the work effectively in teams to analyze and prepare presentations on advertising and brand management issues.



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

**CO5** Describe Two Step Flows of Communication Theory of Cognitive, Stimulation of Primary and Selective Demand.

### Course Contents

- UNIT-I** Advertising's Role in the Marketing Process: Legal Ethical and Social Aspects of Advertising; Process of Communication- Wilbur Schramm's Model.
- UNIT-II** Dagmar Approach- Determination of Target Audience; Building of Advertising Programme-Message, Headlines, Copy, Logo, Appeal, Layout.
- UNIT-III** Campaign Planning; Media Planning; Budgeting Evaluation-Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organisation- Selection Compensation and Appraisal of an Agency; Electronic Media Buying
- UNIT-IV** Advertising campaign-Advertising V/s Consumer behaviour; Sales promotion- Role of Creative strategies; Advertising- Retail, National, Cooperative, Political International, Public Service Advertising.
- UNIT-V** Two Step Flow of Communication Theory of Cognitive Dissonance and Clues for Advertising Strategists: Stimulation of Primary and Selective Demand- Objective Setting and Market Positioning.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Books Recommended :

1. Aaker, David A. etc. Advertising Management, 4<sup>th</sup> ed. New Delhi, Prentice Hall on India, 1985.
2. Belch, George E and Belch, Michael A. Introduction to Advertising and Promotion, 3<sup>rd</sup> ed. Chicago, Lrwin, 1995.
3. Borden, William H. Advertising, New York, John Wiley, 1981.
4. Hard Norman. The Practice of Advertising, Ozford, Butterworth Heinemann, 1995.

Syllabus

Second Year

Semester III



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

(Specialization in Financial Management)

Subject Title	Subject Code
Security Analysis and Investment Management	FSM-1

Max Marks: - 70

Min Marks:-28

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

### Course Outcomes

After completion of this course, the student will be able to

CO1. Explored to different avenues of investment.

CO2. Equipped with the knowledge of security analysis.

CO3. Apply the concept of portfolio management for the better investment.

CO4. Invest in less risk and more return securities.

CO5 Fundamental analysis, technical analysis and efficient market analysis.

### Course Contents

**UNIT-I** Investment- Return and Risk; Operations of Indian Stock Market; New Issue Market; Listing of Securities; Cost of Investing in Securities; Mechanics of Investing; Markets and Brokers.

**UNIT-II** Investment Companies; Market Indices and Return; Security Credit Ratings; Objectives of Security Analysis; Investment Alternatives; Valuation Theories of Fixed and Variable Income Security.

**UNIT-III** The Return to Risk and the Investment Decision; Government Securities; Non Security Forms of Investment; Real Estate Investment; Instruments of the Money Market.

**UNIT-IV** Stock Market Analysis- Fundamental and Technical Approach, Efficient Market Theory, Recent Developments in the Indian Stock Market

**UNIT-V** Meaning of Investment, nature scope and types of investment.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks





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## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Books Recommended :

1. Amling, Frederic. Investment. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1983.
2. Bhalla, V. K. Investment Management; Security Analysis and Portfolio Management., 8<sup>th</sup> ed., New Delhi, S. Chand, 2001.
3. Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management. 6<sup>th</sup> ed., New Delhi, Prentice Hall of India, 1995.
4. Fuller, Ressel J. and Farrell, James L. Modern Investment and Security Analysis, New York, McGraw Hill, 1993.
5. Haugen, Robert H. Modern Investment Theory. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1987.

### Syllabus

Second Year

Semester III

(Specialization in Financial Management)

Subject Title	Subject Code
Working Capital Management	FSM-2

Max Marks: - 70

Min Marks:-28

**Objectives:** The objective of the course is to acquaint the students with the importance of the working capital and the techniques used for effective working capital management.

### Course Outcomes

- CO1 Discover basic understanding of a company's working capital structure.
- CO2 Identify how to manage working capital to increase profits.
- CO3 Explore and establish basic knowledge of Working Capital Management policies.
- CO4 Identify how to calculate the cash conversion cycle.
- CO5 Explore and establish knowledge of working capital in the budgeting process and credit policy.
- CO6 Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.

### Course Contents

- Unit-1** Concept of Working Capital Management, Importance of Working Capital, Kinds of Working Capital, Factors Determining Working Capital, Estimating Working Capital Requirements;
- Unit-2** Management of Cash -Motives for Holding Cash and marketable securities; Cash System, Managing the Cash Flows. Cash Concentration Strategies, Disbursement tools,
- Unit-3** Investment in Marketable Securities; Forecasting Cash Flows; Managing Corporate Liquidity and Financial Flexibility; Measures of Liquidity, Determining the Optimum Level of Cash



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

Balances – Baumol Model, Beranek Model, Miller— Or Model, Stone Model;

**Unit-4** Receivable Management- Determining the appropriate Receivable Policy, Marginal Analysis, Credit Analysis and Decision, Sequential Decision of analysis, Inventory Management-kinds of Inventories, Benefits and Costs of Holding Inventories, Inventory

**Unit-5** Management and Valuation. Inventory Control Models, Short-term financing; Programming Working Capital Management; Integrating Working Capital and Capital Investment Processes.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Suggested Readings:

1. Bhalla, I V K, : Working Capital Management, Text and Cases, 4th ed. Delhi, Anmol, 2001.
2. Hampton J. J. and C. L : Wagner Working Capital Management, John Wiley & Sons, 1989.
3. Mannes, T.S. and J.T. Zietlow : Short-tens Financial' Management, West Pub. Co., 1993.
4. Scherr, F.C. Modern Working Capital Management, Prentice Hall, 1989.

### Syllabus

Second Year

Semester III

(Specialization in Human Resource Management)

Subject Title	Subject Code
Management of Industrial Relations	HRSM-1

Max Marks: - 70

Min Marks:-28

**Objective:** The course is designed to promote understanding of issues related to the compensation or rewarding human resource in the corporate sector, public services and other.

### Course Outcomes



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

- CO1. Acquire a solid theoretical, practical and ethical perspective on many aspects of industrial relations
- CO2. Critically analyse theories, models, and paradigms in the field
- CO3. Understand the key participants, institutions, relationships and processes in employment relations, so that you acquire an enhanced ability to influence industrial relations outcomes in an informed manner
- CO4. Develop research, writing and speaking skills necessary for work, life and further postgraduate study
- CO5. Strengthen key competencies in group participation, oral and written communication and persuasion, critical thinking, problem-solving, information processing and planning
- CO6 To Design and formulate various IR processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behavior.
- CO7: To familiarize students with the basic concepts of industrial relations, its philosophy, origin and development
- CO8: To develop knowledge on trade unions and its formation, structure, functions and legal framework
- CO9: To gain insight into the process of collective bargaining, its origin and development
- CO10: To gain understanding on industrial disputes, its causes, manifestation and effects

### Course Contents

- UNIT-I** Industrial Relations Perspectives; Industrial Relations and The Emerging Socio-economic Scenario; Industrial Relations and the state; Legal Framework of Industrial Relations
- UNIT-II** V Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and the Management ; Discipline and grievance Management; Negotiation and Collective Settlements; Participative Management and Co-ownership; Productive Bargaining and Gain Sharing; Employee Empowerment and Quality Management; Industrial Relations and Technological Change.
- UNIT-III** Conceptual and Theoretical Understanding of Economic Theory Related to Reward Management; Competitive Imperatives; Productivity, Quality , Service, Speed , Learning; Planning for improved Competitiveness; Diagnosis and Bench marking, Obtaining Commitment; Determination of Inter and Intra-industry Compensation Differentials; Internal and External Equity in Compensation Systems
- UNIT-IV** Understanding tools Used in Designing, Improving and Implementing Compensation Packages; Compensation Designs for Specific type of Human Resources like Compensation of Chief Executives, Senior Managers, R&D Staff, etc; Understanding different components of Compensation Packages like Fringe Benefits, Incentives and Retirement



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

**UNIT-V** Compensation Practices of MNC's and Strategic Compensation Systems; Statutory Provisions governing different Components of Reward System; Working of different Institutions related to Reward System like Wage boards, Pay Commissions.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 30, External 70) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

**Books Recommended:**

1. Armstrong, Michel and Murlis Helen Reward management: A Handbook of Salary Administration. London, Kegan Paul 1998
2. Bergess, Lenard R. wage and Salary Administration. London, Charles E- Merrill 1984
3. Kochan T A & Katz Henry. Collective Bargaining and Industrial Relations Homewood, Illinois Richard D Irish 1988
4. Niland J R etc The Future of Industrial Relations New Delhi Sage 1994.4

### Syllabus

Second Year

Semester III

(Specialization in Human Resource Management)

Subject Title	Subject Code
Management of Training and Development	HRSM-2

Max Marks: - 70

Min Marks:-28



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Objective:** The course aims at exposing the learner to the Concept and practice of training and development in the modern organizational setting through the pedagogy of case discussions and recent experiences.

### Course Outcomes

Upon successful completion of this course, the student will have reliably demonstrated the ability to:

CO1. Explain the role of training and development in human resources management.

CO2. Describe the psychology of the learning process on which training is based.

CO3. Analyze the training needs of an organization.

CO4. Assess, design, access and implement various methods, techniques and sources of training.

CO 5. Evaluate the value of the training once completed from the individual employee and the organization's viewpoint.

### Course Contents:

**UNIT-I** Training process- an overview; role, responsibilities and challenges to training manager; organization and management of training function; training needs assessment and action research; instructional objectives and lesson planning; learning process.

**UNIT-II** Training climate and pedagogy; developing training modules; training methods and techniques; facilities planning and training aids; training communication; training evaluation; training and development in India

**.Unit III-** Training and Development Methodologies : Overview of Training Methodologies- Logic and Process of Learning; Principles of Learning; Individual differences in learning, learning process, learning curve, learning management system; Criteria for Method Selection; Skills of an Effective Trainer; Use of Audio-Visual Aids in training; Computer Aided Instructions- Distance Learning, Open Learning, E- Learning; Technologies Convergence and Multimedia Environment.

**Unit IV-** Designing Training and Development Programs: Organization of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; orientation and socialization; diversity training, choice of training and development methods.

**Unit V-** Evaluation of Training and Development: Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation; Costing of training, measuring costs and benefits of training program.



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### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Suggested Readings:

1. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay.
2. Trvelove, Steve, Handbook of Training and Development, Blackwell Business.
3. Warren, M.W. Training for Results, Massachusetts, Addison-Wesley.
4. Craig, Robert L., Training and Development Handbook, McGraw Hill.
5. Garner, James, Training Interventions in Job Skill Development, Addison-Wesley.
6. Kenney, John; Donnelly, Eugene L. and Margaret A. Reid, Manpower Training and Development, London Institute of Personnel Management.

### Syllabus

Second Year

Semester III

(Specialization in Hospital Management)

Subject Title	Subject Code
LEGAL AND ETHICAL ISSUES FOR HOSPITALS	HSM-1



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Max. Marks: 70**  
**28**

**Min. Pass Marks:**

**OBJECTIVES:** The Hospital being a part of the larger socio political set up the student will be exposed to the legal and ethical issues pertaining to the Hospitals.

### Course Outcomes

Upon completion of this course, the student will be able to:

CO1 Identify the 6 major components of the American Legal System.

CO2 Critically discuss healthcare institutional, professional provider and staff liability issues, including civil and criminal liability, Good Samaritan laws and legal, ethical and cultural considerations of diverse populations.

CO3 Evaluate selected exemplars of medical malpractice and antitrust issues.

CO4 Describe the legal, ethical, legislative and regulatory issues relevant to healthcare facilities (e.g., laws, regulations, accreditation, licensure, as well as, human resources, information and risk management) and service providers (e.g., licensure, insurance, and staff privileges).

CO5 Analyze legal, ethical, legislative, and evidence based practice guidelines, affecting patient-provider relationships, communication strategies, and inter-professional provider relationships including: healthcare decision-making issues, beginning/end of life issues and handling of patient information.

CO6 Discuss legal and ethical issues of healthcare services including, risk management, provider insurance, payment of providers and coverage of individual patients as well as disparity of access to healthcare for diverse patient populations.

CO7 Examine selected substantive underlying conflicts among, healthcare public policies, ethics, and disparities as well as existing/proposed legal solutions to those problems

### Course Contents

#### UNIT I

Establishment, Registration and Regulation of Health Care Organization: Registration and Regulation of Healthcare organization under Andhra Pradesh Private Medical Care Establishment Act 2002; Formation of Health care Organization under Partnerships and Corporate basis (private and public) and compliance with Medical Council of India Act.

#### UNIT II

Hospitals and Labour Enactments: Hospital as an Industry – Unrest in Hospitals – Dispute Settlement Mechanism, Arbitration, Conciliations and Adjudication of Disputes; Role of Trade Unions, Unfair Labour Practices and Victimization – Disciplinary Actions – Requisitions of a valid disciplinary enquiry – Service Conditions – Retrial benefits – Social Security and Insurance.



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

### UNIT III

Hospital Services and Law: Contractual obligations in Hospital Services – Requisites of a valid contract – Hospital as a ‘bailee’ – Physicians – Patient relations – duties towards patients by medical and Para-medical staff – medical ethics and code of conduct to be observed in rendering hospital services, MCI Guidelines, OATHS.

### UNIT IV

Medico Legal Issues: Police Investigation – Giving evidence – Court deliberations organ transplantation – Euthanasia (mercy killing) – Diagnosis, prescriptions and administration of drugs – Post treatment serves – Anesthesia, Surgery and sale of drugs.

### UNIT V

Liability of Hospitals: contractual liability – Award of damages and principles relating there to, criminal liability and defenses available to hospitals and medical staff. Tortuous liability and vicarious liability. Legal remedies available to patients. Remedies under contract law, torcriminal law and consumer protection act. CP Act, RTI.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### SUGGESTED READINGS:

1. S.L. Goel, Healthcare Management and Administration, Deep & Deep Publications Pvt. Ltd. New Delhi, 2010.
2. Srinivasan, A.V. (ed.), Managing a Modern Hospital, Chapter 12, Response Books, New Delhi, 2009.
3. Encyclopedia of Bio-medical Ethics – Two Volumes.

### Syllabus

Second Year

(Specialization in Hospital Management)

Semester III

<b>Subject Title</b>	<b>Subject Code</b>
<b>Management of Healthcare Services</b>	<b>HSM-2</b>

Max. Marks (Ext. Exam): 70

Min. Pass Marks : 28





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## MASTER OF BUSINESS ADMINISTRATION (MBA)

**OBJECTIVES:** The Hospital being a part of the larger socio political set up the student will be exposed to the legal and ethical issues pertaining to the Healthcare Services.

### Course Outcomes

After the completion of the course, students will demonstrate the ability to

CO1 Identify various support and utility services of the hospital

CO2 Describe the role of support and utility services in delivering quality patient care

CO3 Identify planning and designing considerations while planning for services

CO4 Articulate the functional requirements of individual departments

CO5 To learn how hospital support and utility services influence patient care

### Course Contents

#### Unit-I

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

#### Unit-II

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

#### Unit-III

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

#### Unit-IV

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

#### Unit-V



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

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

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### SUGGESTED READINGS:

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

### Syllabus

Second Year

Semester III

(Specialization in Retail Management)

Subject Title	Subject Code
Retail Concepts and Practices	RTSM-1



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Max. Marks (Ext. Exam): 70  
28

Pass Marks:

**OBJECTIVE:** To enable students to identify and understand the significance of retailing in the current business environment, develop guidelines to build a retailing business, after studying retail organizations design, structure, location factors and space management.

### Course Outcomes

CO1 Understand the functions of retail business and various retail formats and retail channels.

CO2 Understand the difference between Retail and Manufacturing Supply Chain

CO3 Types of Retail Stores,. Retail Models and theories of retail development, the future of retailing.

CO4 Analyze Retail Market and Financial Strategy including product pricing.

CO5 Integrate the various Space Management, Factors, Affecting Store Location, Layout and Design.

### COURSE CONTENTS:

**UNIT – I** Introduction to retail management, the concept of retailing, Nature and Scope, Functions of Retailers, Planning and Forecasting in retailing.

**UNIT – II** Indian and Global Retail Environment. The evolution of retail in India, the rise of the retailer, challenges and changes impacting retail development in India.

**UNIT – III** Types of Retail Stores,. Retail Models and theories of retail development, the future of retailing.

**UNIT – IV** Organization design and structure in Retail, Retail formats, HR Management in Retail.

**UNIT – V** Space Management, Factors, Affecting Store Location, Layout and Design.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 1	= 10 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

### SUGGESTED READING:



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

1. Retailing management by Swapna Pradhan, Tata McGraw Hills.
2. Retailing management by Suja R. Nair, Himalaya Publication.
3. Retailing management by Gibson G. Vedamani, Jaico Books.
4. Retailing management by Roger Cox, Paul Britain, and Pearson Education.

### Syllabus

Second Year

Semester III

(Specialization in Retail Management)

Subject Title	Subject Code
MARKETING CONCEPTS IN RETAIL MANAGEMENT	RTSM-2

Max. Marks (Ext. Exam): 70  
28

Pass Marks:

**OBJECTIVE:** To enable students to understand the relevance of concepts of marketing in retail management and also realize the importance of customer relationship management in retailing.

### Course Outcomes

CO1. Understand the impact of retailing on the economy.

CO2. Comprehend retailing's role in society and, conversely, society's impact on retailing.

CO3. See how retailing fits within the broader disciplines of business and marketing.

CO4. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.

CO5. Know the responsibilities of retail personnel in the numerous career positions available in the retail field.

CO6 corporate objectives, competitor analysis, and competitive strategy;

CO7 the traditional bases for segmentation and how segmentation can inform retail strategy;

CO8 how retailer's differentiate their offering as an element in their corporate strategy;

### COURSE CONTENTS:

**UNIT – I** Segmentation, Targeting, Positioning and consumer behavior in retail marketing, pricing policies and techniques.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

- UNIT – II** Merchandise Management, Retail Merchandising, Mercantile, Planning and its process, buying systems, tools used for mercantile functions, evaluating mercantile performance.
- UNIT – III** Supply chain management in retailing, management of service and quality in retailing.
- UNIT – IV** Retail Marketing mix, Retail communication mix, Role of advertising, Sales promotion, Public relations and Personal selling in retailing.
- UNIT – V** Customer relationship 'management in retailing, building and sustaining Relationships in retailing, Servicing the retail customer.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 1 = 10 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6 = 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3 = 30 Marks.

### SUGGESTED READING:

1. Retail marketing management by David Gilbert, Pearson Education.
2. Marketing management by Philip Kotler.
3. Retailing by J. Barry Mason and David J. Burns.
4. Retail management by Ronald W. Hasty and James Reardon.

### Syllabus

Second Year

(Specialization in Rural Management)

Semester III

Subject Title	Subject Code
Rural Industrialization	RSM-1



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Max. Marks (Ext. Exam): 70**

**Pass Marks: 28**

**OBJECTIVES:** To provide a comprehensive understanding of the Linkages between Rural Industrialization, Agro- based Industries and Rural Development.

### Course Outcomes

CO1 To enable the students to understand nature of Industrialization

CO2 To make familiar the students about rural development process.

CO3 To enrich the students about Industrial Labour.

CO4 Organization and administration of KVIC; Promotional measures; Subsidies, incentives and financial inputs;

CO5 Role of Co-operatives, Financial institutions, Central, State and Local Government.

### COURSE CONTENTS:

- UNIT-I** Rural – Urban Organizational and industrial patterns; Decentralized Industries. Small and Medium Scale Industries.
- UNIT-II** Choice of Rural, Agro based industries: issues in the size and Location of Industries: Appropriate technology and Issues in the transfer of technology.
- UNIT-III** Rural labour employment and rural industries,: Policy and Development of Cottage industries.
- UNIT-IV** Organization and administration of KVIC; Promotional measures; Subsidies, incentives and financial inputs; Issues in product development, Pricing, Quality marketing and supporting Organizations.
- UNIT-V** Role of Co-operatives, Financial institutions, Central, State and Local Government; Socio-economic impacts of Rural industrialization; Sectoral Systems Approach to Rural Industrialization.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 1 = 10 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6 = 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3 = 30 Marks.

### SUGGESTED READINGS:



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

1. Acharya, S.S. and Agarwal, N.L. “Agricultural marketing in India”; 1987. Oxford & IBH, New Delhi.
2. Dasgupta, S. “Diffusion of Agriculture Innovation in Village India”, 1989. John Wile, New York.
3. Desai, Vasant, “Rural Development”, 1988 Himalaya, Bombay.
4. Dholakia, R.H. and Iyenger , “Planning for Rural Development: Issues and Case studies”, 1988. Himalaya, Bombay.
5. Hanumantha Rao, C.H. “Technological Change and Distribution of Gains in Indian Agriculture”, 1975. Macmillan, Delhi.
6. Papola, T.S. “Rural Industrialization “, 1982. Himalaya Bombay.
7. Thakur, S.Y. “Rural Industrialization in India: Strategy and approach”, 1986. Sterling, New Delhi.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Second Year

Semester III

(Specialization in Rural Management)

Subject Title	Subject Code
Rural Marketing	RSM-2

Max. Marks (Ext. Exam): 70

Pass Marks: 28

**OBJECTIVE:-** The objective of this course is to expose the students to the rural market environment and the emerging challengers in the globalization of the economies.

### Course Outcomes

CO1 Developed understanding of the Indian rural economy.

CO2 Identification of challenges and opportunities in rural marketing

CO3 Exposure to the rural marketing environment and rural markets, Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors

CO4 Understanding the applications of marketing to rural marketing, Marketing structure and performance processing facilities for different agricultural products

CO5 Nature, scope and role of cooperatives marketing in India. Application of the rural marketing mix (4 A's)

### COURSE CONTENTS:

**UNIT-I** Nature, characteristics and the potential of rural market in India, Socio-cultural economic & other environmental factors affecting rural marketing.

**UNIT-II** Attitudes and behavior of the rural consumers and farmers; Marketing of consumer durables and non-durable goods and services in the rural markets with special reference to product planning, Media Planning, planning of distribution channels and organizing personal selling in rural markets in India.

**UNIT-III** Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors; Organization and functions of agricultural marketing in India.

**UNIT-IV** Marketing structure and performance processing facilities for different agricultural products. Role of warehousing; Determination of agricultural prices and marketing margins. Role of agricultural price commission. Role of central and state governments. Institutions and organizations. In agricultural marketing.

**UNIT-V** Unique features of commodity markets in India. Problems of agricultural marketing; Nature, scope and role of cooperatives marketing in India.

### SCHEME OF EXAMINATION:





# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 1	= 10 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

### SUGGESTED READINGS:

1. Arora, R.C., 'Integrated Rural Development', 1979, S. Chand, New Delhi.
2. Desai, Vasant, "Rural Development" 1988. Himalaya, Bombay.
3. Mishra, S.N., 'Politics and Society in Rural India'. 1980 Inter India, Delhi.
4. Porter, Michael E. 'Competitive Strategy', 1980. Free Press, New York.
5. Rudra, Ashok, 'Indian Agricultural Economics', Myths and Realities, 1982, Allied, Delhi.

### Syllabus

Second Year

Semester III

(Specialization in Banking and Insurance)

Subject Title	Subject Code
Indian Banking System	BSM-1

Max. Marks (Ext. Exam): 70

Pass Marks: 28

**Objectives:** To help the students to understand the meaning, importance and the economic and monetary implications of banking operations and impart knowledge about the various forms of banking services.

### Course Outcomes

- Co. 1 Introduction to Indian Banking System, Reserve Bank- Legal framework and main functions
- Co.2 To train and equip the students with the skills of modern banking and insurance is run.
- Co. 3 Students will be taken for trainings to banks and insurance companies.
- Co. 4 To develop and inculcate the traits of professionalism amongst the students.
- Co. 5 Professional attire, professional communication skills and professional discipline will be inculcated.
- CO6 Understand the Origin and the growth of the Indian Banking System.
- CO7 After going through this course, the students are expected to develop a clear understanding and knowledge about the functioning of a Commercial bank.

### Course Contents



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

- UNIT – I** Introduction to Indian Banking System, Reserve Bank- Legal framework and main functions, Different types of accounts, Banker customer relationship, customer services in banks, KYC norms and antimoney laundering.
- UNIT – II** Technology in banks, Payment and settlement system in banks- New age clearing, national gateways, international gateways, Retail banking, Treasury management, priority sector lending.
- UNIT – III** Reserve Bank of India- Legal framework and main functions Commercial Banking, public, private, foreign, co-operative sector Different types of bank accounts Banker Customer relationship Customer Service in Banks.
- UNIT – IV** Types of Banks, Commercial banks, Industrial banks, Cooperative banks and rural banks, marketing of banking and insurance services, Contemporary issues in banking and insurance.
- UNIT – V** Technology in Banks Payment and settlement system – New Age Clearing Payment and settlement system, National gateways Payment and settlement system.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 1 = 10 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6 = 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3 = 30 Marks.

### Books Recommended :

1. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)
2. Ganguly Anand - Insurance Management (New Age International Publishers, New Delhi)
3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York)
4. Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi)
5. Kakkar, Bisen - Insurance & Risk Management (New Age Publication, New Delhi)

### Syllabus

Second Year

Semester III

(Specialization in Banking and Insurance)

Subject Title	Subject Code
Banking Service Management	BSM-2



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Max. Marks (Ext. Exam): 70**

**Pass Marks: 28**

**Objectives:** To help the students to understand the meaning, importance and the economic and monetary implications of banking operations and impart knowledge about the various forms of banking services and enable the students to learn various provisions of the Banking Regulations act.

### Course Outcomes

Co. 1 To disseminate knowledge among the students inculcate with theoretical structures about banking and insurance.

Co.2 To train and equip the students with the skills of modern banking and insurance is run.

Co. 3 Students will be taken for trainings to banks and insurance companies.

Co. 4 To develop and inculcate the traits of professionalism amongst the students.

Co. 5 communication skills and professional discipline will be inculcated.

### Course Contents

**UNIT-I** Banking Services – Meaning and Importance – Economic and Monetary implications of Banking Operations – Tangible Services – Deposits, Withdrawals

**UNIT-II** Banking Services – Loans and Advances – Forms of Advances – General Loans, Overdrafts, Clean advances, Term advances, Consumer Loans, Foreign bills purchases, Advances against Hire purchase advances,

**UNIT-III** Regulations for Banking Services – Banking Regulation Act 1949 – RBI Act 1934 – Negotiable Instrument Act 1881- Endorsement, Crossing of Cheques, Payment of Cheques, Collection of Cheques, Bills of Exchange

**UNIT-IV** E – Banking Services – Internet Banking – Phone Banking – Mobile Banking – ATM's - Debit Card – Credit Cards.

**UNIT-V** Banking sector reforms – Basle Norms – Capital Adequacy - Globalised Challenges in Banking Services – New Trends in Banking Services – Measurement of Service Quality

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Objective Question)	10	10 x 1	= 10 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

### Books Recommended:-

1. B.S.Khubchandani, 'Practice and Law of Banking', Mac Millan India Ltd 2000.
2. K.C.Nanda, 'Credit and Banking', Response Book, Sage Publications, 1999.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

3. Sundram & Varshney, 'Banking and Financial System', Sultan Chand & Sons.
4. Dr.S.Gurusamy, 'Financial Services & System', Vijay Nicole imprints Pvt Ltd.
5. H.L.Bedi & V.K.Hardikar, 'Practical Banking'.
6. C.Jeevanandan, 'Practice & Law of Banking'.

### Syllabus

Second Year

(Specialization in Disaster Management)

Semester III

Subject Title	Subject Code
Disaster Preparedness and Decision making	DSM-1

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### Objective:

The course would cover disaster preparedness, monitoring and issues in emergency management. It will also deal with contingency planning for business, industry, community and international disasters.

#### Course Outcomes

Upon completion of the course, each student should successfully complete the following:

CO1. Effectively define and describe the terminology used within disaster planning and emergency management

CO 2. Comprehend the scope, extent, and complexity of natural and man-made disasters and emergencies

CO 3. Understand the problems associated with government collaboration and assistance to state and local governments and non-governmental organizations

CO4. Discuss effective means to plan, mitigate, respond, and recover from disasters and emergencies, natural and man-made

CO5. Articulate the knowledge gained from a review of case studies of significant importance

CO6 Students will learn different disasters and measures to reduce the risk due to these disasters. Also, students will learn institutional frame work for disaster management at national as well as global level

#### Course Contents

**UNIT-I** Global Disaster: Science and Policy, Institutional framework for disaster preparedness and mitigation- Global and Indian scenario.

**UNIT-II** Hazard monitoring, Tracking and modeling, Early warning systems, Warning protocols, India Disaster Resource Network, Environmental Hazards, Public health aspects of disaster management and emergency services systems.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**UNIT-III** Conceptual and Applied Issues in Emergency Management: Operational decision making, Introduction to Emergency Management and planning, Organization and structure for Emergency Management, Emergency management.

**UNIT-IV** Principles of natural hazard reduction, Toxicology and Biohazards in Emergency Management, Terrorism Preparedness: Critical Infrastructure and Emergency Management, Emergency Preparedness, Response, and Planning for Hazardous Materials, Terrorism, WMD, and other contemporary Issues.

**UNIT-V** Disaster Planning, Public Administration/Policy and Emergency Management, Incident Command Centre, Training Need Analysis and Human Resource Development Plan, Corporate/public agency coordination.

**SCHEME OF EXAMINATION:**

Total Marks: (Internal 30, External 70) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Objective Question)	10	10 x 1	= 10 Marks.
Sec. B: (Short Answer)	5 out of 6	5 x 6	= 30 Marks.
Sec. C: (Long Answer)	3 out of 4	10x3	= 30 Marks.

**Books Recommended:**

1. Collins Larry R. and Schneid Thomas D., Disaster Management and Preparedness Taylor and Francis 2000
2. Goel S.L. and Kumar Ram, Disaster Management, Deep and Deep Publications, 2001

**References:**

1. Living With Risk: A global Review Of Disaster Reduction Initiatives 2004 Vision, United Nations,2004.
2. Parasuraman S., India Disasters Report: Towards a Policy Initiatives, Oxford University Press, 2004.
3. 3. Arnold, Margaret and Kreimer, Alcira (eds.), "Managing Disaster Risk in Emerging Economies", Disaster Risk Management Series No. 2, World Bank, Washington, D.C., 200

### Syllabus

Second Year

Semester III

(Specialization in Disaster Management)

Subject Title	Subject Code
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# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Environment Law and Protection	DSM-2
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Max. Marks (Ext. Exam): 70

Pass Marks: 28

**Objective :** The objective is to make students aware of the various provisions with regard to protection of environment and various contingencies to be followed in case of actual disasters.

### Course Outcomes

CO1. Students will be able to get basic knowledge of environment, pollution and various principles.

CO2. Students will be able to get the knowledge about Constitutional provisions for the protection of environment.

CO3. Students will learn about the legal provisions of the water pollution.

CO4. Students will also learn about the air pollution.

CO5. Students will get the knowledge about the Environment (protection) Act, powers of central government and state government to make laws and Environment Tribunals

### Course Contents

**UNIT-I** Historical Background: Overview of provisions of Indian Constitution, Laws relating to environment and industrial self regulation.

**UNIT-II** The Pollution Control Boards of India: Central Level, State Level, Implementation, Level of Compliance.

**UNIT-III** Long term Implications of Disasters with regard to Law: Crisis Morphology, Long term consequences for the victims, Revising the models of Disaster Management, Policy Implications

**UNIT-IV** Environment Jurisprudence: Case Law, The Public Liability Insurance Act of 1991, Role of Human Rights in Disasters, Public Activism and Role of PIL.

**UNIT-V** International provisions and effects in India, Various Indian acts with regard to environment protection,

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Books Recommended :

1. David Shaman, India's Pollution Regulatory Structure and Background, in New Ideas in Pollution Regulation, World Bank Group, January 5, 1996.
2. Andrew Waite, Environmental law : Hand book / Andrew Waite . - London: Butterworths, 1984.
3. Andrew Waite & Tim Jewell (Ed.), Environmental Law in Property Transactions, London: Butterworths, 1997.
4. Diane Warburton, Ed., Community and Sustainable Development : Participation in the future, London: Earthscan Publications Ltd., 1998.

### Syllabus

Second Year

(Specialization in Production Management)

Semester III

Subject Title	Subject Code
Manufacturing systems management	PSOM-1

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### Objective

To provide a firm grounding and motivating for a lifelong learning in the various aspects of manufacturing systems and their management consisting of operations, systems, processes, strategy, quality, safety, energy, information and product design. To provide a strong research base for doing research in the area of manufacturing and management and thereby finding solutions to real world problems of manufacturing organizations.

### Course Outcomes

CO1. Ability to apply mathematical Operations strategy, system concept of production, types of production system knowledge to identify and solve real problems of manufacturing organizations.

CO2. Ability to analyse the problems of the manufacturing sector on contemporary issues and identify research opportunities and do research using proven methodologies.

CO3. Ability to design and develop solutions with regard to a productive manufacturing system or a product which fulfils customers real requirements through total quality management and intergraded product development approaches and managing its lifecycle.

CO 4. Ability to conduct investigations on complex problems of manufacturing organisations by the use and analysis of data and experimental methods for improving productivity.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

CO5. Capacity to understand the modern tools and their applications in advanced manufacturing systems, automation, and modeling of such systems and to attain an appropriate mastery of the knowledge, techniques, skills of the discipline

### Course Contents

**UNIT – I Introduction:** Operations strategy, system concept of production, types of production system, process planning – make or buy decisions – specific equipment selection – process plans, process reengineering.

**UNIT – II Facilities location:** Facility location factors, location analysis techniques – location factor rating– center of gravity technique – load distance technique.

**UNIT – III Aggregate planning:** Aggregate planning strategies – heuristic method and transportation model for aggregate planning. **Materials requirement planning:** Objectives - master production schedule – bill of materials – MRP calculations – lot sizing in MRP and manufacturing resource planning

**UNIT – IV Inventory analysis and control:** Definitions – inventory control systems - ABC inventory System -- EOQ models for purchased parts and manufactured parts – quantity discounts – reorder point - Inventory models under uncertainty.

**UNIT – V Facility layout:** Classification of layout, layout design procedures – ALDEP, CORELAP and CRAFT. **Line balancing:** Rank positional weight method - COMSOAL algorithm.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10 x 1= 10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Books Recommended:

1. R. Paneerselvam, “Production and operations management”, PHI, 2010
2. Roberta S. Russell and Bernard W. Taylor III, “Operations management”, PHI, 2007
3. P. B. Mahapatra, “Operations management: a quantitative approach”, PHI, 2010

### Syllabus

Second Year

Semester III

(Specialization in Production Management)

Subject Title	Subject Code
Computer Aided Design in Manufacturing	PSOM-2





# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### COURSE OBJECTIVE:

On completion of the course the students are expected to be knowledgeable in 2• dimensional and 3 dimensional transformations, modeling and analysis, CAD/CAM integration, CNC machine tool building, CNC programming using manual method and generation of CNC codes using CAM software.

### Course Outcomes

After successful completion of Computer Aided Design and Manufacturing course, the student will be able to

CO 1. Understand 2 dimensional and 3 dimensional transformations, modeling and analysis and CAD/CAM integration.

CO 2. CNC machine tool building, CNC programming using manual method and generation of CNC codes using CAM software.

CO 3. Use basic and advanced features of current CAD software.

CO 4. Understand how CAD technology can be leveraged in the design process

CO 5. Design a part or assembly of parts using Computer-Aided Design software.

CO 6. Use parametric modeling techniques to reflect engineering requirements.

CO 7. Apply top-down design principles to model a design.

CO 8. Use motion and interference checking to ensure that parts will not interfere throughout their complete range of motion.

CO 9. Use CAD software collaboratively when designing on a team.

CO 10. Make appropriate selection of CAD functionality to use as tools in the design process and to communicate effectively the geometry and intent of design features.

### Course Contents

**UNIT – I Overview of CAD systems:** Conventional and computer aided design processes – advantages and disadvantage – CAD hardware and software – analytical and graphics packages – networking of CAD systems.

**UNIT – II Computer graphics and graphics transformation:** Image processing – transport of graphics data – graphic standards – display and viewing – transformations – customizing graphics software's.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**UNIT – III Geometric modeling:** Wire frame, surface and solid modeling – applications and advantages – Boolean operations – half-spaces – filleting of edges of solids – boundary representations – constructive solid geometry – sweep representation

**UNIT – IV Parametric design and object representation:** Object-oriented representation – types of coordinate system – parametric design – definition and advantages – parametric representation of analytic and synthetic curves – parametric representation of surfaces and solids – manipulations. Mechanical assembly – mass property calculation.

**UNIT – V Introduction to finite element analysis:** Basic steps in finite element problems formulation – element type and characteristics – element shapes – co-ordinate systems – 1D link elements and beam elements – shape functions – stiffness matrices – direct stiffness method – 2 D elements – axisymmetric elements – plane stress problem – higher order elements.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Books Recommended :

1. New man and Sproull, “Principles of interactive graphics”, McGraw Hill.
2. C. S. Krishnamoorthy and S. Rajeev, “Computer aided design”, Narosa Publishing House, 1991
3. Ibrahim Zeid, “CAD/CAM theory and practice”, McGraw Hill Inc, 1991
4. Vera B. Anand, “Computer graphics and geometric modelling for engineers”, John Wiley & SonsInc., 1993
5. Sandhu Singh, “Computer aided design and manufacturing”, Khanna Publishers, 1998
6. User’s Manuals for Ansys, Adams, Pro/Engineer, Cadds 5 and Autocad softwares.
7. R. D. Cook, “Concepts and applications of finite element analysis”
8. Daryl L. Logan, “A first course in the finite element method”
9. David V. Hutton, “Fundamentals of finite element analysis”

### Syllabus

Second Year

(Specialization in Hospitality Management)

Semester III

Subject Title	Subject Code
Food production & bakery	HHM-1

Max. Marks (Ext. Exam): 70

Pass Marks: 28



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### COURSE OBJECTIVE:

1. Construct a menu and demonstrate skill in writing and display of menu. 2. Acquire pre-preparation and preparation skill 3. Select and use different food production equipment 4.. Comprehend objectives and importance of tandoori preparation and types of tandoori preparation. 5. Understand the characteristics and methods of cooking of Indian and International cuisines

### Course Outcomes

CO1. Maintain hygiene and cleanliness of kitchen, kitchen equipment's and cooking utensils following safety precautions.

CO2. Work with head cookin menu planning and menu engineering.

CO3. Undertake various vegetable cuts which will help in cooking to a specific perfection as desired by the industry.

CO4. Work with head cook in preparation of mise-en-place and foods, prepare, season and cook soup, meat, vegetable and another foodstuff.

CO5. Plan and prepare basic Indian food recipes.

CO6. Prepare foods for breakfast buffet/ ala carte menu.

CO7. Work in the Gardemanger of various food preparing organizations and prepare salads, sandwiches, fruit juices and other cold foods.

CO8. Prepare exotic Indian foods and plan menu according to own judgment or as per instructions.

CO9. Carry out duties associated with preparation of meals. 10. Work in the bakery of various food preparing organizations and prepare various desserts and sweet dishes.

### COURSE CONTENT

**UNIT - 1** IMPORTANCE OF KITCHEN KNOWLEDGE OF INDIAN REGIONAL STAPLE FOOD, INGREDIENTS AND SPICES.A STUDY OF VARIOUS REGIONAL CUISINES: Punjabi – Bengali,Gujarati - Maharashtra ,Kashmiri - Mugalai ,South Indian - Rajasthani Goan

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



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

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

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

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

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### REFERENCES BOOKS

1. Sudhir K. Shibal - The Ashok book of Favorite Indian recipes.
2. MadhurJaffery's - Cook Book.
3. ChandalPadmanabhan- Dakskhin Veg. Delicacies from South India.
4. J. Inder S. Kalara - Prasad Cooking.
5. Khalid Aziz - Indian Cooking.
6. VimlaPatil - Food Heritage of India.
7. VimlaPatil - Festival Cook Book.
8. MadhurJaffery's - Flavours of India.
9. Joseph Amendola - Understanding Baking.

### Syllabus

Second Year

(Specialization in Hospitality Management)

Semester III

Subject Title	Subject Code
Food and beverage service	HHM-2

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### COURSE OBJECTIVE:

Students will develop the applied knowledge and skills required to work as a professional team member in a full service, licensed restaurant operation. Various food and beverage service techniques and effective



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customer service skills and attitudes will be developed and practiced. This course will introduce basic knowledge of beer, wine and spirits

### Course Outcomes

Upon successful completion of this course, the student will have reliably demonstrated the ability to:

- CO1.execute professional practices based on the occupational standards steps of service;
- CO2. utilize food service technology in the guest service cycle;
- CO3.describe various types of service techniques;
- CO4. suggest appropriate recommendations to enhance the customer experience;
- CO5.recognize the importance of service recovery techniques
- CO6.employ strategies for dealing with various types of customers;
- CO7.apply basic beverage and bar operations knowledge;
- CO8.perform opening, on-going and closing operational responsibilities in a full service food and beverage operation;

### COURSE CONTENT

**Unit-1** ANCILLARY DEPARTMENTS: Pantry, Still room, Platter room, Hotplate, Wash up, Linen Store, Kitchen Stewarding- a brief description.

**Unit-2** ROOM SERVICE: Types of room service Centralized / Decentralized / Decentralized Mobile. List of equipments. Trolley and tray setup. House rules of room service waiter. Room Service menu.

**Unit-3** BEER: History (A brief description of how beer came into being).Ingredients. Brewing process: Bottom fermentation; Top fermentation. Storage of beer. types of beer (Ale, Lager, Draught, Wheat beers). Characteristics. Service of beer.

**Unit-4** WINES: Introduction to wines. Definition of wines. Viticulture – Seasons, soil & area of growth. Composition of grape and its effect on the nature of wine. Wine makers calendar. Wine categories: RED, WHITE, and ROSE. Characteristics of wines - Still, natural, sweet, dry, vintage & non – vintage. Principal wine producing countries: France, Italy, Germany, Spain, \ Portugal, America, Australia.

**Unit-5** WINES OF OTHER COUNTRIES: Italy. Germany. Wine of Spain with special reference to Sherry (in details).Wine of Portugal with special reference to port and Madeira. Australian wines. American wines.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:



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Sec. A: (objective type)	10 out of 10	10 x 1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### SUGGESTED READINGS

1. Jalfrey L. Clarke Table & bar
2. Denis R. Lillicrap F&B Service
3. Matt. A. Casoo F&B Service
4. Tom Stevenson World Wine Encyclopedia
5. Michael M.Coltman Beverage Management

### ASSIGNMENTS

1. Preparing charts: A: Different regions of France and their characteristics.  
B: Wine regions and characteristics wines of two other countries.
2. Collection of labels: A: At least ten Beers. (Indian & Foreign) B: At least Five Wines. (Indian & foreign)

### Syllabus

Second Year

Semester III

(Specialization in International Business)

Subject Title	Subject Code
Export Import Procedures, Documentation & Logistics	ISB-1

Max. Marks (Ext. Exam): 70

Pass Marks: 28



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**OBJECTIVE:** The aim of the course is to acquaint the students with the export-import procedures, documentation and logistics.

### Course Outcomes

- CO1 Providing an overall perspective on the international business environment and economic relations.
- CO2 Developing analytical skills for identifying export opportunities and undertaking
- CO3 export marketing in countries offering export potential for wide ranging products of Indian origin.
- CO4 Developing an understating towards export procedures & documentation.
- CO5 Imparting knowledge in the area of logistics.
- CO6 Enhancing benefits from exports by understanding foreign trade policy.
- CO7 Marketing of industrial and consumer products, identification of export markets, product development and adaptation, export pricing, selection of agents and other distribution channels, procurement for exports, settlement of trade disputes, marketing information system and international tendering and sub-contracting.

### COURSE CONTENTS:

**Unit-I** Documentation Framework-Exim Documentation; International Business Contracts; Types

, formation, Elements, Legal Dimensions, Dispute Settlement.

**Unit-II** Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP); Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance.

**Unit-III** Foreign Exchange Regulations and Formalities; Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures ; Role of Clearing and Forward Agents'; Excise clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo; Custom Clearance of Import Cargo.

**Unit-IV** Negotiations of Documents with Banks; Procedures and documentation for availing export incentives-Duty draw backs, Import Licensing and other incentives; Processing of an Export Order.

**Unit-V** World Shipping: Structure, Liners, and Tramps, Conference System; Freight and structure. Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization, Machinery for Consultation; Air Transport: International set-up, Freight rate structure.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

### SUGGESTED READINGS:

1. Bhalla, V.K. & S. Ramu, 'International Business Environment & Management', 5th ed., Delhi, Anmol, 2001.
2. Desai, H.B. 'Indian Shipping Perspectives', Delhi Anupam Publications 1988
3. Govt. of India, Handbook of Import-Export Procedures.
4. Paras Ram, Export: 'What, Where and How', Delhi, Anupam Pub. 1995

### Syllabus

Second Year

Semester III

(Specialization in International Business)

Subject Title	Subject Code
International Economic Organizations & Regional Blocks	ISB-2

Max. Marks (Ext. Exam): 70

Pass Marks: 28

**OBJECTIVE:** To familiarize the students with the functioning of the international economic organizations and their changing role in the context of globalization of the world economy and theory of economic integration and its impact on trade and investment flows among the regions and on global economy.

### Course Outcomes

- CO1. Students will be able to evaluate the legal, social and economic environments of business.
- CO2. Students will be able to describe the global environment of business.
- CO3. Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business.
- CO4. Students will be able to apply decision-support tools to business decision making.
- CO5. Students will be able to apply knowledge of business concepts and functions in an integrated manner.
- CO6 Students will demonstrate conceptual domain knowledge of Foreign Trade.
- CO7 Students will apply decision-support tools to decision making in Foreign Trade.
- CO8. Students will apply conceptual knowledge of Foreign Trade in an integrated manner.
- CO9. Students will demonstrate employable and deployable skills for appropriate roles in management.

### COURSE CONTENTS:





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## MASTER OF BUSINESS ADMINISTRATION (MBA)

- Unit-I** International Economic Organizations and Development Diplomacy: Regimes and regimes theory.
- Unit-II** International Organizations as international institutions; International Monetary Fund (IMF) : World Bank Group-International Bank for Reconstruction and Development (IBRD), International Development Agency (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA).
- Unit-III** General Agreement on Tariffs and Trade (GATT); World Trade Organization (WTO), United Nations Conference on Trade and Development (UNCTAD); International Labour Organization (ILO).
- Unit-IV** Economic Integration and endogenous growth.
- Unit-V** Selected Regional Blocks-NAFTA, EU, ASEAN, SAARC, Globalization vs. Regionalization.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### SUGGESTED READINGS:

- Balassa, Bela, 'Theory of Economic Integration', London, George Allen & Unwin Ltd., 1961.
- Bhalla, V.K. World Economy in 90s: A Portfolio Approach, Delhi, Anmol Pub Pvt. Ltd. 1990.
- Dreze, Jean and Sen, Aamrtya. 'Indian Development: Selected Regional Perspective', Delhi Oxford University Press, 1997.
- Jackson, J. 'The World Trading System', Cambridge, Mass: MIT Press 1994.
- Krugman, Paul R. and Obstfeld, M. 'International Economics', 3rd ed., USA, Harper Collins Pub. 1994.

### Syllabus

Second Year

Semester III

(Specialization in Energy Management)

Subject Title	Subject Code
Power Generation, Transmission & Distribution	PSEM-1

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### OBJECTIVE

To know the power system operation: generation, transmission and distribution. To study the sustainable use of natural resources for power generation. Students are instructed in the principles of calculating the electrical parameters required in the design of an electrical installation.



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Course Outcomes

- CO1. Know the basic aspects in the area of power generation, transmission, distribution and protection.
- CO2. Design power factor correction equipment, transmission line parameters, and decide upon the various protection schemes to be adopted in various cases.
- CO3 3 Steam Generators: Boiler and steam Generator construction types, Energy Balance and efficiency of steam Generator,
- CO4. Hydro Power Generation, Hydro Turbine, Large medium and small hydro power station , ability to design and analyze the real time electrical transmission system with respect to various electrical parameters considering environmental and economic obligations
- CO5. Develop the ability to implement the appropriate safety equipments for design of electrical power system with enhancing the efficiency of the transmission and distribution system with environment friendly technology.

### Course Contents

- Unit-1** Electrical Energy Generation, concepts, various types of generating stations and their locations. Study of Thermal, Hydel, Nuclear and Non Conventional energy generation schemes .Block diagram of various power stations- schemes and sub systems.
- Unit-2** Steam Power Plants: Types of power plants , steam power plant: Design Operation & Thermodynamic Analysis, steam turbine power output, Power Plant Performance Monitoring & Testing, Heat Rate, Efficiency, Optimization of Performance
- Unit-3** Steam Generators: Boiler and steam Generator construction types, Energy Balance and efficiency of steam Generator, Furnace & burners, steam Generators with fluidized based Combustion (FBC): fluidized bed types; emissions reduction in Fluidized bed furnaces, Steam turbines, Condensers, feed Water Heaters and Cooling Water systems  
Gas Turbine Power Plants: Air standard joule Cycle, Actual efficiency of the Gas Turbine Power Plant, Enhancing the Gas Turbine Plant Performance: increasing the compression Pressure Ratio and Turbine inlet Temperature
- Unit-4** Hydro Power Generation, Hydro Turbine, Large medium and small hydro power station, Micro Hydel Nuclear power generation and peaceful uses of nuclear energy.  
Generation :synchronous generator, operation ,power angle characteristics ,and the infinite bus concept, dynamic analysis and modeling of synchronous machines, excitation systems, prime mover governing systems, automatic generation control, auxiliaries.
- Unit-5** AC transmission: Over head cables, transmission line equations, regulation & transmission losses, performance estimation, reactive power compensation, flexible AC transmission, skin,



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proximity and Ferranti effects, corona phenomena ,critical voltages and power loss. HVDC transmission.

Distribution system: distribution system, conductor's size, Kelvin's law performance calculations and analysis, distribution inside industrial & commercial buildings entrance terminology, substation & feeder circuit design considerations, distribution automation.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### BOOKS:

1. Power Generation Technology-Dr.V.K.Sethi, Sudit Publication
2. Thermal Power Technology - Dr.V.K.Sethi, Sudit Publication
3. Green Power \_ Dr V K Sethi, IK Publications
3. Generation, distribution and utilization of electrical energy by C.L.Wadhwa, NewAge International.
4. Elements of power system analysis- WilliamStevenson Mc-Graw Hill
5. Modern power system analysis- I..S. Nagrah and D.P. Kothari, Tata McGraw Hill.
6. Power system analysis- John Grainger and willian Stevenson,Mc- Graw Hill.
7. Electrical power transmission system :Analysis and Design- Turan Gonen, John Wiley& Sons.
8. Theory and problems of electric power systems by S. A. Nasqr

### Syllabus

Second Year

Semester III

(Specialization in Energy Management)

Subject Title	Subject Code
Renewable Energy Systems	PSEM-2

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### Course Objective:

The students are expected to identify the new methodologies / technologies for effective utilization of renewable energy sources. The energy has become an important and one of the basic infrastructures for the economic development of the country. it is imperative for the sustained growth of the economy. This course envisages the new and renewable source of energy, available in nature and to expose the students on sources



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of energy crisis and the alternates available, also stress up on the application of non-conventional energy technologies.

### Course Outcomes

CO1 Understand the need of energy conversion and the various methods of energy storage. To Understand the Need, importance and scope of non conventional and alternate energy resources.

CO 2. Explain the field applications of solar energy, To understand role significance of solar energy.

CO 3. Identify Winds energy as alternate form of energy and to know how it can be tapped, To provide importance of Wind Energy.

CO4. Explain bio gas generation and its impact on environment, understand the role of ocean energy in the Energy Generation.

CO5. Understand the Geothermal &Tidal energy, its mechanism of production and its applications, To get the utilization of Biogas plants and geothermal energy

CO6. Illustrate the concepts of Direct Energy Conversion systems & their applications. To understand the concept of energy Conservation

### Course Contents

**Unit-1 Solar Power:** Introduction, Solar Photovoltaic, History and projection ,Advantage& disadvantage of Photovoltaic Systems, Application of Photovoltaic Systems, Overview of SPV programme in India ,Solar potential, solar mission of GoI, Role of MNRE ,IREDA etc. ,Energy from Sun ,Insolation available on earth; Global Radiation distribution on an inclined plane.

**Solar Photo voltaics:** Basic principle of power generation in a PV cell; Band gapand efficiency of PV cells ;Component of PV System, Solar Cells; Types; Working; I-V characteristics; losses. Solar PV panel ;Balance of Systems; Fabrications of Modules; Economics of PVS systems; Future prospects; Applications of Photovoltaic: Domestic lighting Systems; Remote Applications; Hybrid; Grid linked PV Systems.

**Designing of Solar Photovoltaic Systems:** Designing of PV systems, Need for different cell design, The technology route for making solar cells, costing of PV systems, Operation & Maintenance of PV Systems; Battery Storage: Types and Properties of mono crystalline, polycrystalline and multi crystalline cells ,Amorphous silicon thin film cells; Photovoltaic materials.

**Unit-2 CSP technologies:** Parabolic trough collector technology, Linear Fresnel collector technology, solar tower technology and Stirling dish technology ;the solar resource, CSP plant design and performance; Solar field sizing, latest trends in design of Mega Solar Power Plants.

**Solar Thermal:** thermal storage; Solar thermal applications –water and space heating ;solar ponds; dryers; distillation; solar cooker ;Passive solar design ;solar thermal collectors -Glazing, evacuation, selective surfaces ,concentrators; case studies of solar power plants.



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### **Unit-3 The Wind Energy Resource:**

Nature of atmospheric winds ; wind resource characteristics and assessment; anemometry ;wind statistics; speed frequency distribution, effect of height, windrose, weibull distribution, atmospheric turbulence, gust wind speed, effect of topography.

#### **Aerodynamics:**

Velocity and force vector diagrams of wind turbine blades, Aerodynamics of aerofoil, lift forces ,drag forces, stall, effect of Reynolds's number, actuator disc ,momentum theory and Betz coefficient. Coefficient of power optimal choice of cut- in,rated and cut- out wind speeds, blade element theory, Residual velocity capture-Contour Rotation.

#### **Design Features:**

Vertical and horizontal axis turbines, design characteristics, multiple stream tube theory, vortex wake structure, tip losses, rotational sampling, wind turbine design programs aerodynamics loads, tower shadow, wind shear blade coning gyroscopic, transient and extreme loads.

### **Operation and Controls Mechanisms:**

Power performance ,pitch control, yaw control, aerodynamic braking ,teeter mechanism, control policies and their effect on energy capture and mechanical stress on wind turbine components.

Wind turbine dynamics with induction and synchronous generators. Power electronics interfaces for variable speed operation wind farm electrical design.

### **Unit-4**

#### **Solar Thermal Systems**

Solar still, Solar cooker, Solar pond ,Green house technology: Fundamentals ,design ,modelling and applications. Solar Thermal Power Systems ; Flat Plate Collector, Hot Air Collector, Evacuated Tube Collector, Parabolic, Compound Parabolic and Fresnel Solar Concentrators, Central Receiver System ,Thermal Analysis of Collectors Performance of Solar Collectors.

#### **Properties and Characteristics of Materials**

Reflection from ideal specular, ideal diffuse and real surfaces; Selective Surfaces: Ideal coating Characteristics; Types and applications; Anti-reflective coating; Preparation and characterization.

#### **Design & modeling of solar energy systems**

Performances of solar collectors, FChart method , $\phi$ -FChart method; Utilizability modeling & Simulation of Solar Energy Systems.

#### **Thermal applications of solar energy:**

Solar Water Heating Systems(Active&Passive) ,Solar Space Heating & Cooling Systems, Solar Industrial Process Heating Systems ,Solar Dryers & distillation Systems ,Methods of modeling and design of Solar heating system, Cooling requirements of buildings, Vapour absorption refrigeration cycle; Water, ammonia & lithium bromide-water absorption refrigeration systems; Solar desiccant cooling; thermal power generation.

### **Unit-5**

#### **Storage and Economic analysis**

Solar Thermal EnergyTypes :Sensible storage;Latent heat storage; Thermo-chemical storage; Design of thermal storage system; Transport of energy.



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Life cycle analysis of Solar Energy Systems; Time Value of Money; Evaluation of Carbon Credit of Solar Energy Systems. Cases studies of solar thermal plants.

**Hydro Power:** Potential, Hydro power Generation and Distribution, Mini and Micro hydel Power (MHP) Generation: Classification of hydel plants, Concept of micro hydel, merits, MHP plants: Components, design and layout, Turbines – Classification and selection criteria, efficiency and performance characteristics ,Status in India. Integrated Energy systems and their cost benefit analysis; case studies of hydro power plants.

**Nuclear Engineering:**

Introduction, Why Nuclear Power for Developing Countries, Radio activity and Radioactive Change Rate of Radioactive Decay, Irradiation of Medical products and other application of artificial radioactive, Mass – Energy Equivalence, Binding Energy, Release of Energy by Nuclear Reaction, types of Nuclear Reactions ,Initiation of Nuclear Reaction, Nuclear Cross – section, Nuclear Fission, The Fission Chain Reaction, moderation, Fertile Materials and Breeding. Fick’s law.

**References:**

1. Solar Energy fundamentals & applications; by H.P. Garg, J Prakash
2. Solar Energy Technologies; by Chetan Solanki, IIT, Bombay
3. Solar Electricity; by Wiley
4. From Sunlight Electricity by Shirish Sinha Teri
5. Concentrating Solar Power: RENEWABLE ENERGY TECHNOLOGIES: COST ANALYSIS SERIES, *Volume 1: Power Sector*, Issue 2/5 IRENA 2012
6. Wind Energy Technology–John F.Bakar &Jenkins.
7. Pau I Gipe, wind Energy Comes of Age ,John Wiley & SonsInc.
8. L.L.Freris, Wind Energy conversion System, Printice Hall.
9. Tony Burtonetal, wind Energy Hand Book, JohnWiley & SonsInc.
10. Directory,IndianWindpower2004,CECL,Bhopal.
11. Wind Energy, Theory & Application-SirajAhmed.
12. J.A.Duffie & W.A.Beckman: Solar Engineering of Thermal Process
13. S.A.Kalogirou: Solar Energy Engineering
14. Principles of Solar Engineering –F.Kreith and J.F.Kreider,(McGrawHill Pub.)
15. Solar Energy Handbook– Kreider and Kreith (McGraw Hill Book Company)
16. Solar Distillation: Malik, tiwari etc.(PergamonPress1982)
17. Solar Energy Engineering–A.A.M.Sayigh



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Second Year

Semester III

(Specialization in Tourism Management)

Subject Title	Subject Code
STRATEGIC AND QUALITY MANAGEMENT IN TURISM	TSM-1

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### Course Objective:

To understand the nature of different tourism products. • To understand the geographical features of India and religions of India. To familiarize the social and cultural set up in India and its contribution to tourism. • Imparting knowledge about cultural tourism resources of India To acquire knowledge about archaeological sites in India such as monuments , Temples , Pilgrim Centres, Forts ,Palaces and Museums , Buddhist heritage sites etc Familiarizing the important natural tourism products of India such as Hill stations, Beaches, etc. The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.

### Course Outcomes

After completion of the course, students shall be able to:

CO1 demonstrate an in-depth understanding of the strategic management

CO2 demonstrate an understanding of philosophies, principles, concepts, processes, tools and techniques of various strategic management theories

CO3 demonstrate a thorough practical knowledge about activities and work procedures of an organisation where an internship takes places

CO4 apply appropriate theories and methods in conducting applied research

CO5 analyze and critically review various strategic management frameworks

CO6 formulate a research problem and conduct the research in relationship with strategic management by combining theories and practices

CO7: Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.

### Course Contents

**UNIT- I** Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.

**UNIT- II** Laws relating to accommodation, travels agencies land tour operation sector, Law land



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regulations related to airlines and airways, laws related to surface transport.

**UNIT-III** Concept of Product in Tourism and special issues related to marketing of Tourism products. Principle Middlemen relationship in Tourism and their respective role in marketing various tourism products. Components of marketing mix with special reference to Tourism. Promotional Techniques.

**UNIT- IV** Linkage in Tourism Marketing: Linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments. Market segmentation & product positioning. Role of Public Sector Tourism Institutions in Tourism marketing.

**UNIT- V** Communication mix: Component of communication mix: Communication- mix in Tourism & Travel marketing. Public relations: significance of PR, Methods and Techniques of PR: Advertising Decisions: Meaning and Advertising process, role of advertising in Tourism, Advertising objectives and budgets. Media alternatives and Media selection, and measurement of advertising effectiveness. Personal selling: meaning and its role in tourism promotion.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### References:

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

### Syllabus

Second Year

Semester III

(Specialization in Tourism Management)

Subject Title	Subject Code
TOURISM BUSINESS ENVIRONMENT	TSM-2

Max. Marks (Ext. Exam): 70

Pass Marks: 28

**Objective:** This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organizations. To spring student knowledge of International rules and trends in tourism global. The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.

### Course Outcomes





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CO1: To Understand the scope, approaches and methodology of tourism geography.

CO2: To understand the different physical dimensions of earth and its need in geography of tourism. CO3: Discuss the changes in climatic and weather condition of the world and its impact on tourist destination.

CO4: To study the different physical and political features of Indian subcontinent.

CO5 :To study the different physical and political features of world geography

### Course Contents

**Unit -I** History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.

**Unit -II** Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.

**Unit -III** Growth and development of tourism in India, National Action Plan 1992.

**Unit -IV** Impacts of tourism economics, social, physical and environmental, Tourism trends world over and its futuristic study.

**Unit -V** Emerging trends in tourism health tourism, adventure tourism, ecotourism.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### References:

1. Aggrawal, Surinder , Travel Agency Management: Communication India, 1983.
2. Bhatia, A.K., Tourism Development, Principles and practices: Sterling Publishers (P) Ltd., New Delhi.
3. Anand, M.M., Tourism and Hotel Industry in India: Sterling Publishers (P) Ltd., New Delhi.
4. Brymer, Robert A., Introduction to Hotel and Restaurant Management, Hub Publications, Co., Iowa, 1984.
5. Burkart&Madlik, Tourism- Past, present and future, Heinemann, London.
6. Christopher J. Holloway: The Business of Tourism, Macconald and Evans, 1983.
7. I.I.T.T.M.: Growth of Modern Tourism Monograph: IITTM, New Delhi, 1989.



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

8. I.I.T.T.M.: Tourism as an Industry – monograph: IITTM, New Delhi, 19

### Syllabus

Second Year

Semester III

(Specialization in Information Technology)

Subject Title	Subject Code
Management of Technology Innovation And Change	ITSM-1

Max. Marks (Ext. Exam): 70

Pass Marks: 28

Objectives: This course is designed to help students to understand the importance of managing Technology, innovation and change at the firm's level and also at the national level.

### Course Outcomes

Upon successful completion of the course, the student should be able to:

- CO1 To assess the range, scope, and complexity of the phenomena, issues, and problems related to technology management;
- CO2 To discuss various problems where particular managerial decisions need to be taken such as technology acquisition and transfer;
- CO3 To use a range of tools used in technology creation, search, assessment, selection, implementation, utilization, and strategy;
- CO4 To describe the primary tasks and decisions that are required to turn a technological innovation into a sound business opportunity;
- CO5 To assess how to integrate engineering and business knowledge in running business successfully.

### Course Contents



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

Unit I :- Technology Management: Understanding Technology and its Relationship with Wealth of Nations and Firms Specific Knowledge

Unit-II:- Technology Life Cycles, Technology Acquisition and Absorption; Technology Exports / Joint venture Abroad. Technological Intelligence and Forecasting, Global Trends in Technology Management.

Unit III:- Change Management: Understanding the Nature, Importance, Forces, Types of Change; Diagnosing Organizational Capability to Change-strategy, Structure, Systems and People; Building Culture and Climate for Change: Role of Leadership; Managing Transformations.

Unit IV:- Innovations Management: Invention vs. Innovation; Innovation Strategies and Models; Concurrent Engineering; Process Innovation, Product Innovation, Innovation Management.

Unit V:- Creative and Lateral Thinking Management: Thinking, Creative Thinking, Problem Solving, Managing Lateral Thinking.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Text Books

1. Hossein Bidgoli. (2010), The Handbook of Technology Management (3 Volume Set), Wiley.
2. Larisa V. Shavinina, (2003), The International Handbook of Innovation, 1st Edition, Elsevier Science, Permagon.

### Reference Books

1. Tushman, Michael L and Philip Anderson. (2004). Managing Strategic Innovation and Change, 2nd Edition, Oxford University Press.
2. Adair, John. (2011). Leadership for Innovation, 2nd Edition, Kogan Page India Private Limited.
3. Narayanan, V K. Managing Technology and Innovation for Competitive Advantage. 3rdEdition, Pearson Education.
4. Frederick Betz, Managing Technological Innovation, Competitive Advantage from change, 3rd Edition, John Wiley & Sons, Inc. , USA.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester III

(Specialization in Information Technology)

Subject Title	Subject Code
Information System Management	ITSM-2

Max. Marks (Ext. Exam): 70

Pass Marks: 28

Objectives: The objective of this course is to expose the students to the managerial issues relating to information systems and also understand the role of Business Process Reengineering technique in an organization,

### Course Outcomes

- CO1. Relate the basic concepts and technologies used in the field of management information systems;
- CO2. Compare the processes of developing and implementing information systems.
- CO3. Outline the role of the ethical, social, and security issues of information systems.
- CO4. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
- CO5. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

### Course Contents

**Unit I:-** Meaning and Role of Information Systems, Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems.

**Unit-II:-**Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems.

**Unit III:-**Planning for Information Systems: Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems.



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**Unit IV:-**Managing Information Systems: Enterprise Management, Information Resource Management, Strategic Management, Operational Management, Resource Management Technology Management ,Distributed Management.

**Unit V:-** Introduction to BPR: Concept, Need for Reengineering, Benefits, guiding principles ,BPR and performance Improvement, Pitfalls in BPR, Myths of BPR, BPR implementation methodology, BPR implementation methodology.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

Text Books 1. James A O'Brien, George M Marakas and Ramesh Behl. (2009). Management Information Systems, 9th Edition, Tata McGraw Hill Education, New Delhi.

2. Michael Hammer and James Champy, (2003). Reengineering the Corporation: A Manifesto for Business Revolution, 1st Edition, HarperCollins

References Books 1. Turban, E., McLean, E. and Wetherbe, J. (2000). Information Technology for Management: Making Connections for Strategic Advantage. , 2nd Edition, John Wiley and Sons.

2. D.P.Goyal. (2006). Management Information Systems-Managerial Perspectives, 2nd Edition, Macmillan, New Delhi.

3. S.A.Kelkar. (2009). Management Information Systems-A concise Study, 2nd Edition, Prentice Hall of India.

4. Nirmalya Bagchi, (2010). Management Information Systems, 1st Edition, Vikas Publishing House, New Delhi



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester III

(Specialization in Logistics and Supply Chain Management)

Subject Title	Subject Code
Principles and Practice of Logistics Management	LSCM-1

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### Course Objectives

1. To understand how Logistics, Supply Chain, Operations, Channels of Distribution fit in to various types of Business viz., Manufacturing, Service and Project.
2. To understand how Warehouse Management and, other functions in Logistics fits into Logistics & Supply Chain Management.
3. To understand how Managers, take decisions – strategic, tactical and operations - and how they are taken in Warehouse Management functional area.

### Course Outcomes

- CO1. Identify and Analyze Business Models, Business Strategies and, corresponding Competitive Advantage. CO2. Formulate and implement Warehouse Best Practices and Strategies
- CO3. Plan Warehouse and Logistics operations for optimum utilization of resources
- CO – 4 : Explain the scope of logistics in business.
- CO – 5 : Explain the core and support activities in logistics.
- CO – 6 : Explain about the logistical integration hierarchy
- CO – 7 : Explain the various issues in logistics integration.
- CO – 8 : Explain about the logistical performance cycles.



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CO – 9: Explain about the various risks involved in logistics.

CO – 10 : Explain about logistics re-engineering.

CO – 11: Explain about logistical environmental assessment and other logistics systems

### Course Contents

Unit – I:- Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive Advantages of Logistics – Functions of Logistics management – principles – Logistics Network – Integrated Logistics system.

Unit – II:- Elements of Logistics and Inventory carrying – Ware housing – Material handling – Order processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Performance measurements.

Unit – III:- Transportation – participants in Transportation Decisions – Modes of Transportation – Factors influencing Transport economics – documents in Transport Decision Making Warehousing / Distribution – Functions of Warehouse – benefits of Warehouse – Service – Warehousing Alternatives – Warehouse site selection – Factors while initiating Warehouse Operations – Warehouse

Unit-IV:- Management Systems Packing and Materials Handling – Functions of packaging – Communication – Packaging cost – Types of Packaging Material – Unitization – Containerization – Designing a package factors affecting choice of packaging materials.

Unit – V:- Organisation for effective logistics performance – centralised and decentralised structures – stages of functional aggregation in organisation, financial issues in logistics performance – Measures – Steps in ABC costing – Financial Gap Analysis integrated Logistics – Need for Integration - Activity Centres in Integrated Logistics Role of 3PL and 4PL – Principles of LIS.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Reference Books

- 1.Krishnaveni Muthiah Logistics Management and Seaborne Trade Himalaya Publishing House.
- 2.D.K. Agarwal, Textbook of Logistics and Supply chain Management Mac Millian India Ltd.
- 3.Martin Christopher, Logistics and Supply Chain Management Pearson Education 4.Ronald H. Ballou, Business Logistics and Supply chain Management, Pearson Education.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester III

(Specialization in Logistics and Supply Chain Management)

Subject Title	Subject Code
Supply Chain Management	LSCM-2

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### COURSE OBJECTIVE:

To describe the various streams of the supply chain

To describe the drivers of the supply chain

To describe the concepts employed in the supply chain

To explain about the strategies employed in the supply chain

#### COURSE OUTCOMES:

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

CO – 1 : Identify the concepts of supply chain.

CO – 2 : Classify logistics and supply chain management

CO – 3 : Identify the difference between service and manufacturing supply chains.

CO – 4 : Analyze supply chain dynamics and various issues of supply chain performance.

CO – 5 : Relate the supply chain processes.

CO – 6 : Develop the supply chain strategies.

CO – 7 : Plan about supply chain outsourcing.

CO – 8 : Select the various drivers of supply chain performance.

CO – 9 : Identify about demand forecasting and learn about the various forecasting techniques.





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CO – 10 : Design about sales and operations planning process

### Course Contents

- UNIT 1 :-** Introduction to Supply Chain Historical perspective Understanding Supply Chain :key issues in supply chain management Objectives, importance, Decision phases -Examples of supply chains Supply chain strategies, The supply chain becomes value chain Supply chain as a competitive weapon
- UNIT II:-** Supply chain synergies Collaborate with supply chain partners Supply Chain Drivers and Design Drivers of supply chain performance: Framework for structuring Facilities, including warehouse, Inventory, Transportation, Information, Sourcing, and Pricing – Yield management /Revenue management
- UNIT III:-** Sales and Operations Planning Demand management Demand forecasting, Aggregate Planning and Managing Supply, Demand and Inventory Aggregate Planning in a Supply Chain: role, aggregate planning problems, strategies, role of IT, Implementation Responding to predictable variability in supply chain – Types of supply chains-creating responsive supply chains lean and agile supply chain their characteristics.
- UNIT IV:-** Customer value and supply chain management Dimensions of customer value-value added services –customer value measures Push-pull boundary –mass customization and supply chain management outsource - Third and Fourth - Party Logistics providers –managing risk in supply chains Creating a sustainable supply chain
- UNIT V:-** Supply chain analytics Use of computer software in supply chain problems -Electronic commerce –emerging mega trends supply chain of the future –seeking structural flexibility –The multi-channel revolution 2020 vision

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Reference Books

- 1.Coyle, J., Langley, J., Gibson, B. and Novack, R., A Logistic Approach to Supply Chain Management, Cengage Learning, 2009.
- 2.Handfield, R. and Monczka, R., Sourcing and Supply Chain Management, 5th Edition, Cengage Learning, 2012.
- 3.Hugos, M., Essentials of Supply Chain Management, 3rd Edition, John Wiley and Sons, 2011.
- 4.Liu, J., Supply Chain Management and Transport Logistics, Routledge, 2011. 5.Sinha, A. and Kotzab, H., Supply Chain Management: A Managerial Approach, Tata McGraw-Hill Education, 2011.
6. Sople, V.V., Supply Chain Management: Text and Cases, Pearson, 2011



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester III

(Specialization in Pharmaceutical Management)

Subject Title	Subject Code
Pharma Logistics Management	PHSM-1

Max. Marks (Ext. Exam): 70

Pass Marks: 28

**Course objective:** Medicine is the case of sensitivity, so carrying and forwarding of medicines is also different from general products. This course enables students to understand the basic fundamentals of drugs, their storage and transportation.

#### COURSE OUTCOMES:

At the end of the programme the student will be able to –

CO 1. Demonstrate adequate knowledge and mastery of techniques relevant to pharmacy administration and/or to demonstrate a clear understanding of concepts, information and techniques at the forefront of the pharmacy administration.

CO2. Develop awareness of the responsibilities of pharmacy administration, including understanding the role and functions of pharmacy and their role in healthcare context and prepare to handle the management and development issues faced by a manager, including structure and organization; planning and managing resources; and reviewing and evaluating services.

CO3. Recognize how operational problems and situations are handled in practice by undertaking and reporting at a pharmaceutical industry

CO4. Formulate ideas and develop and participate in implementation of plans

CO5. Take a proactive and self-reflective role in working and to develop professional relationship.

#### Course Contents

**Unit I:** - Importance of Logistics & Purchase / Supply in Pharma Management Objectives & Policies.



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**Unit II:** - Electronic Data Interchange; Bar Coding, Purchasing Transportation Services

**Unit III:** - Purchase Description; Specification; Standardization, Warehousing Decisions

**Unit IV:** - Outsourcing – Make or Buy Decision; Global Servicing, Legal Aspects of Purchasing

**Unit V:** - Pricing & Cost Analysis, Inventory Management

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Text Books Recommended:

#### 1. Purchasing & Supply Management – Pearson Publications

### Syllabus

Second Year

(Specialization in Pharmaceutical Management)

Semester III

Subject Title	Subject Code
Pharmaceutical Marketing	PHSM-2

Max. Marks (Ext. Exam): 70

Pass Marks: 28

**Course Objective:** There is a huge difference between the general marketing and pharmaceutical marketing. This course enables students to learn about the channel of pharmaceutical marketing, effects of promotional strategies, and physician's prescriptions.

### Course Outcomes

Upon completion of this course the student should be able to:

- CO1. Gain knowledge in Product Management of Pharmaceutical Products
- CO2. Gain knowledge of Marketing Management and Sales Management
- CO3. Acquire skills in Brand Planning
- CO4. Acquire skills to Launch a Product
- CO5. Raise Product Management standards
- CO6. Define marketing and describe its societal contributions.
- CO7. Describe the marketing mix and illustrate it for a pharmacy service.



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- CO8. Describe a marketing management process for pharmacies.  
CO9. Explain the importance of purchasing and inventory management to a pharmacy.  
CO10. Evaluate the market for value-added pharmacy services  
CO11 Describe promotional and pricing techniques for pharmacy services.

### Course Contents

**Unit I:** - Introduction to Pharmaceutical Marketing: Identification of pharmaceutical market; market behaviour; physician prescribing habits; patient motivation; market analysis.

**Unit II:** - The Pharmaceutical Products: Drug Development and the Marketing Research Interface; Diversification and Specialisation; Marketing Generic Drugs; Non-prescription drugs.

**Unit III:** - Distribution Channels: Manufacturer; Wholesaler; Retailer; Hospital and Government Agencies.

**Unit IV:** -Competitive Practices: Economic and Competitive Aspects of the Pharmaceutical Industry; Advertising; Detailing and other forms of Promotion; Retail Competition – The Community Level; International Marketing.

**Unit V:** - Controls: Internal & External Controls

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Text Books Recommended

1. Principles of Pharmaceutical Marketing – Mickey C. Smith



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## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester III

(Specialization in Agribusiness Management)

Subject Title	Subject Code
Agribusiness Environment and Policy	ABSM-1

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### Objective

To expose learners to the environment in which the agri-business is conducted. Focus will be on understanding micro and macro environmental forces and their impact on agri-business.

### Course Outcomes

CO1 Role of agriculture in Indian economy

CO2 Problems and policy changes relating to farm supplies, farm production

CO3 Agro processing, agricultural marketing, agricultural finance etc. in the country Impact of globalization on agribusiness sector

CO4 Linkages among sub-sectors of the agribusiness sector, Economic reforms and Indian agriculture

CO5 Agribusiness- concepts and approach, evaluation of systems, Emerging trends in production, processing, marketing and exports

CO6 Policy controls and regulations relating to the industrial sector with specific reference to agro-industries.

### Course Contents

UNIT I :- Role of agriculture in Indian economy; problems and policy changes relating to farm supplies, farm production, agro processing, agricultural marketing, agricultural finance etc. in the country.

UNIT II :- Structure of Agriculture - Linkages among sub-sectors of the Agribusiness sector; economic reforms and Indian agriculture; impact of liberalization, privatization and globalization on Agri business sector.

UNIT III:- Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to the industrial sector with specific reference to agro-industries.

UNIT IV:- Agribusiness policies- concept and formulation; and new dimensions in Agri business environment and policy.

UNIT V:- Agricultural price and marketing policies; public distribution system and other policies.



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### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Suggested Readings

- Adhikary M. 1986. Economic Environment of Business. S. Chand & Sons.
- Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ.
- Francis Cherunilam 2003. Business Environment. Himalaya Publ.

### Syllabus

Second Year

Semester III

(Specialization in Agribusiness Management)

Subject Title	Subject Code
Agricultural Marketing Management	ABSM-2

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### Objective

The objective of this course is to give the students an understanding of concept, various policies, strategies and decisions relating to marketing that can be developed by agribusiness firms.

CO1 Understand the fundamentals of management with reference to agribusiness.

CO2 Acquaint with various functional areas of agribusiness

CO3 Study the managerial functions and its applications with reference to agribusiness

CO4 Learn the concepts and process of Planning and Organizing

CO5 Provides knowledge about the Staffing, Directing and Control

CO6. Students will be able to identify the problems of agricultural marketing and find solutions to solve the problems.



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CO7. Students will be able to explain the principles of demand and supply under standing the relationship in the agricultural marketing system.

CO8. Student will complete a market analysis to understand the functions of all of the actors with in a marketing food distribution channel.

### Course Contents

**UNIT I :-** Meaning and scope, agricultural marketing and economic development; Agricultural market structure – meaning, components and dynamics of market structure; marketing strategy – meaning & significance, formulation of marketing strategy; agribusiness marketing environment, design of marketing mix, market segmentation and targeting, determinants of consumer’s behaviour.

**UNIT II:-** Product management - product management process and decisions, new product development – significance and classification of new product, stages and estimation of demand of new product; product life cycle.

**UNIT III:-** Pricing policies and practice for agribusiness - determinants of price, objectives of pricing policies and pricing methods.

**UNIT IV:-** Promotional management - advertising planning and execution; sales promotion; grading and standardization.

**UNIT V:-** Distribution management - storage and warehousing and transportation management for agricultural products; marketing agencies/intermediaries – roles and functions; distribution channels involved in agribusiness.

### SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

### PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (objective type)	10 out of 10	10x1=10 Marks.
Sec. A: (Short Answers)	5 out of 6	5 x 6 = 30 Marks.
Sec. B: (Essay type & case)	3 out of 4	3 x 10 = 30 Marks

### Suggested Readings

- Acharya SS & Agarwal NL. 2004. Agricultural Marketing in India. 4th Ed. Oxford & IBH.
- Kohls RL & Uhj JN. 2005. Marketing of Agricultural Products. 9th Ed. Prentice Hall.



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## **MASTER OF BUSINESS ADMINISTRATION (MBA)**

- Kotler P. 2002. Marketing Management – Analysis, Planning, Implementation and Control. Pearson Edu.
- Krishnamacharyulu C & Ramakrishan L. 2002. Rural Marketing. Pearson Edu.
- Ramaswamy VS & Nanakumari S. 2002. Marketing Management. 2nd Ed. Mac Millan India