



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### MBA(Full Time) Course Curriculum From 2017

Students are required to study all core papers and opt any two-  
Specialization area in MBA Sem. III<sup>rd</sup> and IV<sup>th</sup>

### Scheme

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

### Fourth 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-401	Business Legislation	30	12	70	28	-	-	100
2	CP-402	Management Information System & Decision Support System	30	12	70	28	-	-	100
3	SP-403	Specialization -1, Paper-I	30	12	70	28	-	-	100
4	SP-404	Specialization -1, Paper-II	30	12	70	28	-	-	100
5	SP-405	Specialization -2, Paper-I	30	12	70	28	-	-	100
6	SP-406	Specialization -2, Paper-II	30	12	70	28	-	-	100
			<b>180</b>	<b>72</b>	<b>420</b>	<b>168</b>	-	-	<b>600</b>

Signature

Dean of Department

Member

Member

Name:-

Registrar

Vice Chancellor



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

Subject Title	Subject Code
Business legislation	CP-401

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 Course Student will be able to:-

CO1 Explain the basic elements of forming an enforceable contract and agreement.

CO2 Classify various negotiable instruments and reason of its dishonor.

CO3 Enumerate the types of companies its management.

CO4 Rules of business laws and corporate governance.

CO5 Understand about different Acts.

#### COURSE CONTENT

**UNIT-I** The Indian Contract Act. 1872: Essentials of a Valid Contract. Void Agreements. Performance of Contracts. Breach of Contract and its Remedies. Quasi-Contracts. The Sale of Goods Act, 1930: Formation of a Contract. Rights of an Unpaid Seller.

**UNIT-II** The Negotiable Instruments Act, 1881: Nature and Types Negotiation and Assignment . Holder-in-Due Course, Dishonour and Discharge of a Negotiable Instrument Arbitration.

**UNIT-III** The Companies Act. 1956; Nature and Types of Companies. Formation. Memorandum and Articles of Associations Prospectus Allotment of Shares, Shares and Capital. Membership. Borrowing Powers.

**UNIT-IV** Management and Meetings, Accounts and Audit. Compromise Arrangements and Reconstruction. Prevention of Oppression and Mismanagement. Winding Up.; Consumer Protection Act and Cyber Laws.

**UNIT-V** Basic provisions of pollution control, environment protection and intellectual property rights. Laws related to mergers & acquisitions in view of the multinational companies operating in India.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### 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. Avtar Singh. Company Law, 11<sup>th</sup> ed. Lucknow, Eastern, 1996.
2. Khergamwala, J. S. The Negotiable Instrument Acts, Bombay, N.M. Tripathi, 1980.
3. Remaiya, A. Guide to the Companies Act. Nagpur, Wadhwa, 1992.
4. Shah, S.M. Lectures on Company Law, Bombay, N.M. Tripathi 1990.
5. Tuteja, S.K. Business Law for Managers. New Delhi Sutan Chand, 1998.
6. S.K.Mishra Labour & Industrial Law of India; Allahbad Law Agency 2007



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

Subject Title	Subject Code
Management Information System & Decision Support System	CP-402

Max. Marks: 70

Min. Pass Marks: 28

#### Course Objectives

The aim of this course is: 1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems. 2. To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used. 3. To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.

#### Course Outcomes

##### After Completion of Course Student will be able to:-

CO1 Know about Management Information Systems department uses three learning objectives to assess student learning.

CO2 In MIS, students will understand the leadership role of Management Information Systems

CO3 achieving business competitive advantage through informed decision making.

CO4 Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.

CO5 Effectively communicates strategic alternatives to facilitate decision making.

#### COURSE CONTENT

**Unit-I** Information System in Business Introduction to Information System; System Concepts; System & Sub System; System Feed back; Types of Information System; Applications; System Development Life Cycle (SDLC).

**Unit-II** Managing Data Resources Introduction; Organizing Data in a Traditional File Environment; Data Base Management System; Data Base Environment; The range of Data Base Applications; Integration of Information; Role of Enterprise Resource Planning (ERP); Customer Relationship Management; Work Group Integration; Integration of Different Systems; Information System Organizations & Business Processes.

**Unit-III** Management of Information Systems, Technology, and Strategy The Technology: Computer and Computer Processing; Role of Information Technology in Organization; Information System and



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Strategy; Strategic Analysis.

**Unit-IV** Electronic Communication System Electronic Conference; Electronic Meeting Systems; Electronic Discussions; Electronic Publishing; Introduction to Networks; Network Basics; LAN Basics; Internet Working; ISDN Basics; Network Management.

**Unit-V** Business Telecommunications Telecommunication and Network; The Internet and World Wide Web (WWW); E Business; Applications on E-Business; Transaction Process System (TPS); Operational Information Systems.

### 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. Management Information Systems by Jaiswal and Mittal, Oxford University Press
2. Decision Support Systems and Intelligent Systems by Turban and Aronson, Pearson Education Asia
3. Management Information Systems by C.S.V.Murthy
4. Management Information Systems by Laudon, Laudon, Dass, Pearson Education Asia.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Marketing Management)

Subject Title	Subject Code
Sales and Distribution Management	MSM-3

Max Marks: - 70

Min Marks:-28

**Objectives:** The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

#### Course Outcomes

**After Completion of Course Student will be able to:-**

CO1 Apply fundamental concepts involving the selling and buying process with particular emphasis on oral, written, and interpersonal communications.

CO2 Integrate various methods of developing, directing, and evaluating sales forces and distribution channels. Identify how institutions develop and expand customer relationships.

CO3 Analyze how institutions conceive, produce, and transfer goods and services to points of consumption.

CO4 Discuss ethical considerations that occur when making sales and sales management decisions.

CO5 Discuss critically about the current and future direction of marketing channels.

#### COURSE CONTENT

**UNIT-I** Introduction: definition, objectives, Functions and Classification of Sales Management. The Sales Organization: Purpose, Principles and Policies of Sales Organization, Setting up of the Sales Organization, Typical Sales Organization Structure.

**UNIT-II** Management of Sales Force: Recruiting and Selecting Sales Personnel, Developing and Conducting Sales Training Programmes, Designing and Administering Compensation Plans, Supervision of Salesman, Motivating Sales Personnel, Sales meetings and contests.

**UNIT-III** Sales Forecasting, Methods, Designing Territories and allocating Sales efforts, objectives and quotas for Sales Personnel, Developing and managing Sales evaluation programme.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**UNIT-IV** Distribution: Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries- Wholesaling and Retailing; Logistics of Distribution; Channel Planning.

**UNIT-V** Organizational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal issues; Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.

### 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. Anderson, R. Professional Sales Management Englewood Cliffs, Jersey, Prentice Hall Inc. 1992.
2. Anderson, R. Professional Personal Selling Englewood Cliffs, Jersey, Prentice Hall Inc. 1991.
3. Buskirk, R H and Stanton, W J. Management of Sales Force. Homewood Illinois, Richard D. Lrwin. 1983.
4. Dalrymple, D J. Sales Management: Concepts and Cases, New York, John Wiley, 1989.
5. Johnson, E M etc. Management Concepts. Practices and Cases, New York, McGraw Hill, 1986.
6. Station, William J etc. Management of a Sales Force, Chicago, Lrwin. 1995.
7. Still, R R Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc. 1988.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Marketing Management)

Subject Title	Subject Code
Service Marketing	MSM-4

Max Marks: - 70

Min Marks:-28

**Objective:** The objective of this course is to develop skills for analyzing market competition and design appropriate competitive Strategic & Service Marketing for among the students

### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Discuss how the services sector operates in developed economies.

CO2 Define and illustrate the main components of services marketing theory.

CO3 Critically appraise the way in which this theory can be practically applied in the service sector.

CO4 Develop and justify alternative marketing approaches that can be used by service managers.

CO5 Present material relating to the topics both verbally and in written form.

### COURSE CONTENT

**UNIT-I** Market Situation Analysis: Analysis of Competitor's Strategies and Estimating their Reaction Pattern and Competitive Position; Market Leader Strategies- Expanding the Total Market, Protecting Market Share, Expanding Market Share, Market Challenger Strategies- Choosing and Attack Strategy, Market Follower Strategies.

**UNIT-II** Competitive Market Strategy for Emerging Industries, Declining Industries and Fragmented Industries; Balancing Customer and Competitor Orientations,.

**UNIT-III** The Emergence of Service Economy; Nature of Services; Goods and Services Marketing; Marketing Challenges in Service Businesses; Marketing Framework for Service Businesses; The Service Classification; Service Product Development; The Service Encounter;





# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

- UNIT-IV** Quality Issues and Quality Models; Demand – Supply Management; Advertising, Branding and Packaging of Services; Recovery Management and Relationship Marketing; Service Marketing: origin and Growth- Classification of Services- Marketing of financial services- The Indian scene- Designing of service strategy
- UNIT-V** Industry Segmentation and Competitive Advantage; Product Differentiation and Brand positioning, Competitive Pricing, Competitive Advertising, Role of Sales Promotion in Competitive Marketing The Service Consumer Behaviors; Service Management Trinity; Service Vision and Service Strategy.

### 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. Cravens, D W. Strategic Marketing.
2. Kotler, Philip. Marketing Management.
3. Poter, M E. Competitive Strategy.
4. Lovelock, Christopher H. Services Marketing.
5. McDonald, Malcom and Payne, A. Marketing Planning for Services.
6. Kaynak, E and Savitt, R. Comparative Marketing Systems.
7. Porter, M E. Competitive Advantage.
8. Lovelock, Christopher H. Managing Services .



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Financial Management)

Subject Title	Subject Code
Management of Financial Services	FSM-3

Max Marks: - 70

Min Marks:-28

**Objective:** The objective of this paper is to develop conceptual as well as practical understanding of Financial Services & Institutions & its Functioning.

### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Evaluate financial products and strategies offered by the variety of financial services institutions

CO2 suitability and appropriateness in meeting consumer needs.

CO3 Describe and apply financial concepts, theories and tools.

CO4 Explain the structure of the financial markets.

CO5 understanding of Financial Services & Institutions & its Functioning.

### COURSE CONTENT

**UNIT-I** Introduction to Indian financial system: Role/ functions, component, constituents,/ development, role in economic development, weaknesses of Indian financial system. Financial Services: Concept, Nature & Scope of Financial Services.

**UNIT-II** Fundamentals of Mutual Funds, Merchant Banking, underwriting Securitization of debt, leasing, hire purchase, venture capital, factoring & forfeiting, Discounting, Credit rating & Credit Card

**UNIT-III** Financial Institutions: Fundamentals & Basic Concept Role & important of Financial institutions, Banking financial institute, non Banking Financial institutions.

**UNIT-IV** Working and organization of Different Financial institutions in India: RBI, IFCI, ICICI, IDBI, UTI, LIC

**UNIT-V** Hire purchase, venture capital, factoring & forfeiting, Discounting, Credit rating & Credit Card.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### 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. Gorden, & Natarajan- Financial Markets & Services, Himalaya Publishing House.
2. Gorden, & Natarajan- Financial Markets & Institutions, Himalaya Publishing House.
3. Clifford Gomez- Financial Markets, Institutions & Financial Services ,Prentice Hall of India Ltd.
4. Tripathi Nalini Prava, Financial Services Prentice Hall of India Ltd.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Financial Management)

Subject Title	Subject Code
Strategic Corporate Finance	FSM-4

Max Marks: - 70

Min Marks:-28

**Objective:** The objective of the course is to acquaint the participant with the implication of tax structure and corporate profit planning in operational as well as strategic terms.

#### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Consolidate knowledge of and apply the technical language and practices of financial management.

CO2 Undertake sophisticated financial analysis with regard to Corporate valuation, interest rate and currency risk management and present the information in an appropriate format.

CO3 Evaluate, synthesise and apply the contemporary theories and empirical evidence concerning Financial Management to a range of problems and situations.

CO4 Critically evaluate the impact of macro economics and recognise the role of international financial institutions in the financial management of multinationals.

CO5 Identify and assess the potential impact of emerging issues in finance and financial management. Apply appropriate communication and numerical skills, including the ability to present quantitative and qualitative information, together with analysis, argument and commentary, in form which will be understood by its intended audience.

#### COURSE CONTENT

**UNIT-I** Basic Concepts of Income Tax: Computation of Income under Different Heads of Income, Deductions and Exemptions in Additional Tax on Undistributed Profits.

**UNIT-II** Meaning and Scope of Tax Planning: Tax Planning, regarding, Dividends Policy, Issue of Bonus, Shares, Amalgamation & Merger of Companies, Tax Planning in respect of Managerial Remuneration, Collaborations, Joint Ventures



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

- UNIT-III** Management Control- An overview Nature, Scope and Concept of Management Control System. Organization Goals, Strategic Planning and implementations, Organization Structure,.
- UNIT-IV** Management control Process: Programming, Budgeting, Planning and Procedures. Budgetary Control. Analysis of Variances, Flexible Budgeting Zero-bases Budgeting Performance Budgeting.
- UNIT-V** Management Control Structure, Behavioural Aspects of Management Control. Contingency Theory, Organizational Climate, Position of Controller in the Organization Structure of an Organization

### 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. Ahuja, G. K. & Gupta Ravi Systematic Approach to Income Tax, Allagabad, Bharat Law House, 1999.
2. Lyengar, A. C. Sampat Law of Income Tax Allagabad, Bharat law House, 1981
3. Kanga, JB and Palkhivala, N. A. Income Tax, Bombay, Vol. 1-3, N. M. Tripathi.
4. Ranina, H. P. Corporate Taxation: A Hand book, 2<sup>nd</sup> ed., New Delhi, Oriental law House. 1985.
5. Anthony, R. N. And Govindrajan V. Management Control Systems, 8<sup>th</sup> ed., Taraporevvals, Chicago, Irwin, 1995.
6. Ghosh, R. K. and Gupta, G. S. Cost Analysis and Control, New Delhi, Vision 1985.
7. Maciariello, J. A. and Kirby C. J. Management Control System. Englewood Cliffs, New



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Human Resource Management)

Subject Title	Subject Code
Human Resource Planning and Development	HRSM-3

Max Marks: - 70

Min Marks:-28

**Objective:** The purpose of this paper is to provide an in- depth understanding of the role of training in the HRD, and to enable the course participants to manage the training systems and process. The objective of this paper is to develop a conceptual as well as a practical understanding of Human Resources planning, Development and development in organizations.

### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Explain the importance of human resources and their effective management in organizations.

CO2 Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs.

CO3 Describe the meanings of terminology and tools used in managing employees effectively. Record governmental regulations affecting employees and employers.

CO4 Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training.

CO5 in- depth understanding of the role of training in the HRD

### COURSE CONTENT

**UNIT-I** Macro level manpower planning and labor market analysis; 14organizational human resources planning; stock taking; work force flow mapping; Age and grade distribution mapping; models and techniques of manpower demand and supply forecasting; behavioral factors in human resources planning- wastage analysis; retention; redeployment and exit strategies.

**UNIT-II** Career management and career planning; performance planning; potentials appraisal and career development; HRD climate; culture; QWL and management of change

**UNIT-III** TQM and HRD strategies; HRD in strategic organizations; human resources information system; human resources valuation and accounting.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Unit IV:** Macro Level manpower Planning and Labour market Analysis - Organisational Human Resource Planning -- Stock Taking -- Work Force Flow mapping -- Age and Grade Distribution mapping.

**Unit V:** Models and Techniques of manpower demand and supply forecasting-- Behavioural Factors in HRD -- Wastage Analysis ñ Retention -- Redeployment and Exit Strategies. Career Management, Career Planning and Career Development. Module IV: Performance Planning – Potentials Appraisal -- HRD Climate. Module V: Human Resource Information System – Human Resource Accounting.

### 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. Strategic HRM by Mabey and Salama
2. Development Human Resources by Mabey and Thompson
3. Human Resource Information System: Development and Application by Kavanagh M.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Human Resource Management)

Subject Title	Subject Code
Compensation Management	HRSM-4

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

After Completion of Course Student will be able to:-

CO1 Decode the underlying Compensation Philosophies of different organizations.

CO2 About value, what they value, and how they value the contributions of employees from different functions and levels across in the organizations.

CO3 Recognize the significance of the basic issues of compensating human resources by creating Equitable Pay Systems in organizations.

CO4 Learn the principles, method and techniques of designing and implementing Market Competitive Compensation Systems through benchmarking surveys and the advantages and limitations of benchmarking best practices.

CO5 Create a Pay Structure for different occupational groups by defining Pay Levels and Pay Forms taking into consideration of internal equity and external competitiveness.

### COURSE CONTENT

**UNIT-I** Conceptual and Theoretical understanding of Economic theory related to reward management; Competitive Imperatives; Productivity, Quality, Service, Speed, Learning, Planning for Improved Competitiveness; Diagnosis and Benchmarking- Determination of Inter and Intra-industry Compensation differentials; Internal and external Equity in compensation system.

**UNIT-II** 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.





# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

- UNIT-III** Understanding different components of compensation packages like fringe benefits, incentives and Retirement Plans; Compensation Practices of Multinational Corporations and Strategic Compensation Systems.
- UNIT-IV** Statutory Provisions governing Different Components of Reward systems. Working of different Institutions Related to Reward System Like Wage Boards, pay Commissions etc.
- 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:

- Armstrong, Michel and Murlis Helen Reward management: A Handbook of Salary Administration. London, Kegan Paul 1998
- Bergess, Lenard R. wage and Salary Administration. London, Charles E- Merrill 1984
- Kochan T A & Katz Henry. Collective Bargaining and Industrial Relations Homewood, Illinois Richard D Irish 1988
- Niland J R etc The Future of Industrial Relations New Delhi Sage 1994.4
- Papola T S & Rodgers, G. Labour Institutions and Economic Development in India. Geneva ILO 1992
- Virmani B R Participative Management vs. Collective Bargaining New Delhi, Vision Books 1988.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Hospital Management)

Subject Title	Subject Code
Hospital Waste Management	HSM-3

Max. Marks: 70

Min. Pass Marks: 28

**OBJECTIVES:** The Objective of the Course is to familiarize the learner with the importance, techniques and the procedures involved in the management of Hospital Waste.

#### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Explain municipal solid waste management systems with respect to its physical properties, and associated critical considerations in view of emerging technologies.

CO2 Outline sources, types and composition of solid waste with methods of handling.

CO3 Sampling and storage of solid waste.

CO4 Select the appropriate method for solid waste collection, transportation, redistribution and disposal.

CO5 Describe methods of disposal of hazardous solid waste.

#### COURSE CONTENT

##### UNIT-I

Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures.

##### UNIT-II

Hospital Hazards Management: Meaning – Need – Principles – Purpose.

##### UNIT-III

Control of Hospital Acquired Infection: Types of Infection – Common Nosocomial Infection and their Causative Agents – Prevention of Hospital Acquired Infection – Role of Central Sterile Supply Department – Infection Control Committee – Monitoring and Control of Cross-Infection – Staff Health.

##### UNIT-IV

Biomedical Waste Management: Meaning – Categories of Biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Standards for Waste Autoclaving, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage.

##### UNIT-V



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier – Methods of Excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of Organic Matter – Modern Sewage Treatment – Drawbacks of improper disposal of wastes – Solid and liquid.

### **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. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Hospital Management)

Subject Title	Subject Code
Health care economics	HSM-4

Max. Marks (Ext. Exam): 70

Min. Pass Marks : 28

**OBJECTIVES:** The course is intended to provide an in-depth knowledge about the sources of funds and its effective utilization to achieve a better quality of health care services within a reasonable cost.

#### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Learn about the institutional structure of health care markets in the United States. Analyze how health care outcomes are influenced by changing market forces, social forces, and government forces.

CO2 Explain how the provision and use of medical care are influenced by traditional insurance, cost-sharing measures, managed care restrictions, and consumer driven health plans. Explain how government insurance programs affect participants, medical providers, and private insurance markets.

CO3 Describe the different types of medical care data and how those measurements are driven by reimbursement and quality measurement needs.

CO4 Evaluate the impact of health care reform from both the free-market and government-interventionist perspectives.

CO5 Explain the impact of the major elements of the Affordable Care Act.

#### COURSE CONTENT

##### UNIT-I

Analyzing Medical care Markets the Medical Care Market Place, The competitive Market Model, Market Failure in Medical Markets, Government Intervention in Medical Markets.

##### UNIT-II

Healthcare system: Indian Healthcare system - Health Policies - Expenditure and Allocations under Five year Plans Role of Private Sector and PPP.

##### UNIT-III

Market for Healthcare Professionals Application of the Theory of Labor Markets in the case of Health Care Professionals, The Market for Physicians Services, Models of Physician Behavior, The Market for Nursing Services, The Market for Dental Services

##### UNIT-IV

Public – Government's role in different socioeconomic systems, Budgets – Allocation of Medical field – central – state governments – structure – five year plans.

##### UNIT-V

Medical Tourism: Role of Medical Tourism, Methods to attract Foreign Medical Tourists, Facilities available for foreign patients, Role of travel Agencies, Govt. Policy on Medical Tourism.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### 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. Even J. Douglas: Managerial Economics – Theory, Practice and problems, Prentice Hall of India,
2. Duffy N.F. Managerial Economics – Wesley Publishing House, New York, 2007
3. Stills E. Addison: Managerial Economics, Homewood, Illinois, Dersey Press Inc, 2008.
4. Spencer M.H.: Managerial Economics, Homewood, Illinois, Richard C. Irwin Inc, 2009
5. Verma J.C.: Managerial Economics – Concepts and Analysis for Business Decisions in Indian Environment, Lawrence Publishing House, New Delhi, 2006.
6. Varshey R.L. & Maheswari K.L: Managerial Economics, Sultan Chand & Sons Publishers,
7. Thomas P.C.: Managerial Economics.2005. 8. Salratore Dominick: Managerial Economics in Global Economy, Thomson, 2006.

## Syllabus

**Second Year**

**Semester IV<sup>th</sup>**

(Specialization in Retail Management)

Subject Title	Subject Code
Marketing Concepts in Retail Management	RTSM-3

Max. Marks (Ext. Exam): 70

Pass Marks: 28

**OBJECTIVE:** To enable student to understand the functioning of retail operations and management of stores by relevant retail strategies after appropriate market research, to further understand the financial aspect of retail management.

### Course Outcomes

After Completion of Course Student will be able to:-

- CO1 Understand the functions of retail business and various retail formats and retail channels.
- CO2 Understand the difference between Retail and Manufacturing Supply Chain Understand,
- CO3key drivers of retail supply chain and how to select a retail store location.
- CO4 Analyze Retail Market and Financial Strategy including product pricing. CO5 Integrate the various Supply Chain partners and how to collaborate with them
- CO5 understand the functioning of retail operations



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### COURSE CONTENTS:

- UNIT – I** Retail stores operations. Mall management, setting objectives for retailers', performance, Management of retail brand.
- UNIT – II** Retail strategies, Retail marketing strategy, Finance and location strategies for retailing.
- UNIT – III** Market research for retail management, trading area analysis Research before and after setting up a retail store.
- UNIT – IV** Retail management information system, Information gathering and processing, Application of I.T. to retail management.
- UNIT – V** Financial aspects of retail, Retail audit and measures of performance evaluation.

### 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 management, a Strategic Approach by Berman Barry, Evans Joel R., and Pearson Education.
2. Retail management by Michael Levy, Tata McGraw Hills.
3. Retail management by Chetan Bajaj, RajnishTuli& NidhiShrivastav.
4. Retailing by Robert Lusch, Patrick Dunne, South Western Publishing Co.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Retail Management)

Subject Title	Subject Code
Retail and Brand Management	RTSM-4

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### OBJECTIVE:

To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions. While the course focuses on the retail industry including retailers of consumer services, the content of the course is useful for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with a general management or entrepreneurial interest.

#### Course Outcomes

After Completion of Course Student will be able to:-

**CO1** On successful completion of this module, the learner will be able to: Demonstrate knowledge of the nature and processes of branding and brand management in retail sector .

**CO2** Evaluate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas.

**CO3** Appraise the key issues in managing a brand portfolio and making strategic brand decisions. Formulate and justify brand development decisions .

**CO4** Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives.

**CO5** familiarize students with the decisions involved in running a retail firm

#### COURSE CONTENT

**UNIT-I** Introduction to Brands: Products v/s Retail Brands, Anatomy of a Brand, Overview of brand building process in Retail organization.

**UNIT-II** The Growth of Retail Power and the Brand-building Challenge Investing in Store Brands Customers and Brands.

**UNIT-III** Understanding Retail brands from the customer's perspective Brand Positioning Brand Identity: Brand Essence, Brand Personality, Brand Customer Relationships etc.

**UNIT-IV** Articulating the Brand Identity: Logos, Mascots, Taglines, and Packaging etc. Executing the



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Brand Identity through the 4P's.

**UNIT-V** Executing the Brand Identity through Promotion? Brand Extensions Brand Product Portfolio  
Brand Equity: Development and Measurement Managing the Brand Portfolio over time

### **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	10 x 3	= 30 Marks.

### **SUGGESTED READINGS:**

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





# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Rural Management)

Subject Title	Subject Code
Co-operative Management	RSM-3

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### OBJECTIVE:

The objective of this course is to expose the students to the functional problems of co-operative organizations in view of the compulsions of technology and the changing market structure with globalization of market.

#### Course Outcomes

After Completion of Course Student will be able to:-

- CO1 Communicate Concept and Characteristics of Cooperatives.
- CO2 Explain Functional and Management aspects of Cooperatives .
- CO3 Organize a cooperative institution based upon grassroots level after analyzing market condition
- CO4 About Procuring Management
- CO5 Understanding towards Distribution Management.

#### COURSE CONTENTS:

**UNIT-I** Co-operative Administration: A Global perspective: Ecology of Co-operative Administration; the Co-operative Sector & Economic Development.

**UNIT-II** Co-operative Management; Nature & Functions; Professionalized Management for co-operatives; Role of Leadership in Co-operative Management; Placement and the Role of the Board of Directors in Co-operative Management.

**UNIT-III** The State and the Co-operative Movement; Effects of Co-operative Law on Management; Long Range Planning for Co-operative Expansion; Policy Making; Executive Direction.

**UNIT-IV** Human Resource Management; Organizational Structure; Project Formulation, Implementation and Evaluation; Financial Management; Marketing Management.

**UNIT-V** Procuring Management; Distribution Management: Co-ordination between Trading Co-operatives & Public Sector Trading Agencies: Problems & Prospects.

#### 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.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

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. Ansari, A.A., Co-operative Management Patterns, Amol Pub., 1990.
2. Akmat J.S., New Dimensions of Co-operative Management, Himalaya Pub. House, 1978.
3. Goel, B.B., Co-operative Management and Administration, Deep & Deep Pub., 1984.
4. Kamra, Pawan Kr., Co-operative Management, Deep & Deep, 1987.
5. Sah, A.K. Professional Management for the Co-operatives, Vikas Pub. House P Ltd, 1984.
6. Taimni, K.K. Managing the Co-operative enterprise ed., Minerva Associates P. Ltd., 1978.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Rural Management)

Subject Title	Subject Code
Rural Development Issues	RSM-4

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### Course Objective

The objective of the course is to familiarize the participants with conceptual understanding of Rural Marketing and development practices in Indian context.

#### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Rural Business and its critical features

CO2 the student will be able to o gain insight into the socio-economic structure of rural India o understand the prospects and problems of rural development in India

CO3 Managing co-operatives, emergence, endurance and growth of co-operatives

CO4 Concept, measures and determinants of rural development

CO5 Theory of co-operatives, agency theory, theory of contracts

#### COURSE CONTENT

**Unit I** Rural Business and its critical features; Identification of needs of rural producer organization, enterprises, projects and its people; the rural social and political scenario.

**Unit II** Overview of the rural resources-land, soil, climate, water and forests; Overview of the production system containing agriculture, horticulture, seri-culture, forestry, animal husbandry and dairying, fisheries, non-farm activities.

**Unit III** Managing co-operatives, emergence, endurance and growth of co-operatives; Leadership issues in cooperatives, evolution of co-operative technologies; Co-operative principles; Issues in establishing agricultural co-operatives, democratic governance in co-operatives; co-operative principles and economic rationality.

**Unit IV** Economic Theory of co-operatives, agency theory, theory of contracts, transaction cost economics, game theory and their reciprocity, welfare economics and their co-operatives.

**Unit V** Concept, measures and determinants of rural development; Critique of major rural development approach and strategies; growth vs equity oriented approach; area vs group based approach; top down vs participatory and people oriented approach to development planning.

#### 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 Reading**

1. Jonathan Reuvid, Guide to Rural Business (Kogan Page)
2. Deu S. Mahendra and Basu K.S. - Economic and Social Development (Academic Foundation)
3. Brown Ben, Practical Accounting for Farm and Rural Business (Lavoisier) 2003.
4. Warren M - Financial Management for Farmers and Rural Managers (Blackwell Publishing)
5. Prag P A - Rural Diversification (EG Books)
6. Thorner Daniel and Morner Alice - Land and Labour in India (Asia Publishing House)



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Banking and Insurance)

Subject Title	Subject Code
Insurance and Risk Management	BSM-3

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### Objective:

This sector specific course is spread over semester three and four covered in two papers. This course is divided into two parts. First part deals with the basics of banking and second part covers fundamentals of insurance and aspects related to life insurance only.

#### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Identify and categorise the various risks face by an organization.

CO2 Explain the various risk control measures available.

CO3 Design a risk management program for a business organization.

CO4 Suggest ways to finance risk. Apply the insurance mechanism in risk management. Describe the management of international risk.

CO5 Code of Conduct in Advertisement

#### COURSE CONTENT

**UNIT - I Introduction and Scope of Insurance-** Historical perspective, Conceptual Framework, Meaning, Nature and Scope of Insurance, Classification of Insurance Business viz., Life Insurance and General Insurance.

**UNIT - II Financial Aspects of Insurance Management-** Role of Financial Institutions, Insurance Companies. Important Life Insurance Products and General Insurance Products Determination of Premiums and Bonuses Various Distribution Channels

**Unit - III Risk Management and Underwriting Role of Actuaries-** Product framing, Underwriting guidelines, Re-insurance Preparation of Insurance Documents Policy Conditions

**UNIT – IV Settlement** of Claims Insurance Laws and Regulations with respect to following Acts. Insurance Act 1938, Life Insurance Corporation Act 1956, IRDA Act 1999, Consumer Protection Act 1986, Ombudsman Scheme, Income Tax Act, Wealth Tax Act 1957, Married Women's Property Act 1874.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**UNIT – V** Code of Conduct in Advertisement, Financial Planning and Taxation, Bank Deposit Schemes, Unit Trust and Mutual Funds, Shares, Tax Benefits under Life Insurance Policies.

### **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)



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Banking and Insurance)

Subject Title	Subject Code
Banking Law and Practice	BSM-4

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### OBJECTIVE:

- To acquire knowledge about banking laws in India as it is must for management students.
- to have conceptual clarity about the process of banking, product and stakeholders with reference to particular acts passed in India.
- A deep study about the remittance process, virtual banking, digital banking with various laws applicable in India.
- 

#### Course Outcomes

#### After Completion of Course Student will be able to:-

CO1 The main learning outcome of this course is to provide the student an understanding of legal and regulatory aspects of banking

CO2 Customer Relationship: Definition and Meaning of “Banker” and “Customer”.

CO3 Deposit Accounts: Opening Operations and Closure, Fixed Deposit Account, Recurring Account, Savings Account, Current Account, Deposit Schemes for NRIs.

CO4 MICR Clearing ATMs – Credit cards and Debit Cards – Travellers’ Cheques – Gift Cheques – Ombudsman and Customer Services – Fraud Detection and Control

CO5 ABOUT Negotiable Instrument

#### COURSE CONTENT

- UNIT-I** Banker – Customer Relationship: Definition and Meaning of “Banker” and “Customer” – Permitted activities of Commercial Banks in India – General and Special Features of their relationship, Their rights and duties.
- UNIT-II** Deposit Accounts: Opening Operations and Closure, Fixed Deposit Account, Recurring Account, Savings Account, Current Account, Deposit Schemes for NRIs.
- UNIT-III** Banking Instruments: Definitions of Negotiable Instrument [NI] – Different Types of NIs and other Instruments – parties to NIs – Crossing – Endorsements – Payment and Collection



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

of Cheques – Forged instruments – Bouncing of Cheques and their implications – Various laws affecting bankers.

**UNIT-IV** Banking Services: Remittances – Safe Custody – Safe Deposit Vaults –Collection Facility – MICR Clearing ATMs – Credit cards and Debit Cards – Travellers’ Cheques – Gift Cheques – Ombudsman and Customer Services – Fraud Detection and Control

**UNIT-V** Accounting conventions, basic accounting principles, bank reconciliation statements, procedure leading to preparation of final accounts, self-balancing ledgers, Accounting in banking companies.

### 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. Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I& II) Vol- III.
2. Varshaney: Banking Law and Practice.
3. Dr. P. Periasamy: Principles and Practice of Insurance
4. Himalaya Publishing House, Delhi.
5. Inderjit Singh, Rakesh Katyal & Sanjay Arora: Insurance Principles and Practices
6. Kalyani Publishers, Chennai.
7. M.N. Mishra: Insurance Principles and Practice, S. Chand & Company Ltd, Delhi.
8. G. Krishnaswamy : Principles & Practice of Life Insurance
9. Kothari & Bahl : Principles and Practices of Insurance





# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Disaster Management)

Subject Title	Subject Code
Environmental Impact Assessment (EIA) and Disaster Management	DSM-3

Max. Marks (Ext. Exam): 70

Pass Marks: 28

**Objective:** The Course will provide the fundamentals of EIA and different techniques and tools, which can appropriately be utilized for disaster management study. The course will also introduce the modern tools of GIS in assessing the impact of post disaster situations.

### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Explicate the concept of EIA. Identify the objectives and scope of EIA.

CO2 Illustrate the necessity of public participation in EIA studies. Summarize the importance of Environmental Attributes.

CO3 Explain the phenomena of Impacts on environment.

CO4 Quantify impacts for various developmental projects.

CO5 Impact Assessment Procedure

### COURSE CONTENT

**UNIT-I** Introduction to EIA: Purpose of EIA, Environmental components, projects and its environmental impacts, Environmental impact statement; Projects screening and scoping, Environmental baseline study.

**UNIT-II** Impact Assessment Procedure: Applications of matrices, Networks and overlay maps, Environmental evaluation system, Transnational effects of projects; Impact identification; Impact prediction.

**UNIT-III** GIS in Disaster Management: GIS as effective tool in Disaster management and planning, response requirement study, alternate route for sending relief and shortest evacuation routes. Display and identification of damaged and unsafe structures. Map creation for action plan identification of risk and planning needs.

**UNIT-IV** Case Studies: River valley projects; Opencast mining projects; Urbanization and high way project. Display and identification of damaged and unsafe structures. Map creation for action plan identification of risk and planning needs



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**UNIT-V** Evaluation and mitigation, Monitoring and environmental auditing, Regional and strategic EIA, Environmental management plan, Cost benefit analysis and its dimensions, Problems of EIA in developing countries, Public participation in environmental decision making, presentation and review, EIA report and its contents.

### **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:-**

- John Glasson, Riki Therivel and Andrew Chadwick, Introduction to Environmental Impact Assessment, 2nd Ed., UCL Press, Philadelphia, USA, 1994
- Singh, R. B. Space technology for Disaster Monitoring and Mitigation in India, INCEDE, University of Tokyo.
- Larry W. Canter, Environmental Impact Assessment, 2ndEd., McGraw Hill, New York, 1996.
- Richard K. Morgan, Environmental Impact Assessment : A methodological perspective, Kluwar Academic Publications, Boston, 199



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Disaster Management)

Subject Title	Subject Code
Disaster Management Policy	DSM-4

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### Objective:

At the end of the course students are expected to appreciate the significance of disaster management, various approaches, elements and tools of disaster management. They should appreciate the importance of policy in disaster management and various dimensions of a sound disaster management policy

#### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Capacity to integrate knowledge and to analyse, evaluate and manage the different public health aspects of disaster events at a local and global levels, even when limited information is available.

CO2 Capacity to describe, analyse and evaluate the environmental, social, cultural, economic, legal and organisational aspects influencing vulnerabilities and capacities to face disasters.

CO3 Capacity to work theoretically and practically in the processes of disaster management (disaster risk reduction, response, and recovery) and relate their interconnections, particularly in the field of the Public Health aspects of the disasters.

CO4 Capacity to manage the Public Health aspects of the disasters.

CO5 Disaster Management

#### COURSE CONTENT

**UNIT-I** Disaster Management: Meaning, Approaches and Scope, Elements of disaster management, Essential components of disaster management policy, Formulation and execution of disaster management policy, Command and coordination in disaster management

**UNIT-II** Disaster Management Policy: Significance of disaster management policy, Principles of disaster management policy, Policy options and approaches in disaster management,



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

- UNIT-III** Insurance Policies for Disaster Management: Evaluation of risk funding and risk transfer policies; catastrophe insurance pool; Reserve funds and contingent credit policies;
- UNIT-IV** Role of Government and market participants; Insurance policy design; Fiscal cost of relief and reconstruction; Grants and low interest loan for reconstruction; Case Studies and review of Disaster insurance models
- UNIT-V** **Case study I:** Disaster Management Policy in United States of America, Disaster Management Policy in Bangladesh. **Case Study II:** Disaster Management Policy in South Africa, Disaster Management Policy in Indi

### 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. H.K. Gupta (2003) Disaster management



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Production Management)

Subject Title	Subject Code
Supply chain management	PSOM-3

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### Objectives

Supply Chain Management provides an overview of supply chain management as a key business function that holistically integrates functions such as planning, purchasing, inventory control, transportation and warehousing. Students will learn about topics such as designing supply and distribution networks aligned with the firm's business and supply chain strategy as well as improving supply chain performance via SCOR, Lean, and Six Sigma techniques. Students explore how various aspects of supply chain management are integrated within the firm as well as coordinated with suppliers, trading partners, and logistics / Transportation providers to deliver superior customer satisfaction. Making sound strategic and tactical decisions learned by managing a global consumer electronics supply chain via an on-line simulation. Lessons will be learned by studying some of the world's top supply chains

#### Course Outcomes

After Completion of Course Student will be able to:-

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

CO4 Demand forecasting in supply chain

CO5 Role of aggregate planning in supply chain

#### COURSE CONTENT

**UNIT-I Introduction to supply chain management:** Supply chain basics, decision phases in supply chain, supply chain flows, supply chain efficiency and responsiveness, supply chain integration, process view of a supply chain.

**UNIT-II Demand forecasting in supply chain:** Role of forecasting in supply chain, components of a forecast, forecasting methods, estimating level, trend and seasonal factors, Holt's model, Winter's model, measures of forecast error.

**UNIT-III Role of aggregate planning in supply chain:** Aggregate planning strategies, managing supply and demand in supply chain.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**UNIT-IV**     **Supply chain inventory:** Role of cycle inventory in supply chain, economies of scale, lot sizing for a single product, lot sizing for multiple products, quantity discounts, trade promotions, price discrimination.

**UNIT-V**     **Sourcing decisions in supply chain:** Supplier selection and contracts, design collaboration, making sourcing decisions in practice. **Transportation decisions:** Role of transportation in supply chain, factors affecting transportation decisions. Routing and scheduling in transportation.

### **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. Sunil Chopra and Peter Meindl, "Supply chain management - strategy planning and operation"  
PHI
2. Handfield R. B., Nichols Jr. E. L., "Introduction to supply chain management", Pearson Education
3. Raghuram R. and Rangaraj N., "Logistics and supply chain management", Macmillan, 2001
4. Simchi-Levi, D., Kaminsky, P., and Simchi-Levi, E., "Designing & managing the supply chain: concepts, strategies & case studies." 2nd Edition, Tata McGraw-Hill, 2003
5. Agarwal D. K., "A text book of logistics and supply chain management", Macmillan, 2003
6. Srinivasan, G., "Quantitative models in operations and supply chain management", PH



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Production Management)

Subject Title	Subject Code
Inventory management & material requirements planning	PSOM-4

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### Objectives

To train the students for working as materials managers by providing them knowledge about effective and efficient purchase, different inventory policies and models, effective and efficient stores management, modern techniques like JIT and MRP

#### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Understand the core features of the operations and production management function at the operational and strategic levels.

CO2 specifically the relationships between people process, technology, productivity and quality and how it contributes to the competitiveness of firms

CO3 Explain the various parts of the operations and production management processes and their interaction with other business functions (strategy, engineering, finance, marketing, HRM, project management and innovation

CO4 Material Requirement Planning Systems

CO5 Inventory Control Techniques

CO5

#### COURSE CONTENT

**UNIT-I Inventory Management:** Inventory concept; need for inventory; types of inventory, functions, use; Dependent and Independent Demand, Responsibility for inventory management.

**UNIT-II Strategic Inventory Management:** Objectives and Importance of the inventory management function in reference to Profitability, Strategy, customer satisfaction and Competitive Advantage.

**UNIT-III Inventory Control Techniques:** Inventory classification and its use in controlling inventory, Setup time and inventory control, safety stock determination considering service level.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**UNIT-IV Inventory Models:** Inventory models – Fixed Order Versus Fixed Interval systems – Developing Special Quantity Discount Models – Inventory Model for Manufactured Items.

**UNIT-V Material Requirement Planning Systems (MRP):** Meaning, purpose and advantage of MRP, Data Requirements and Management – Files and Database – Updating Inventory Records – Bill of Materials, types of BOM, Modular BOM,

### 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. Foundations of Inventory Management – Zipkin, McGraw Hill.
2. Orliky's MRP – Plossl
3. Production Planning And Inventory Control - Seetharama L Narsimhan, Dennis W McLeavy, Peter J Billington, Prentice Hall Of India Pvt Ltd,
4. Introduction To Materials Management, - J. R. Tony Arnold, Stephen N. Chapman - Prentice Hall
5. Principles of Inventory and Materials Management - Richard J. Tersine, Prentice Hall PTR
6. Essentials of Inventory Management - Max Muller, AMACOM/American Management Association
7. Production And Inventory Control - J H Greene, Homewood III: Richard D Irwin
8. Materials Management – A.R.Palit





# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Hospitality Management)

Subject Title	Subject Code
Accommodation Operation & Management	HHM-3

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### Objectives

To impart knowledge, skill and aptitude to a graduate of any stream, opting for a career in hospitality industry.

To train students in Rooms Division Management (front office and housekeeping) by focusing on best practices for operational, strategic and staff management in lodging establishments.

to provide to the hospitality industry a steady stream of competent young men and women with the necessary knowledge, skills, values and attitudes to occupy key operational positions. To train students in the operations of the PMS and ERP software

### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Describe the accommodation sector

CO2 examine the relationship between this sector and other components of the hospitality industry identify and explore operational issues within the front and back of house areas of accommodation organizations.

CO3 compare the relationship between an accommodation provider's target market and its organisation structure, facilities and service culture

CO4 the hospitality industry a steady stream of competent young men and women with the necessary knowledge

CO5 Location. Equipment. Storage & Inspection: Stock taking. Marketing & Monogramming. Functioning

### COURSE CONTENT

**UNIT-1 CHECK IN PROCEDURES & HANDLING GROUP ARRIVALS:** Greeting the guest.

Registration: Types of registration, Importance of registration, Legal aspects of Registration.

Allotment of rooms. Handing over keys Work flow chart. Types of groups. Rooming list. Pre arrival list. Welcoming & Handling of Check-in at the time of actual check - impost arrival activities with reference to group types.



# **RKDF UNIVERSITY**

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

**UNIT-2 LINEN ROOM** :Location. Equipment. Storage & Inspection: Stock taking. Marketing & Monogramming. Functioning.

**UNIT-3 UNIFORM ROOM**: Purpose of uniform. No of sets, issuing process & exchange of uniform. Designing a uniform. Layout & planning of the uniform room.

**UNIT-4 LAUNDRY**: Duties and responsibilities of laundry staff. Importance and principles. Flow process in Industrial Laundering. Stages in wash cycle. Equipment, Layout, Planning of Laundry. Laundry agents. Dry cleaning.

**UNIT-5 FIBRES AND FABRICS**: Definition. Origin and classification. Characteristics of different fibers – Cotton, Linen, Silk, Polyester, Nylon

### **SUGGESTED READINGS**

1. Joan C. Branson Hotel, Hostel & Hospital Housekeeping.
2. Georgina Tucker The Professional Housekeeper.

### **ASSIGNMENT**

1. Basic cleaning procedure in guest room: a. Check-out room. Occupied room. Vacant room. Evening service.
2. Working in linen room: a. Storage. B. Stock taking. C. Marking and monogramming. d. Functioning – Clerical jobs in the Linen room and uniform room.
3. Laundry: a. Identification and Operation of different equipment's. b. Laundry cleaning agents. c. Flow process in Industrial Laundry – Layout, Planning and operation. d. Dry cleaning method.
4. Stain Removal: Identification and removal of the stains using the specific Methods and reagents.
5. Identification of different weaves.
6. Identification and sampling of different Fabrics.
7. Sewing Room – Mending and use of sewing kit.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Hospitality Management)

Subject Title	Subject Code
Hotel Housekeeping	HHM-4

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### Objectives

Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and an core area specialization to the solution of complex hotel management problems. Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management

### Course Outcomes

After Completion of Course Student will be able to:-

CO 1. Describe the role of the housekeeping department in hotel operations, and explain the importance of effective communication between housekeeping, the front office and the engineering and maintenance division.

CO2. Identify typical cleaning responsibilities of the housekeeping department, and explain how area inventory lists, frequency schedules, performance standards and productivity standards are used to plan and organize the housekeeping department.

CO3. Apply techniques to develop and improve human resource skills in recruiting, selecting, hiring and orienting. Techniques addressed include identifying sources of labor from non-traditional labor markets, implementing internal and external recruiting methods, minimizing employee turnover, enhancing interviewing skills, and orienting new employees to the housekeeping department.

CC4. Apply techniques to develop and improve human resource skills in areas of training, scheduling, motivating, and disciplining.

CO5 Techniques addressed include implementing the four-step training method, developing a staffing

### COURSE CONTENTS:

**Unit-1 HOUSEKEEPING AS A DEPARTMENT:** In the hotel, In other institutions: to be applied in a slight different set of circumstances. . Interdepartmental co- operation & co- ordination of Housekeeping. Different sections of housekeeping department.

**Unit-2 ORGANISATION STRUCTURE OF HOUSEKEEPING DEPARTMENT.** Small hotels, Medium



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

hotels, Large Hotels. Duties & Responsibilities of Executive Housekeeper. Duties & Responsibilities of Housekeeping Staff.

**Unit-3** FUNCTIONS OF HOUSEKEEPING DEPARTMENT . Area of cleaning. Security. . Dealing with guests. . Brief note on lost & found. Baby sitting. Services and facilities offered by various hotels.

**Unit-4** CLEANING EQUIPMENT . General considerations and selection. . Classification & Types of equipment. Method of use & mechanism for each type. Care & maintenance. CLEANING AGENTS . General criteria for selection. . Classification.

**Unit-5-** STANDARD SUPPLIES PROVIDED IN THE GUEST ROOMS AND BATHROOMS. LOST AND FOUND PROCEDURE IN A HOTEL. PEST CONTROL

### 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

- 1.Sudhir Andrews Hotel Housekeeping.
- 2.Joan C. Branson Hotel, Hostel & Hospital Housekeeping.
- 3.Georgia Tucker The Professional Housekeeper.

### PRACTIAL

1. Introduction, Identification, Usage and care of hand tools, cleaning equipments and cleaning agents (Paste chart/ drawings as applicable)
2. Basic cleaning procedure in guest room: a. Check-out room. b. Occupied room. c. Vacant room. d. Evening services.
3. Procedure for Bed-Making



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in International Business)

Subject Title	Subject Code
International Financial Management	ISB-3

Max. Marks (Ext. Exam): 70

Pass Marks: 28

**Objective:** The objective of this paper is to give student an overall view of the international financial system and how multinational corporations operate and to acquaint the participants with the mechanism of the foreign exchange markets, measurement of the foreign exchange exposure, hedging against exposure

#### Course Outcomes

After Completion of Course Student will be able to:-

CO1 On successful completion of the course students will be able to: Apply appropriate formats and technologies to financial communication. Analyse, apply and evaluate information within the global financial environment of foreign exchange to solve problems and make informed decisions.

CO2 Review the problems of dealing in foreign currency and the advantages and disadvantages of overseas funding. Recognise and calculate forward exchange rates given spot rates. Identify market conventions on exchange rate quotation and correctly calculate those quotations.

CO3 Demonstrate an integrative understanding of the foreign exchange market and the relationships between interest rates, spot and forward rates and expected inflation rates. Comprehend the range of hedging strategies including forward rate hedging and contingent hedging.

CO4 Explain the use of futures and option contracts in hedging foreign exchange exposure.

CO5 Analyse, evaluate and synthesise both quantitative and qualitative financial information to influence problem solving and decision making.

#### COURSE CONTENT

**UNIT-I** Multinational Financial Management –An overview, Evolution of the international Monetary and Finance System,



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

- UNIT-II** Multinational Capital budgeting Application and interpretation, Cost of Capital Structure of the multinational Firm, Dividend Policy of the Multinational Firm
- UNIT-III** Types of Foreign Exchange Market Organization of the Foreign Exchange Market
- UNIT-IV** Corporate Exposure Management Parameters and Constraints On Exposure Management
- UNIT-V** Managing short-term assets and liabilities, long-run Investment Decision, The foreign Investment Decision.

### 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. Abdullah, F.A. Financial Management for the Multinational Firm. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1987.
2. Bhalla, V. K. International Financial Management. 2<sup>nd</sup> ed. New Delhi, Anmol, 2001.
3. Buckley, Adrian, Multinational Finance, New York, Prentice Hall Inc. 1996.
4. Kim, Suk and Kim, Seung. Global Corporate Finance: Text and Cases, 2<sup>nd</sup> ed. Miami Florida, Kolb, 1993,
5. Shapiro, Alan C. Multinational Financial Management, New Delhi, Prentice Hall of India, 19985.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in International Business)

Subject Title	Subject Code
International Marketing Management	ISB-4

Max. Marks (Ext. Exam): 70

Pass Marks: 28

**Objective:** The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspect of international marketing.

### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Identify and analyse opportunities within international marketing environments. Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment;

CO2 Select, research, and enter a new international market Prepare an international marketing plan

CO3 Develop a comprehensive course of action for a business firm using formal decision making processes;

CO4 Complete a final written project using skills acquired throughout the course; and.

CO5 Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team.

### COURSE CONTENT

**UNIT-I** International Marketing –definition ,concept and setting; Distinction between international Trade ,Marketing and Business ;Economic environment of international Marketing ;International Institutions –World Bank, IMF, WTO, UNCGTAD, Common Markets, Free Trade Zones, Economic Communities.

**UNIT-II** Constraints on International Marketing –Fiscal and non Fiscal Barriers , Non Tariff Barriers; Trading Partners - Bilateral Trade Agreements, Commodity Agreements and GSP; India and World Trade ,Import and Export Policy ,

**UNIT-III** Public Sector Trading Agencies, ECGC, Commodity Boards etc. Procedure and Documents – Registration of exporters, Export Quotations, Production and clearance of goods for export ,

**UNIT-IV** International Marketing mix-Identification of markets ,Product policy , International product life cycle, promotion strategy, pricing strategy and distribution strategy; various forms of international business ; marketing of joint ventures and turnkey projects

**UNIT-V** Direction and Quantum of India’s Exports; Institutional Infrastructure for Export Promotion; Export Promotion councils. Shipping and Transportation ,Insurance ,Negotiation of



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Documents; Instruments of Payments-Open Account , Bills of Exchange ; Letter of credit-Export finance.

### **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. Bhattacharya, B. Export Marketing : Strategies for success.
2. Johri ,Lalit M. International Marketing : Strategies for success.
3. Keegan, Warren: Global Marketing Management.
4. Onkvisit,sak, and shaw,JJ.: International marketing analysis and strategy.
5. Pripalomi ,V.H. : International Marketing.
6. Terpstra,vern and sarathi,R. :International Marketing
7. Walter,I and Murray, T . Handbook of international business





# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

(Specialization in Energy Management)

Semester IV<sup>th</sup>

Subject Title	Subject Code
Clean Coal and Green Power Technology	PSEM-3

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### Course Objectives

Green Technologies is a highly interdisciplinary degree program that emphasizes green systems and the environment, energy technology and efficiency, and sustainability and society.

### Course Outcomes

After Completion of Course Student will be able to:-

CO1 prepare the students for successful career in the energy industry, energy service companies, energy utility and consultancy agencies and in the academic and R&D institutions

CO2 produce graduates strong in understanding on energy resources, technologies and systems, energy management fundamentals, and capable in innovative technological intervention towards the present and potential future energy issues

CO3 produce energy professionals, who are sensitive to, and well aware of, the energy issues and concerns, and who can apply their specialized knowledge for the sustainable development.

CO4 Carbon Capture & Sequestration Zero Emission Technology

CO5 Advanced Energy Systems

### COURSE CONTENT

#### Unit-1

**Clean Coal Technologies-** Super Critical Power cycles, Integrated Gasification Combined Cycles, Circulating fluidized bed combustion and gasification, Gas cleaning systems and environmental issues, Principles of Waste Heat Recovery and Co-Generation, Analysis of Heat Recovery Systems, Regenerators & Recuperates for waste Heat Recovery, Condensate and Back Pressure Steam Turbines, Design of Waste Heat Recovery Boilers, Combined Cycle Power Plants based on waste Heat Recovery

#### Unit-2

**Carbon Capture & Sequestration Zero Emission Technology**

CO<sub>2</sub> Capture–Flue Gas Approach, Oxygen combustion Approach, Hydrogen/Syn gas Approach.

#### Unit-3

**Green Productivity:** New Power cycles, Dry Ice co-generation, Biological CO<sub>2</sub> fixation with



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Algae, Zero Emission Technologies, Recycling of CO<sub>2</sub>., Carbon Credits.

CO<sub>2</sub> Transportation, CO<sub>2</sub> Utilization & Storage:- Deep Saline Aquifers, Cost Considerations, CO<sub>2</sub> Capture, CO<sub>2</sub> Transportation, CO<sub>2</sub> Storage, Legal Issues, Environmental Health & Safety.

### Unit-4

**Advanced Energy Systems**, Fluidized Bed Combustion, Atmospheric Fluidized Bed Combustion (AFBC), Pressurized Fluidized Bed Combustion (PFBC) and Circulating Fluidized Bed Combustion (CFBC), Clean Coal Technologies - Supercritical Cycles, Integrated Gasification Combined Cycle (IGCC), IGCC Power Plants, Flue Gas De-Sulfurization and Coal Beneficiation, IGCC Power Plant Cycle Efficiency, Cold and Hot Gas Clean-Up

### Unit-5

**Hydrogen, Fuel Cell, Thermoelectric Generator, MHD-generator, Fusion reactor:** Hydrogen Production & Utilization as Energy Source; Fuel Cells; Types of Fuel cells; Fuel Cell Power Plant concepts.

### 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	10 x 3	= 30 Marks

### References:

1. Power Generation Technology - Dr. V.K. Sethi, Book Paradise
2. Solar Energy Thermal Processes, J.A. Duffire and W.A. Beckmen.
3. Applied Solar Energy, A.B. Meinel.
4. Wind Power, V.D. Hunt.
5. Energy and Environment, Himalya Publishing House, Mumbai, H.V. Jadhav.
6. Biomass, Energy and Environment Oxford University Press, N.H. Ravindranath and D.O. Hall.
7. Power Plant Engineering by Domkundwal
8. A Rationale on Adoption of IGCC Technology for Indian Coals... By Dr VK Sethi & Dr DN Reddy
9. Green Engineering (Environmental Conscious Design of Chemical Processes) by Allen & Shonnard
10. Green Power For Energy Security & Environmental Sustainability: Dr V K Sethi, IK Publications
11. The Eco-friendly Energy Engineering by Nikolai VKhartchenko
12. Power Plant Performance Monitoring by Gay, Palmer, Erbes
13. TEDDY: TERI Year book Solutions for the 21<sup>st</sup> Century IEA Publications & TSR, USA
14. Carbon Utilization.. Dr V K Sethi, SPRINGER



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Energy Management)

Subject Title	Subject Code
Energy Conservation Management & Audit	PSEM-4

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### Course Objectives

To facilitate the students to achieve a clear conceptual understanding of technical and commercial aspects of energy conservation and energy auditing. 2. To enable the students to develop managerial skills to assess feasibility of alternative approaches and drive strategies regarding energy conservation and energy auditing.

To impart basic knowledge to the students about current energy scenario, energy conservation, audit and management. To inculcate among the students systematic knowledge and skill about assessing the energy efficiency, energy auditing and energy management.

### Course Outcomes

After Completion of Course Student will be able to:-

CO1 Conceptual knowledge of the technology, economics and regulation related issues associated with energy conservation and energy auditing.

CO2 Ability to analyse the viability of energy conservation projects.

CO3 Capability to integrate various options and assess the business and policy environment regarding energy conservation and energy auditing.

CO4 Advocacy of strategic and policy recommendations on energy conservation and energy auditing

CO5 Electrical Billing, Power Factor & Capacitors, Load Management, Energy Conservation in Motors

### COURSE CONTENT

#### Unit-1

**Energy Scenario:** Commercial and Non-commercial energy, primary energy resources, commercial energy production, final energy consumption, energy needs of growing economy, long term energy scenario, energy pricing, energy sector reforms, energy and environment, energy security, energy conservation and its importance, restructuring of the energy supply sector, energy strategy for the future, air pollution, climate change, Energy Conservation Act- 2001 and its features.

#### Unit-2

Electrical Billing, Power Factor & Capacitors, Load Management, Energy Conservation in Motors & Transformers (Types, Characteristics), Pumps, Compressors, Blowers, Fan Cooling Towers.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Unit-3

Energy Conservation Opportunities in Compressed Air Distribution System, Lighting System, Energy Conservation through: Variable Speed Drives.

### Unit-4

Energy Audit, Need, Types of Energy Audit, Energy Management Audit Approach,- Understanding Energy Costs ,Matching Energy Use to Requirement, Maximizing System Efficiencies, Optimizing the Input Energy Requirements, Energy Audit Instruments.

### Unit-5

Investment Need, Appraisal and Criteria, Financial Analysis Techniques-Simple Payback Period, Return on Investment, Net Present Value, Internal Rate of Return, Cash Flows, Risk and Sensitivity Analysis; Financing Options, Energy Performance Contracts and Role of ESCOs.

### 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

### References:

1. Energy Conservation in Process Industry, Kenny W.F.
2. Energy Conservation & Utilization, Krenz H. Jerrold
3. Waste Energy Utilization Technology, Kiang, Yen Hsiung
4. Wasteless Chemical Processing, Kafarov, V.V.
5. Electrical Energy Utilization & Conservation, Tripathy, S.C.
6. Efficient Electrical use by C.B.Smith
7. Savings Electricity in Utility Systems of Industrial Plants by B.G.Desai, B.S.Vaidya, D.P.Patel & R.Parman
8. Efficient Use of electricity in industries by B.G.Desai, B.S.Vaidya, M.P.Parmar & R.
9. Pump application desk Book by P.N.Garagy
10. Electrical Power Distribution in Industrial plants by M.D.Parmar
11. Electronic Energy Utilization and Conservation by S.C.Tripathy
12. Industrial Energy Management & Utilization, Hemisphere Publishing Corporation, Washington, G.L.Witte, Philips S. Schmidt and Daid R.Brown.
13. Principles of Management, Vol I, II, & III by S.Tarachand.
14. Industrial Management by O.P.Khanna.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Tourism Management)

Subject Title	Subject Code
Tourism concepts and impacts	TSM-3

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### Course Objectives

The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.

#### Course Outcomes

After Completion of Course Student will be able to:-

CO1 This course will introduces the concept of tourism

CO2 growth and development, motivations for travel.

CO3 role of tourism as an economic intervention

CO4 global nature of tourism, tourism products and emerging trends in tourism industry.

CO5 Domestic and International tourism

#### COURSE CONTENT

##### Unit - I Tourism: Concepts:

Definitions and Historical development of tourism; Types of tourist-Visitor-Excursionist, Types and Forms of Tourism; Tourism system: Nature, characteristic Model of tourism system- Leiper's Model, Components of tourism and its characteristics and classification of tourist.

##### Unit – II Domestic and International tourism:

Domestic tourism; features, pattern of growth, profile. International tourism; Generating and Destination regions. Pattern of growth and Profile. Analysis of pattern of growth and profile of famous domestic tourism in the state of Himachal Pradesh, Madhya Pradesh, Gujrat, Goa & kerala and analysis of International destination of USA, UK, France, China & Malaysia.

##### Unit – III Travel statistics & Motivation

Tourism Statistics, type and method of measurement. Classification on elements of tourism. Types of tourist motivation and classification.

##### Unit – IV Tourism Impacts:



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Impacts:** Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political- Impact Assessment: Social Impact Assessment, Environmental Impact Assessment and Environmental Impact Assessment. – Environmental and Social Accounting and Auditing-Tourism Satellite Accounting (TSA)

### Unit – V Tourism Organizations:

Objectives and Role of ITDC, ASI, TFCI, Ministries of Railways and Civil Aviation in development; An overview of National and International organizations and associations: IATO, TAAI, FHRAI, WTO, ICAO and IATA, FAITH

### 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:

1. Travel Industry : Chunky Gee et-al
2. Tourism Systems - Mill and Morisson
3. Successful Tourism Management - Prannath Seth
6. Tourism Management Vol - 4 - P.C. Sinha
5. Tourism Development - R. Gartner
6. Tourism Planning and Development - J.K. Sharma
7. Studies in Tourism - Sagar Singh
8. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
9. Tourism: Principles and Practices - McIntosh , R.W.
10. Tourism : Past, Present and Future - Burkart & Medlik



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Tourism Management)

Subject Title	Subject Code
Tourism products of India	TSM-4

Max. Marks (Ext. Exam): 70

Pass Marks: 28

### Course Objectives

The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in India, in particular.

### Course Outcomes

After Completion of Course Student will be able to:-

- CO1 Know what are Culture Based Tourism Products
- CO2 What are the categories of Culture Based Tourism Products.
- CO3 Types of Tourists Who Consume Culture Based Tourism Products .
- CO4 Culture based Tourism Product – Festival and India
- CO5 Emerging: Rural, Gastronomy, Golf, cruise, wine & dark tourism

### COURSE CONTENT

#### Unit – I Introduction & Heritage tourism

- Tourism products: meaning, characteristics, classification
- Heritage: meaning, types, history, evolution, continuity
- Heritage management organizations: UNESCO, ASI, ICOMOS, INTACH
- Historic monuments of tourist significance: forts, palaces, museums, art galleries

#### Unit – II Architecture & religion

- Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period.
- Different style of architecture in India - Hindu, Buddhist and Islamic.
- Popular religious centres: Hindu, Buddhist, Jain, Sikh, Muslim & Christian

#### Unit – III Nature based products

- Islands & beaches
- Deserts & Hill stations
- Protected areas: Wildlife sanctuaries, national parks & biosphere reserves
- Adventure & Eco- Tourism



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Unit – IV Special interest tourism products

- Performing art of India: classical dances, folk dances and folk culture
- Handicrafts and textiles : important handicraft objects and centres, craft melas, souvenir industry.
- Fairs and Festivals : Social, religious and commercial fairs of touristic significance.
- Medical, health & rejuvenation tourism

### Unit – V Emerging products & cases

- Emerging: Rural, Gastronomy, Golf, cruise, wine & dark tourism
- Case studies of World Heritage Sites: Taj Mahal , Khajuraho western group of temples, Ajanta & Ellora caves, Darjeeling rail, Sunderban, Konark sun temple, Bodh Gaya, Mahabalipuram.

### 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

### Reference Books:

1. The Wonder that was India : A.L. Basham
2. A Cultural History of India : A.L. Basham
3. India - Lonely Planet :
4. India - Plan your own holiday : S. Jagannathan
5. Travellers Indian : H.K. Kaul





# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

**Second Year**

**Semester IV<sup>th</sup>**

(Specialization in Information Technology)

Subject Title	Subject Code
E-Governance and Framework of ICT	ITSM-3

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

**Pass Marks: 28**

Objectives: -The objective of this subject is to prepare students in understanding the various initiatives taken by government for promoting E-Governance, E-governance models and IT Act. Course Contents

#### Unit I

Overview of E-Government and E-Governance: Stages of E-Governance, National E-Governance Plan(NeGP), Mission Mode Projects and their implementation status, E-Governance Introduction to E-governance,

#### Unit II

E governance Models: Critical Flow Model, Interactive-service model/Government to-Citizen-to-Government Model (G2C2G),Major areas of E-governance Services, Public Grievances: Telephone, Ration card, transportation, Rural services Land Records.

#### Unit III

Phases of e-government: “Brochure ware”, Interactive, and Transaction,, Five Stages of Electronic Government Development, Statutes affecting e-government development,, Human Infrastructural preparedness, Challenges for E-governance

#### Unit IV

Policies: National Telecom Reforms, National Telecom Policies NTPs, Regulations: Digital Divide and Digital Dividends, Development and rationale of regulation and, deregulation,

#### Unit-V

Role of Telecom Regulatory Agencies - Telecom Regulatory Authority of India (TRAI) & ITU, Information Technology Act (2000), Internet and E-commerce issues: privacy, security, domain names, etc, Wireless: frequency auctions, standards, competition.

#### Text Books

1. Vikram Raghavan, (2007). Communication Law in India-Legal Aspects of Telecom, Broadcasting, and Cable Services, 1st Edition, Lexis Nexis Butterworths.

2. D N Gupta, (2008). E Governance A Comprehensive Framework, 1st Edition, Jain Publications  
Reference books

1. Heather E Hudson, (2006). Global Connections - International Telecommunications Infrastructure and Policy, 1st Edition, Wiley Publication. 2. E. Bohlin and S.L. Levin, (2000). Telecommunications Transformation - Technology, Strategy and Policy, 1st Edition, IOS Press.



# **RKDF UNIVERSITY**

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

3. McElroy, (2003).KMCI (Knowledge Management Consortium International) and Butterworth Hienemann, 1st Edition.
4. R. K. Mitra, (2006). E-government: Macro Issues, 1st Edition, GIFT Publishing.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

**Second Year**

**Semester IV<sup>th</sup>**

(Specialization in Information Technology)

Subject Title	Subject Code
NETWORK APPLICATION AND MANAGEMENT	ITSM-4

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

**Pass Marks: 28**

Objectives: The course aims to combine the fundamental concepts of data communications and networking with emphasis on business applications. Course Contents

#### Unit I

Fundamentals of computer network management: Communicating in a Network-Centric World, Communicating over the Network, Application Layer Functionality and Protocols, OSI Transport Layer,

#### Unit-II

OSI Network Layer, Addressing the Network: IPv4, OSI Data Link Layer, OSI Physical Layer, Ethernet, Planning and Cabling Networks, Configuring and Testing Your Network.

#### Unit III

Introduction to routing: Introduction to Routing and Packet Forwarding, Static Routing, Introduction to Dynamic, Routing Protocols, Distance Vector Routing Protocols, 5 RIP Version 1, VLSM and CIDR, RIPv2 , The Routing Table, EIGRP, Link-State Routing Protocols, OSPF.

#### Unit IV

Switch & wireless technology: LAN Design, Basic Switch Concepts and Configuration, VLANs, Introducing VLANs, VTP, STP, Inter-VLAN Routing, Basic Wireless Concepts and Configuration , Introduction to WANs, PPP Concepts, Frame Relay, Network Security, ACLs, Teleworker, Services, IP Addressing Services, DHCP.

#### Unit V

Network management applications: Configuration management, Fault management, Performance management, Event Correlation Techniques, Security Management, Report Management, Service Level Management.

#### Text Books

1. Mani Subramanian, (2012). Network Management Principles and practice , 2nd Edition, Addison Wesley New York.
2. Jerry, Fitz Gerald and Alan, Dennis. (2009). Business Data Communications & Networking. 10th Edition, John Wiley & Sons.

#### Reference Books

1. Tanenbaum, A. S. (2004). Computer Networks. 5th Edition, Pearson Education.
2. David A Stamper. (2003). Business Data Communications. 6th Edition, Addison Wesley.
3. Burke Richard J. (2008). Network Management: Concepts and Practice, 1st Edition, Pearson Education



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

**Second Year**

**Semester IV<sup>th</sup>**

(Specialization in Logistics and Supply Chain Management)

Subject Title	Subject Code
LOGISTICS CONCEPTS AND PLANNING	LSCM-3

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

**Pass Marks: 28**

#### COURSE OBJECTIVE:

- To get clear view about the concepts employed in the different logistical background a
- To explain the process related the logistical industry
- To explain the different drivers of logistics.

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

- CO –1: Explain the scope of logistics in business.
- CO –2: Explain logistics and supply chain management
- CO –3: Explain the core and support activities in logistics.
- CO –4: Explain about the logistical integration hierarchy
- CO –5: Explain the various issues in logistics integration.
- CO –6: Explain about the logistical performance cycles.
- CO –7: Explain about the logistics channel participants and supply chain relationships.

### UNIT I

#### INTRODUCTION LOGISTICS

Introduction –Scope of logistics in business, Logistics and Supply Chain Management, Core and support activities of logistics; Logistical integration hierarchy; Integrated Logistics; Operating objectives; Barriers internal integration; Logistical performance cycles; Supply chain relationships –Channel participants, Channel structure, Basic functions, Risk, power and leadership.

### UNIT II

#### LOGISTICS SYSTEM DESIGN

Logistics reengineering, Logistical environmental assessment, Time based logistics, Anticipatory and Response based strategies, Alternative strategies, Logistical operational arrangements, Time based control techniques; Integration theory –Location structure, Transportation economies, Inventory economies, Formulating logistics strategy.



# **RKDF UNIVERSITY**

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

### **UNIT III**

#### **LOGISTICS STRATEGY AND PLANNING**

Logistics planning triangle, Network appraisal; Guidelines for strategy formulation –total cost concept, Setting customer service level, Setting number of warehouses in logistics system, Setting safety stock levels, Differential distribution, Postponement, Consolidation, Selecting proper channel strategy.

### **UNIT IV**

#### **INVENTORY AND PURCHASING**

Review –Inventory and purchasing decisions; Multi facility location problems –Exact method, Heuristic methods, other methods; Logistics planning and design –Feasibility analysis, Project planning, Assumptions and data collection, Analysis, Development of recommendation, Implementation

### **UNIT V**

#### **LOCATION DECISIONS**

Planning and design techniques –Logistics adhoc analysis, Location analysis, Inventory analysis, Transportation analysis

#### **TEXT BOOKS:**

1. Pierre A. David International Logistics: the Management of International Trade Operations 5th Edition 2017.
2. R.H. Ballou, Business Logistics Management, Prentice-Hall, 2004

#### **REFERENCE BOOKS:**

1. Richard Lloyd Successful Integrated Planning for the Supply Chain: Key Organizational and Human Dynamics Kogan Page; 1 edition March 2018
2. John J. Coyle, Edward J. Bardiand C. John Langley Jr., The Management of Business Logistics -A supply chain Perspective, Thomson Business Information, 10th edition 2016.
3. Vinod V. Sople, Logistics Management, Pearson Education, 2nd edition 20



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

**Second Year**

**Semester IV<sup>th</sup>**

(Specialization in Logistics and Supply Chain Management)

Subject Title	Subject Code
LOGISTICS AND SUPPLY CHAIN PERFORMANCE MANAGEMENT	LSCM-4

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

**Pass Marks: 28**

#### COURSE OBJECTIVE:

- To understand the performances of each individual driver are monitored.
- To understand the reason for the performance, drop at every stage of the supply chain is monitored and briefed.

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

- CO –1:Learn about the planning of logistics and supply chain management.
- CO –2:Evaluate performance of logistics.
- CO –3:Reproduce knowledge on measurement of logistics
- CO –4:Design the various measurement systems.
- CO –5:Name of control system of logistics.
- CO –6:Operate and implementation of control system.
- CO –7:Organize the implementation of lean logistics.
- CO –8:Design the mapping for supply chain management.
- CO –9:Evaluate the performance of supply chain management.
- CO –10:Measure performance of supply chain management

#### UNIT I

##### STRATEGIES, PLANNING AND PERFORMANCE

Principles and strategies of Logistics and supply chain management, Logistics and supply chain operations planning, Approaches to develop metrics

#### UNIT II

##### LOGISTICS MEASUREMENTS SYSTEMS

Logistical and supply chain measurement, Measurements in integration context

#### UNIT III

##### LOGISTICS CONTROL SYSTEMS

Logistics / supply chain control, Characteristics of an ideal measurement system



# **RKDF UNIVERSITY**

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

### **UNIT IV**

#### **UNDERSTANDING PERFORMANCE FRAMEWORKS**

Mapping for supply chain management, Lean thinking and supply chain management

### **UNIT V**

#### **SUPPLY CHAIN PERFORMANCE MEASUREMENT**

Measurement of supply chain performance.

#### **TEXT BOOKS:**

1. Bowersox & Closs, Logistical Management, McGraw-Hill Companies, 2017.
2. Martin Christopher, Logistics & Supply chain management, 2016.

#### **REFERENCE BOOKS:**

1. Sunil Chopra and Peter Meindl, Supply Chain management - Strategy, Planning and Operation, Pearson Education 2018.
2. Mohanty, Essentials of Supply Chain Management, Jaico 2018. Publishing Ho



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

Second Year

Semester IV<sup>th</sup>

(Specialization in Pharmaceutical Management)

Subject Title	Subject Code
Drug Regulatory Affair	PHSM-3

Max. Marks (Ext. Exam): 70

Pass Marks: 28

#### Unit I

Historical perspective on the impact of Food and Drug laws.

#### Unit II

Manufacturing: Introduction, regulatory requirements as per Indian and other regulatory authorities for manufacturing information formula, process, validation of manufacturing process, equipment, documentation, inspection requirement, regulatory guidelines for active ingredients and formulations. Regulatory guidelines for packaging materials, test and evaluation of packaging materials, biological test, microbiological test and evaluation of closures.

#### Unit III

Federal Laws – FD & C Act - Definitions, History of FDA; Evolution of Drug Regulations – 1906 Act, 1938 Act, 1962 Amendments; Laws governing evaluation of New Drug products like IND, NDA, ANDA etc.; FDA Product recalls; DESI and OTC Review; Other regulations of 1962 Amendments like labeling requirements of prescription and OTC drugs.

#### Unit IV

FDA Enforcement powers, other federal laws affecting pharmaceutical industry (includes latest amendments in the Indian and international systems), Intellectual property rights: Introduction, purpose, guidelines as per Indian and other regulatory authorities.

#### Unit V

Clinical trials: Definition, Phase I, Phase II, Phase III and Phase IV studies, design documentation, presentation and interpretation, statistical analysis of clinical data, factorial design, guidelines as per Indian and other regulatory authorities.

Text Books Recommended:

1. The Sciences & Practice of Pharmacy – Remington
2. Community Pharmaceutical Management by Lechman





# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

**Second Year**

**Semester IV<sup>th</sup>**

(Specialization in Pharmaceutical Management)

Subject Title	Subject Code
Pharmaceutical Sales and Customer Relationship Management	PHSM-4

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

**Pass Marks: 28**

Course Objective: Study of pharmaceutical sales is different from study of general sales, various factors like physicians behaviour, promotional strategy, marketing reputations of organizations etc. This course enable students to understand about selling of medicines and pharmaceutical market dynamic.

#### Unit I

Need and scope of Pharmaceutical selling, Pricing of pharmaceutical products

#### Unit II

Direct selling – concepts & types, Sales forecasting of pharmaceutical products

#### Unit III

Role & responsibility of medical representatives

#### Unit IV

Distribution channel and network in pharmaceutical industry

#### Unit V

Managing sales force, Principal channel relationship.

Text Books Recommended:

1. Pharmaceutical Marketing by Mickey C. Smith
2. Pharmaceutical Product Development by N. K. Jain



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

**Second Year**

**Semester IV<sup>th</sup>**

(Specialization in Agribusiness Management)

Subject Title	Subject Code
Management of Agribusiness Cooperatives	ABSM-3

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

**Pass Marks: 28**

#### Objective

To provide the students an understanding about the agribusiness cooperative organizations and their management.

#### UNIT I

Cooperative administration- a global perspective, ecology of cooperative administration, cooperative sector and economic development.

#### UNIT II

Cooperative management- nature, functions and purpose of cooperatives – procurement, storage, processing, marketing, process of cooperative formation, role of leadership in cooperative management.

#### UNIT III

The state and cooperative movement, effects of cooperative law in management, long range planning for cooperative expansion, policy making.

#### UNIT IV

Human resource management, placement and role of board of directors in cooperative management.

#### UNIT V

Overview of agribusiness cooperative – credit cooperatives, cooperative marketing, dairy cooperative; financing agribusiness cooperative.

#### Suggested Readings

- Akmat JS. 1978. New Dimensions of Cooperative Management. Himalaya Publ. House.
- Ansari AA. 1990. Cooperative Management Patterns. Anmol Publ.
- Sah AK. 1984. Professional Management for the Cooperatives. Vikas Publ. House.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Syllabus

**Second Year**

**Semester IV<sup>th</sup>**

(Specialization in Agribusiness Management)

Subject Title	Subject Code
Food Retail Management	ABSM-4

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

**Pass Marks: 28**

#### Objective

The objective of this course is to assist students in understanding the structure and working of food marketing system in India, to examine how the system affects farmers, consumers and middlemen and to illustrate the response of this dynamic marketing system to technological, socio-cultural, political and economic forces over time.

#### Contents

#### UNIT I

Introduction to International Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Retail management and Food Retailing, The Nature of Change in Retailing, Organized Retailing in India, E-tailing and Understanding food preference of Indian Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern of Indian Consumer.

#### UNIT II

Value Chain in Food Retailing, Principal trends in food wholesaling and retailing, food wholesaling, food retailing, the changing nature of food stores, various retailing formats, competition and pricing in food retailing, market implications of new retail developments, value chain and value additions across the chain in food retail, food service marketing.

#### UNIT III

4 P's in Food Retail Management, Brand Management in Retailing, Merchandise pricing, Pricing Strategies used in conventional and nonconventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers.

#### UNIT IV

Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Merchandise Pricing, Logistics, procurement of Food products and Handling Transportation of Food Products.



# RKDF UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### UNIT V

Retail Sales Management Types of Retail Selling, Salesperson selection, Salesperson training, Evaluation and Monitoring, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing.

#### Suggested Readings

- Berman & Evans. 2008. Retail Management: A Strategic Approach. 10th Ed. Prentice Hall of India.
- Cox. 2006. Retailing: An Introduction. 5th Ed. Pearson Edu.
- Levy M & Weitz BW. 2004. Retailing Management. 5th Ed. McGraw Hill.