

<b>MBA (Executive) Semester III (2021-23)</b>			
<b>Subject Name</b>	<b>Service Management</b>	<b>Subject Code</b>	<b>MS5H-601</b>
<b>Subject Nature: Core</b>			
<b>Course Objective:</b> The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Service Management.			
<b>Learning Outcome:</b> <ul style="list-style-type: none"> <li>• Contrast the approaches to service management in different countries.</li> <li>• Distinguish among a variety of types of service.</li> <li>• Specify the processes that consistently create higher quality service levels.</li> <li>• Predict the impact of various levels of service on customer satisfaction.</li> <li>• Assess how services levels within the value chain, especially when outsourced, impact achievement of organizational objectives.</li> </ul>			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems			
<b>Course Contents</b>			
<b>UNIT</b>	<b>CONTENT</b>		
<b>Unit I Introduction</b>	Service overview, manufacturing v/ sser vices, nature of sser vices service classification, characteristics of service operations, competitive environment, strategic service vision, value chain.		
<b>Unit II Service Strategy</b>	Service benchmarks, use of information technology, measuring service, productivity, data envelopment analysis, strategic planning.		
<b>Unit III Service Design</b>	New service development, service design overview, ascoproducer, processquality, service benchmarks, use of technology self service, e-business service, concepts.		
<b>Unit IV Service quality</b>	Introduction, definition, need / Importance of service quality, measurements, dimensions, Gapmodel, SERVQUAL, critiques, associated concepts, customer satisfaction, loyalty, retention, Quality by design, Taguchimethod.		
<b>Unit V Facility location and design</b>	Nature and objectives of service organization, process analysis, product layout and work allocations, center of gravity model, location considerations, locating a retail outlet.		
<b>Unit VI Managing service operations</b>	Resources constraints, project monitoring, forecasting demand forecasting demand for services, yield management, role of uncertainty in services, characteristics of inventory related costs.		
<b>Unit VII Globalization of services</b>	Introduction, domestic growth, strategies, franchising, international strategies, Multi country operations, importing, service off shoring.		

1. Service Management, Fitzamann and Fitzamann, Tata McGraw Hills, New Delhi

<b>MBA (Executive) Semester III (2021-23)</b>			
<b>Subject Name</b>	<b>Project Management</b>	<b>Subject Code</b>	<b>MS5H-603</b>
<b>Subject Nature: Core</b>			
<b>Course Objective:</b> The Course Objective is to acquaint students with project management methods and to develop skills on Project Planning, Analysis, Implementation and Control.			
<b>Learning Outcome:</b> It develops various individual skills but it emphasizes the need for a systemic approach. The individual skills include: <ul style="list-style-type: none"> <li>• Project risk analysis, project success/ failure analysis;</li> <li>• Project scheduling, able to use financial model, cost-benefit analysis in project management</li> <li>• Report writing, presentation and team working.</li> </ul>			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems			
<b>Course Contents</b>			
<b>UNIT</b>	<b>CONTENT</b>		
Unit 1: Introduction	Meaning, Need And Significance and its types; Project Life Cycle and its phases; Generation and Screening of Project Ideas.		
Unit 2: Project Selection & Analysis	2.1 Market and Demand Analysis, (Including Demand Forecasting); Location Analysis; Technical Analysis; Financial Analysis Cost of Project Working Capital Requirement & its Financing Cost and Benefit Analysis; 2.5 Social Cost Benefit Analysis.		
Unit 3: Financial Feasibility And Project Appraisal	Financial Feasibility Study or Financial Analysis; Time Value of Money; Cost of Capital; Projected Cash Flows; Project appraisal (Capital Budgeting) and Appraisal Criteria; Analysis of Risk-concept, types, techniques of Risk Evaluation, Sensitivity Analysis and common methods for handling Risk.		
Unit 4: Project Financing	Preparing Project Report, Financial Projections, Estimating Costs. Project Financing, Project Appraisal by Financial Institutions.		
Unit 5: Project Management And Control	Project Organizations; Planning and Control of Project Human Aspects of Project Management; Project Control Tools (Gantt Charts, Line off balance).		

Unit 6: Network Techniques for Project Management	Basic Concepts of Networks; Line Estimation and Determination of Critical Path (For Both PERT and CPM Models); Network Cost Systems; Activity Crashing.
Unit 7: Project Review	Need for Reviews; Initial Review, Performance Evaluation; Abandonment Analysis; Evaluating the Capital Budgeting Systems. Other Issues: Tax Implications, Environmental, Health and Safety.
<p>Learning Resources:</p> <p>Text Books:</p> <p>Prasanna Chandra. "Project Planning, Analysis, Selection, Implementation and Review", New Delhi, Tata McGraw Hill Publications, Latest Edition.</p> <p>P. Gopalkrishnan and E. Rama Moorthy, "Text Book of Project Management". New Delhi, McGraw Hill Publications, Latest Edition.</p> <p>Reference Books:</p> <p>Harold Kerzner, "Project Management: A Systems Approach to Planning, Scheduling and Controlling", New Delhi, CBS Publications, Latest Edition.</p> <p>Rajive Anand, "Project Profiles with Model Franchise Agency and Joint Venture Agreement", New Delhi, Bharat Publications, Latest Edition.</p>	

Finance Specialization

<b>MBA (Executive) Semester III Batch (2021-23)</b>			
<b>SUBJECT NAME</b>	<b>FINANCIAL MARKETS PRODUCTS AND SERVICES</b>	<b>SUBJECT CODE</b>	<b>MS5H-605</b>
		<b>TOTAL CREDITS</b>	<b>03</b>
<b>SUBJECT NATURE: FINANCE COMPULSORY</b>			
<b>COURSE OBJECTIVE:</b> To acquaint participant with the basic concept of Financial Markets, Products and Services.			
<b>LEARNING OUTCOME:</b> At the end of the course students should be able to; 1.To provide the students understanding of role financial institutions and markets play in the business environment. It also helps to develop a series of applications of principles from finance and economics that explore the connection between financial markets, financial institutions , financial products and services and the economy.			
<b>EXAMINATION SCHEME:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 12 marks and have <b>two</b> theory questions out of which a student will be required to do any <b>one</b> . Section B will be of 48 marks and have <b>five</b> numerical/cases out of which a student will be required to do any <b>four</b> .			
<b>COURSE CONTENTS</b>			
UNIT –1 Nature and Role of Financial System	Money and finance – Money and near-money – Financial intermediation and financial intermediaries – The structure of the financial system – Functions of the financial sector – Indicators of financial development Nature and Scope of Financial Services, Fund based and fee based services.		
Unit-2 Financial Market Operations	<p>Money Market: Introduction, Instruments—T-Bills, Commercial Papers, Certificate of Deposits, Call Money, Money Market Mutual Funds, Commercial Bills, Collateralized Debt Obligations, Trading mechanism of instruments, regulations.</p> <p>Capital Market: Meaning, Functions, Primary and Secondary Market. Methods of floatation of Capital –IPO’s, Book building, Private Placements etc. –Investor protection in primary market – recent trends in primary market. Rights Issue, Bonus Issue. BSE &amp; NSE operations. Concept of Circuit Breakers</p> <p>Secondary Market---Overview of major Stock Exchanges in India. Meaning, Purpose and Consideration in developing index – Methods (Weighted Aggregate Value Method, Weighted Average of Price Relatives method, Free Float method)</p> <p>Trading on Stock Exchanges: Different trading systems – Share groups on BSE and NSE –BOLT and NEAT System – Different types of settlements – Pay –in and Pay out – Bad Delivery – Short delivery – Auction, Order types and books – De -Mat settlement –</p>		
	Physical settlement – Institutional segment – Funds settlement – Valuation debit- Valuation price – Bad and short delivery – Auction.		

Unit-3 Lease and Hire Purchase	Meaning and Types of Leasing – Legislative frameworks –Matters on Depreciation and Tax – Problems on leasing Concepts and features – Tax and Depreciation implications – Problems on Hire Purchasing.
Unit- 4 Credit Rating and Securitization of Debts	Definition and meaning- Process of credit rating of financial instruments- Rating methodology-Rating agencies – Rating symbols of different companies. Securitization of Debt- Meaning- Features- Special Purpose Vehicle- Pass Through Certificate & mechanism – Benefits of securitization – Issues in Securitization
Unit -5 Mutual Funds, Factoring Forfeiting and Bill Discounting	Mutual Funds- Types Mutual Funds – Advantages of mutual funds, Exchange Traded Funds – Hedge funds- Regulations on mutual funds – Accounting aspects. Factoring and Forfeiting: Concepts, types, mechanism, advantages, disadvantages Bill Discounting: Concept, type, bill rediscounting, problems on bill discounting.
Unit -6 Credit Cards, Venture Capital Finance and Merchant Banking	Credit Cards: Concepts, operational procedure, advantages, disadvantages. Venture Capital Finance: Concepts, Procedure, and Importance. Merchant Banking: Mergers, Amalgamations, Acquisition, Takeovers.
<p><b>Learning Resources:</b>  <b>Text Books: Latest Edition of-</b>  <b>M.Y.Khan</b>, Financial Services, Tata McGraw-Hill, New Delhi.  <b>Harsh V.Verma</b>, Marketing of Services, Global Business Press  <b>Sames L .Heskett</b>, Managing In the Service Economy, Harvard Business School Press,Boston.  <b>M.Y.Khan</b>, Indian Financial System, 4/eTata Mc Graw-Hill, New Delhi. <b>Frank.J.Fabozzi</b>&amp; Franco Modigliani, Foundations of Financial Markets and Institutions,Pearson Education Asia.  <b>H.R Machiraju</b>, Indian Financial Systems, Vikas Publishing House Pvt. Ltd.  <b>Meir Kohn</b>, Financial Institutions and Markets, Tata McGraw-Hill, New Delhi.  <b>B. Pathak</b> : Indian Financial Systems Pearson Education</p>	

<b>MBA (Executive) Semester III Batch (2021-23)</b>			
<b>SUBJECTNAME</b>	<b>Risk Management and Derivatives</b>	<b>SUBJECTCODE</b>	<b>MS5H-607</b>
		<b>TOTAL CREDITS</b>	<b>03</b>
<b>SUBJECT NATURE: FINANCE COMPULSORY</b>			
<b>COURSEOBJECTIVE:</b> To acquaint participant with the basic concept of Financial Risk and Derivatives.			
<b>LEARNING OUTCOME:</b>			
<ol style="list-style-type: none"> <li>1. At the end of the course students should be able to;</li> <li>2. Understand the risk return trade off and manage financial risk through the use of various derivative instrument</li> <li>3. To make them understand operations of derivatives market.</li> </ol>			
<b>EXAMINATIONScheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60marks consisting of two sections A and B respectively. Section A will be of 12 marks and have <b>two</b> theory questions out of which a student will be required to do any <b>one</b> . Section B will be of 48 marks and have <b>five</b> numerical / cases out of which a student will be required to do any <b>four</b> .			
<b>COURSECONTENTS</b>			
<b>UNIT-1 Understanding Risk</b>	<ol style="list-style-type: none"> <li>1.1. Concept of Risk</li> <li>1.2. Types of Risk</li> <li>1.3. Risk Management Process</li> <li>1.4. Risk Management Strategies</li> </ol>		
<b>Unit-2 Introduction to Derivatives</b>	<ol style="list-style-type: none"> <li>2.1 Concept of Forwards, Future, Options</li> <li>2.2 Difference between Forward and Futures</li> <li>2.3 Types of Options</li> <li>2.4 Participants in markets Hedgers, Speculators and Arbitragers</li> <li>2.5 Uses of Derivatives</li> <li>2.6 Basic Derivatives terminology</li> </ol>		
<b>Unit-3 Futures Contract</b>	<ol style="list-style-type: none"> <li>3.1. Future Terminology</li> <li>3.2. Types of Futures,</li> <li>3.3. Standardization in Futures,</li> <li>3.4. Futures Exchange Clearing House</li> <li>3.5. Types of Orders</li> <li>3.6. Trading in Futures-Mark to Market Process</li> <li>3.7. Convergence of Future and Spot Price</li> <li>3.8. Stock Index Futures</li> <li>3.9. Currency Futures</li> <li>3.10. Interest Rates Future</li> <li>3.11. Hedging Using Futures— Short Hedge, Long Hedge.</li> </ol>		

<b>Unit-4 Options Market</b>	<b>4.1.</b> Types of Options, <b>4.2.</b> Pay offs from option positions, In the Money option, Out of Money Option, At the Money option, <b>4.3.</b> Naked Option, Exotic Options, Bond Option, Time Value Of Money. <b>4.4.</b> Exchange Traded Option- Stock, Option, Foreign Currency Option, Over the Counter Exchange Option, Index Options, Put Call Parity.
<b>Unit - 5 Option Trading Strategies</b>	<b>5.1.</b> Bull Strategy <b>5.2.</b> Bear Strategy <b>5.3.</b> Butterfly Strategy <b>5.4.</b> Calendar Strategy <b>5.5.</b> Diagonal Spread Strategy <b>5.6.</b> Straddles, Strip and Straps Strategy.
<b>Unit-6 Swaps</b>	<b>6.1.</b> Introduction to Swaps <b>6.2.</b> Basic Swap Structure <b>6.3.</b> Interest Rate Swaps <b>6.4.</b> Currency Swaps <b>6.5.</b> Mechanics of Swaps Transactions <b>6.6.</b> Swap options.
<b>Unit-7 Greek Letters</b>	<b>7.1.</b> Concept of Delta Theta, Gamma Vega, Rho <b>7.2.</b> Factors Determining Option Price <b>7.3.</b> Black Scholes Mode
<b>Learning Resources:</b> <b>Text Books: Latest Edition of-</b> <b>Hull, J.:</b> Options: Futures and other Derivatives, Prentice Hall, New Delhi. <b>Chance, Don M:</b> An Introduction to Derivatives, Dryden Press, International Edition. <b>Chew, Lilian:</b> Managing Derivative Risk, John Wiley, New Jersey. <b>Das, Satyajit:</b> Swap & Derivative financing, Probus <b>Kolb, Robert W:</b> Understanding Futures Markets, Prentice Hall Inc., New Delhi.	



<b>MBA (Executive) Semester III Batch (2021-23)</b>			
<b>SUBJECT NAME</b>	<b>INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT</b>	<b>SUBJECT CODE</b>	<b>MS5H-609</b>
		<b>TOTAL CREDITS</b>	<b>03</b>
<b>SUBJECT NATURE: FINANCE COMPULSORY</b>			
<b>COURSE OBJECTIVE:</b> The objectives of this course is to provide the students in dept understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of mutual funds, investment strategies and portfolio management services.			
<b>LEARNING OUTCOMES</b> <ul style="list-style-type: none"> <li>• Ability to understand risk and return on financial assets</li> <li>• Evaluation of key financial assets</li> <li>• Portfolio concepts</li> </ul>			
<b>EXAMINATION SCHEME:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 markseach of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>COURSE CONTENTS</b>			
UNIT –1 Introduction	Concept of Investment, Investment V/S Speculation, Financial And Economic Aspect Of Investment, Types, Characteristics And Objectives Of Investment Selecting Investments in a global market.		
Unit-2 Risk Return	Concept Of Risk And Return, Systematic And UnsystematicRisk Analysis of different types of Risks and Return, Determinants of Required Rate of Return, Risk free rate and factors influencing the risk free rate; RiskPremium. Multifactor Model of Risk & Return		
Unit-3 Fundamental and Technical Analysis	Efficient Market Hypothesis: Efficient Market Concept; Different forms ofEfficiency, Random walk theory. Challenges to the Efficient Market Hypothesis. EIC analysis-Macro economic activity and security Markets.The Cyclical Indicator Approach. Monetary Variables, the Economy and Stock Prices. Inflation, interest rate and security prices Analysis of Growth and Value Companies. Technical Analysis: Assumptions, Advantages and Challenges. Technical Trading Rules and Indicators Technical Analysis of Equity Markets.		
Unit- 4 Valuation ofAssets	Bonds: Bond Fundamentals, Bond Valuation Models: PVMModel Bonds Yield, Measures Duration, Modified Duration, Immunization Convexity, Bond Value Theorem. Equity : Constant Growth Model, Multi-Stage Growth Model,P/E Ratio andEarnings Multiplier Models. Valuation Of Preference Shares, Valuation of Warrants, RightsIssued.		

Unit -5 Portfolio Management:	Measurement of Expected Risk and Return of Portfolio Markowitz Portfolio Theory. The Efficient Frontier and Investor Utility. Optimal Portfolio Selection Sharpe's Single Index Model, Lagrange Multiplier Theory.
Unit-6 Capital Asset Pricing Model & Multi Factor Models:	Concept of Beta SML And CML Valuations. Arbitrage Pricing Theory, Empirical Tests of APT Estimating Risk in a Multi-factor Setting.
Unit-7 Portfolio Performance Evaluation & Portfolio Management Strategy	Treynor, Sharpe, Jensen and Information Ratio Performance Measures. Passive vs. Active Management. Bond Portfolio Management Strategies and Equity Portfolio Management Strategies Equity Portfolio Management Strategy-Index Portfolio Construction Techniques.
<p><b>Learning Resources:</b>  <b>Text Books: Latest Edition of-</b></p> <ol style="list-style-type: none"> <li>1. <b>Fischer &amp; Jordan</b>, Security Analysis and Portfolio Management, Prentice Hall India.</li> <li>2. <b>Punithavathy Pandian</b>, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd.</li> <li>3. <b>I. M. Pandey</b>, Financial Management, Vikas Publishing House Pvt. Ltd.</li> <li>4. <b>Martin Pring</b>, Technical Analysis Explained, McGraw Hill.</li> <li>5. <b>V. A. Avadhani</b>, Investment and Securities Market in India, Himalaya Publishing</li> </ol>	

<b>MBA (Executive) Semester III Batch (2021-23)</b>			
<b>SUBJECT NAME</b>	<b>Banking and Insurance</b>	<b>SUBJECT CODE</b>	<b>MS5H-611</b>
		<b>TOTAL CREDITS</b>	<b>03</b>
<b>SUBJECT NATURE: FINANCE COMPULSORY</b>			
<b>COURSE OBJECTIVE:</b> To acquaint participant with the basic concept of Insurance and Banking sector.			
<b>LEARNING OUTCOME:</b> At the end of the course students should be able to; 1. To enable the students to gain acumen, insight and through knowledge relating to the various aspects of Insurance and Banking sector and their regulatory frameworks.			
<b>EXAMINATION SCHEME:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 12 marks and have <b>two</b> theory questions out of which a student will be required to do any <b>one</b> . Section B will be of 48 marks and have <b>five</b> numerical/cases out of which a student will be required to do any <b>four</b> .			
<b>COURSE CONTENTS</b>			
<b>UNIT –1 Understanding Banking</b>	Evolution of Banking Banking in India Types of Banks Roles of Banks (viz. Intermediation, Payment system, and financial services) Banking Regulations-- BASEL Norms Banking Products – Fee based and fund based Banking Structure in India- RBI, Commercial, Rural and Co-operative banks their role and significance Capital Adequacy norms for banks, SLR, CRR, CAR		
<b>Unit-2 Bank Management</b>	Liquidity Management Investment Management Loan Management Liability Management Credit Management Risk Management Commercial banks' Balance Sheet and Income Statement, Relationship between B/S and Income Statement Return on Equity Model Important ratios used in Balance Sheet Analysis, CAM ELS Rating Management of assets and liabilities in banks- Profitability and Productivity in Banks		
<b>Unit-3 Understanding</b>	Definition of Insurance General Principles of Insurance		

<b>Insurance</b>	Insurance Application and Acceptance Procedure Insurance Terminology
<b>Unit- 4 Life Insurance</b>	Life Insurance Definition, General Principles of Life Insurance Types of Life Insurance Products--- Whole Life Policy, Term Policy, Endowment Policy. Annuities Types Claim Management of Claim Settlement Analysis of Balance Sheet of a Life Insurance Company
<b>Unit -5 General Insurance</b>	General Insurance Definition, General Principles of General Insurance Marine Insurance, Fire Insurance Motor Vehicle Insurance Public Liability Insurance Third Party Insurance Mediclin and Health Policies Group Insurance 5.8 Burglary Insurance
<b>Learning Resources:</b> <b>Text Books: Latest Edition of-</b> Banking Theory, Law & Practice, <b>Gordon Natrajan</b> , HPH Insurance Management, <b>S.C.Sahoo&amp;S.C.Das</b> , HPH Bank Management & Financial Services, <b>Rose, Hudgins</b> , McGraw Hill Risk Management & Insurance, <b>Trieschmann, Hoyt, Sommer</b> , Cengage Banking and Insurance, <b>Mohapatra and Acharya</b> , Pearson	

## Marketing Specialization

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A.(Executive) Batch2021-23 Semester III			
<b>Subject Name</b>	<b>PRODUCTAND BRAND MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5H-613</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Marketing Compulsory</b>			
<b>Course Objective:</b> The objectives of this course are to acquire the conceptual understanding of product and brand management and its applications for corporate growth and development.			
<b>Learning Outcome:</b> Up on completion of this course students will develop fundamental understanding of how to build, measure, and manage a brand.			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case /practical problems.			
<b>Course Contents</b>			
<b>UNIT –I Introduction to Product Management</b>	Why product management, Relationship between marketing and product management, Product management process, Functions of product manager, Role and responsibilities of product manager.		
<b>Unit-2 Product Life Cycle</b>	Concept of PLC, Operational zing the aspect of PLC concept, PL Case forecasting model, PL C as guideline for marketing strategy, Extension of PLC.		
<b>Unit-3 New Product Development</b>	3.1 Characteristics of successful product development, New product development process and organization.		
<b>Unit-4 Brand Management</b>	4.1 Concept, Decision, Elements and Brand portfolio		

<p><b>Unit-5 Brand Association</b></p>	<p>Brand awareness, identity, image, personality and loyalty Managing brand equity through brand loyalty, Measuring brand equity.</p>
<p><b>Unit-6 Branding Strategies</b></p>	<p>Evaluation of brands, Perceived quality, Brand positioning and repositioning, Brand extension decisions. Emerging trends in product and brand management</p>
<p><b>Learning Resources:</b>  <b>Text Reading:</b> Latest Edition  1. Majumdar, Ramanuj, <b>“Product Management in India”</b>, PHI.  2. David A. Aaker, Rajeev Batra and John G. Meyer. <b>“Advertising Management”</b>, New Delhi. PHI  3. David A. Aaker. <b>“Managing Brand Equity”</b>, New York. Free Press.  Jean Noel Kapfers. <b>“Strategic Brand Management”</b>, New York, Free Press.</p> <p><b>Suggested Readings</b>  1. Moorthi, Y.L.R., <b>“Brand Management”</b>, Vikas  2. Kumar Ramesh, S., <b>“Managing Indian Brands”</b>  Oguinn, T.C., Allen, C.T. and Semenik, R.J., Vikas, <b>“Advertising and Integrated Brand Management”</b>. Thomson.</p>	

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A.(Executive) Batch 2021-23 Semester III</b>			
<b>Subject Name</b>	<b>CONSUMER BEHAVIOUR and CRM</b>	<b>Subject Code</b>	<b>MS5H-615</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Marketing Compulsory</b>			
<b>Course Objective:</b> The objectives of this course are to help students gain an understanding of Consumer Behaviour and their applications.			
<b>Learning Outcome:</b> Up on completion of this course students will be able to understand Consumer behavior and also to develop appropriate marketing strategies for different segments of consumers.			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case /practical problems.			
<b>Course Contents</b>			
Unit – 1 Introduction to Consumer Behaviour	1.1 Definition and scope of Consumer Behaviour, 1.2 Linkage with Marketing Strategy, Application of Consumer Behaviour and Consumer Research.		
Unit-2 Environmental influences on Consumer Behaviour	Understanding culture, subculture, Social class, family Personal influence, word of mouth communication, opinion leadership and their effects in decision making.		
Unit- 3 Individual Determinants of Consumer Behaviour	3.1 Demographics; Concept, Theories and Applications – Motivation, Learning, Knowledge, Involvement, Perception, Attitude formation and change, Personality and Self Concept, Psychographics and LifeStyle.		

Unit- 4 Consumer Decision Process and Models	4.1 Pre – purchase Process : Information processing, Types of information and sources, external and internal search, marketing strategies 4.2 Purchase Processes: Consumer choice making process, Evaluative criteria, Decision rules Post Purchase Processes: Framework, dissonance satisfaction /Dissatisfaction.
Unit –5 Introduction	Evolution of CRM, Customer satisfaction, Customer Loyalty, Customer experience, Paradigm shift in marketing, Relationship Marketing, CRM, e-CRM. Significance and benefits of CRM to different business organizations and customers.
Unit-6 CRM Process	CRM Model, System approach to CRM, CRM process, Objectives, Customer Segmentation, Customer Database. Strategy Formulation, Infrastructure Development, Designing System, Core processes, Developing People, Customer retention, Recovering lost customers, Terminating Relationships.
<b>TOTAL CLASS ROOM CONTACT SESSIONS IN HOURS</b>	
<p><b>Learning Resources:</b></p> <p><b>TextReading:</b> Latest Edition</p> <ol style="list-style-type: none"> <li>2. R.D.,Miniard,P.W.andEngel,J.F.,“</li> <li>3. <b>Consumer Behaviour</b>”, Thomson.</li> <li>4. SchiffmanL.G. and Kanuk L. L.,“ <b>Consumer Behaviour</b> ”,PHI.</li> <li>5. Hawkins, Del I., Best, Roger J., Coney, Kenneth A. and Mookerjee, Amit, “<b>Consumer Behaviour Building Marketing Strategy</b>”, Tata McGraw Hill Publishing Company Limited,NewDelhi.</li> <li>6. Assel,H.,“<b>Consumer Behaviour</b>”, Thomson.</li> <li>7. Solomon M.R.,“<b>Consumer Behaviour</b>”,PHI.</li> <li>8. Sheth, J.N., Parvatiyar, A. and Shainesh, G., “<b>Customer Relationship Management</b>”. THM.</li> <li>9. Kincaid, J.W., “<b>Customer Relationship Management: Getting it right</b>”, Prentice Hall.</li> <li>10. Sheth, J.N. and Parvatiyar, A., “ <b>Handbook of Relationship Marketing</b>”, Sage Publication.</li> </ol>	



<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A.(Executive) Batch 2021-23 Semester III</b>			
<b>Subject Name</b>	<b>SALES AND DISTRIBUTION MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5H-617</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Marketing Compulsory</b>			
<b>Course Objective:</b> The objectives of this course are to expose the students to various aspects of sales and distribution Management as an integral part of marketing management and provide abilities in sales and distribution system.			
<b>Learning Outcome:</b> Upon successful completion of this course student will be able to understand the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case /practical problems.			
<b>Course Contents</b>			
<b>UNIT –I Personal Selling</b>	The role of personal selling in marketing mix, The personal selling process, Personal selling objectives, Types of sales job.		
<b>Unit-2 Theories of Sales Management</b>	Objectives, Nature and scope. Buyer– Seller Dyads, Theories of Selling-AIDAS Theory, “ Right set of circumstances” Theory, “ Buying formula” Theory, and Behavioral equation theory of selling.		
<b>Unit – 3 Sales Planning</b>	Sales organization, Sales forecasting, Sales Budgeting, Territory design and setting Quotas.		
<b>Unit- 4 Operational Sales Management</b>	4.1 Selection, Training, Motivation and Compensation, Evaluation and Control of sales force.		

<p style="text-align: center;"><b>Unit- 5 Distribution</b></p>	<p>Design of distribution channel, Management of channels, Managing Co-operation, Conflict and competition, Vertical and Horizontal Marketing Systems.</p>
<p style="text-align: center;"><b>Unit- 6 Whole Selling and Retailing</b></p>	<p>Importance, Types, Marketing decisions for whole seller, Retailing: Importance, Types, Retailer marketing decisions</p>
<p style="text-align: center;"><b>Unit – 7 Physical Distribution</b></p>	<p>Objectives, Order processing, Warehousing inventory, Transportation, Organizing for physical distribution, EDI and Supply chain, Internet as a medium for order processing and information.</p>

**Learning Resources:**

**Text Reading:** Latest Edition

1. Cundiff and Govni, “**Sales Management–Decisions, Strategy and Cases**”, New Delhi: Prentice Hall of India.
2. Ingram, Laforge, Avila, Schwegler and Williams, “ **Sales Management**”, Thomson.

**Suggested Readings**

3. Watubara, R. Thomsas., “ Sales Management – Text and Cases”, Business Publication Inc.
4. Johnson, Kurtz and Scheving, “ Sales Management, Concept Practice and Cases ”, Mc Graw Hill NY.

<b>M.B.A. (EXECUTIVE) SEMESTER III BATCH 2021-23</b>			
<b>Subject Name</b>	<b>DIGITAL and B2B MARKETING</b>	<b>Subject Code</b>	<b>MS5H-619</b>
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To make students aware about different types of Digital and B2B Marketing.</li> <li>• To make an understanding among students about importance of Digital and B2B Marketing.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Define Digital and B2B Marketing and understand its importance in managing Marketing Strategies.</li> <li>2. Help students to make themselves skilled in Digital Marketing and design B2B Market Campaign.</li> </ol>			
<b>Course Contents</b>			
<b>UNIT -1 INTRODUCTION TO DIGITAL MARKETING</b>	Origin of Digital Marketing, Internet Users, Digital Marketing Strategy, Skills required in Digital Marketing, Digital marketing Plan		
<b>UNIT -2 DISPLAY ADVERTISING</b>	Concept, types, buying Models, Analytics tools, You Tube advertising, Ad Placement, Ad Ranks, Ad Campaign- Creating, Enhancing, Performance Reports		
<b>Unit-3 Social Media Marketing</b>	Face book, Linked-In, twitter, Instagram, Mobile Marketing		
<b>Unit-4 Market Opportunity Identification</b>	Market Opportunity Identification-Analysis and Evaluation, Introduction to B2B Marketing. Customer Analysis: Purchase process, Buying Teams, Business Buying and the Individual Manager, the effect of IT on purchase Behaviour. Customer Relationship Management Strategies for Business Markets: Relationship theories and variables, Business Marketing as Network Analysis and Management.		
<b>Unit -5 Assessing Market Opportunities</b>	Assessing Market Opportunities, Environmental changes impacting Supply Chain Power, Strategic Market Planning: The purpose of strategy approaches to strategy, Business Marketing Strategy.		
<b>Unit-6 Managing Products</b>	Managing Products for Business Markets, Managing Business Marketing Channels, and Pricing: Costs, customers and Competitors, Pricing strategy and organization, Relational Aspects of Business-to-business pricing, Bid pricing, Key Account Management.		
<b>Text Reading: Latest Editions:</b>			
<ol style="list-style-type: none"> <li>1. 1 Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017</li> <li>2. Socialnomics: How Social Media Transforms the Way We Live and Do Business – Erik Qualman</li> <li>3. Digital Marketing by Seema Guptha</li> <li>4. Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh, B2B Marketing: A South Asian Perspective</li> </ol>			

Cengage 2014, 11th ed.

**Suggested Readings**

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1. Sharad Sarin, *Business Marketing: Concepts and Cases* McGraw Hill 2013, 1st ed.
2. James C. Anderson, Das Narayandas, James A. Narus and D.V.R. Seshadri, *Business*
3. *Market Management (B2B): Understanding, Creating, and Delivering Value*, Pearson 2010, 3rd ed.

# Human Resource Management

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Executive)</b>			
<b>Semester III</b>			
<b>Batch 2021-23</b>			
<b>Subject Name</b>	<b>Labour Laws</b>	<b>Subject Code</b>	<u>MS5H- 621</u>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature:</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To impart knowledge to students regarding various Social Legislative Norms related to welfare, protection and betterment of labour force.</li> <li>• To develop an understanding about different obligations towards society.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students will become more informed and responsible future HR managers, as they have complete knowledge about the legislative compliances prevailing in our country related to labour.			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			
<b>UNIT –1 Industrial Relations Code</b>	Concept, growth and Emerging Patterns in IR Parties to Industrial Relations Different perspective and approaches to Industrial Relation The Industrial Disputes Act, 1947, The Industrial Employment (Standing Orders) Act, 1946 and The Trade Unions Act, 1926.		
<b>Unit-2 Labour Welfare Legislation</b>	Concept and Philosophy of Labour Welfare. Theories of Labour welfare. Contract Labour Act (Regulation and Abolition) Act, 1970- Scope, Application, Important Definitions and Important Provisions.		
<b>Unit-3 Social Security Code</b>	Evolution and Growth of social legislation in India. International Labour Standards on Social Security. Employees State Insurance Act, 1948. Payment of Gratuity Act, 1972. Maternity Benefit (Amendment) Act, 2017 Employees’ Provident and Miscellaneous Provisions Act, 1952		
<b>Unit- 4 Collective Bargaining in India</b>	Meaning, Nature & Emerging Patterns. Workers Participation in Management: Different degrees and forms of Worker’s Participation in India.		

<b>Unit -5 Occupational Health, Safety and Welfare code</b>	Factories Act 1948 Contract Labour Act 1970	
<b>Unit -6 Recent Developments</b>	discussion on major case laws various policies and schemes for workers and employers major reforms and amendments case studies	
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>
<p><b>Learning Resources:</b></p> <p><b>Text Readings:</b></p> <ol style="list-style-type: none"> <li>1. P.L. Malik, Industrial Law, Lucknow, Eastern Book Co., 1995.</li> <li>2. Introduction to the Constitution of India 21<sup>st</sup> Edition, D.B. Basu</li> <li>3. R.C. Chawla and K.C. Garg, Industrial Law, Ludhiana, Kalyani Publishers, 1993.</li> <li>4. Industrial Relations, Trade Unions and Labour Legislation, P.R.N. Sinha, Indubala Singh and Seema Priyadarshini Shekhar, Pearson, Third Edition.</li> </ol>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Executive)</b>			
<b>Semester III</b>			
<b>Batch 2021 – 2023</b>			
<b>Subject Name</b>	<b>SOCIAL PSYCHOLOGY</b>	<b>Subject Code</b>	<b>MS5H-623</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The students will help students to : <ul style="list-style-type: none"> <li>• Understand person’s behaviour in groups</li> <li>• Industrial safety psychology</li> <li>• About self concept</li> </ul>			
<b>Learning Outcome:</b> At the end of the course student will learn Communication effectively in both oral and written formats. Career planning and development emerge from the major with realistic ideas about how to use psychological knowledge, skill and values.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			
<b>UNIT –1 Social and Industrial Psychology</b>	Definition, Nature and Background Theories and Methods in Social Psychology		
<b>Unit-2 Social Perception</b>	Non-Verbal Communication Theories of Attribution Impression formation and Impression Management		
<b>Unit-3 Social Identity</b>	Self Concept, Self-esteem, Self-efficacy, Self-monitoring Self-focusing		
<b>Unit- 4 Social Influence</b>	Conformity, Compliance Obedience		

<b>Unit -5 Interviews, Application Blanks and References</b>	The interview, Application blanks and biographical inventories, References and background investigations
<b>Unit-6 Employment Testing</b>	Testing abilities, Testing personality, Testing skills and achievements,  Using and not using tests
<b>Unit-7 Safety Psychology</b>	Safety management and safety psychology, Differential accident liability
<b>TOTAL CLASSROOM CONTACT SESSIONS45</b>	
<b>Learning Resources:</b> Text Readings : Latest Editions <ol style="list-style-type: none"> <li>1. Robert A. Baron and Donn Byrne, “<b>Social Psychology: Understanding Human Interactions</b>”,New Delhi , Prentice Hall of India, 7<sup>th</sup> Ed.</li> <li>2. John B. Miner, “<b>Industrial - Organizational Psychology</b>”,Singapore, McGraw-Hill.</li> <li>3. S.C. Tailor, L.A. Peplau and D.O. Sears, “<b>Social Psychology</b>”,New Jersey, Prentice Hall Inc., 7<sup>th</sup> Ed. 1995.</li> </ol>	



<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Executive)</b>			
<b>Semester III</b>			
<b>Batch 2021- 2022</b>			
<b>Subject Name</b>	<b>HUMAN RESOURCE DEVELOPMENT</b>	<b>Subject Code</b>	<b>MS5H-625</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objectives of this course are to help the students acquire the skills to develop the human resource in the organization.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Develop necessary knowledge to act as a coach, mentor in the organization.</li> <li>2. Develop the skills to understand the need of the employees and help them grow in the organization.</li> </ol>			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<h2>Course Contents</h2>			
<b>UNIT –I</b> What is Human Resource Development	Concept and Historical Perspective, Elements of Good HRD, HRD and Organizational Effectiveness.		
<b>Unit-2</b> HRD Systems	Design and development of HRD processes, systems and Strategies. HR Wheel- individual development, Organizational Development and Career Development		
<b>Unit – 3</b> <b>Individual Development</b>	Evolution of Individual Development Roles and responsibilities in Individual Development competencies in Individual Development New Approaches to Individual Development Seven laws of Individual Development		
<b>Unit - 4</b> <b>Career Development</b>	Overview Career Development Activities Individual Component and Career Development activities Organizational Component and Career Development activities		
<b>Unit-5</b> The HRD Manager	Role of HRD Manager Competencies of HRD Manager Characteristics of effective HRD Manager		

<b>Unit-6</b> HRD Mechanisms	Training Counselling Performance Appraisal and Management Coaching HR Accounting
<b>Unit 7</b> The Benefits and Cost of H.R.D	The cost and benefit of training, Models of cost benefit analysis of training, HR Accounting.
<b>Unit 8</b> Future of HRD	Economic, Political, Sociological and Organizational Factors.

**TOTAL CLASSROOM CONTACT SESSIONS 45**

**Text Reading: Latest Editions**

1. Tapomoy Deb, "Human Resource Development: Theory and Practice", Ane books Pvt. Ltd. New Delhi.
2. Uday Kumar Haldar, "Human Resource Development", Oxford University press.
3. Jerry W. Gilley and Steven A. England, "**Principles of Human Resource Development**", U.S.A, Addison-Wesley.
4. T.V. Rao, "**HRD Audit**", New Delhi, Sage Publications.
5. **Suggested Readings** (Latest Edition)
6. Satish Pai, Ravishanker, Upinder Dhar and B. Pattanayak (Eds), "**HRD Skills for Organizational Excellence**". Mumbai, Himalaya.
7. Ashok Chanda and Shilpa Kabra "**Human Resource Strategies-Architecture for Change**" New Delhi, Response Books.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Executive)</b>			
<b>Semester III</b>			
<b>Batch 2021 – 2023</b>			
<b>Subject Name</b>	<b>COMPENSATION AND REWARD MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5H - 627</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: HRM Compulsory</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>● To familiarize the students with the dynamics of wage and salary administration.</li> <li>● To impart knowledge about whole compensation scenario and components of salary.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Describe various theories associated with wage and salary administration.</li> <li>2. Differentiate among varieties of element that helps in constituting an ideal salary and will be able to design a salary structure in very effective manner.</li> <li>3. Explain role of taxation and wage legislation in compensation system.</li> </ol>			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			
UNIT –1 Wage and Salary Administration	Definition, Goals, Concept of Wages & Salary. 1.2 Theories of wages, Minimum wage, Fair wage & Living wage 1.3 Wage criteria & Wage fixation Machineries Salary Benchmarking, designing KRA & KPI Union’s role in wage and salary administration		
Unit-2 Incentive Plan	2.1 Wage theories 2.2 Pay for Performance- types of incentive schemes-Individual and Group Incentive plans 2.2 Productivity Gain sharing plans, Profit Sharing Plans 2.4 Concept and Classification of Employees benefits,		
Unit-3 Wage legislation	3.1 Employees’ provident fund and Miscellaneous Provisions Act, 1952 3.2 Minimum Wages Act, 1948 3.3 Payment of Wages Act, 1948 3.4 Payment of Bonus Act, 1965		

Unit- 4 Wage legislation	4.1 Maternity Benefit Act, 1961 4.2 Workmen’s Compensation Act, 1923 4.3 Gratuity Act, 1972
Unit-5 Tax Planning & Reward Management	6.1 Role of Tax Planning in Compensation Benefits 6.2 Tax Efficient Compensation package 6.3 Salary Restructuring. 6.4 Concept of reward management 6.5 Purpose and contents of Reward strategy 6.6 Developing, Communicating & Implementing reward strategy.
TOTAL CLASSROOM CONTACT SESSIONS 42	
<p>Learning Resources:</p> <p>Text Books:</p> <p>Armstrong &amp; Stephens, Employee Reward Management and Practice, Kogan Page Milkovich, Newman, Ratnam, Compensation, McGraw Hill, New Delhi. Henderson, R.O., Compensation Management, Englewood Cliffs, Prentice Hall Armstrong, M and Murlis H, Reward Management, Kogan Page.</p> <p>Reference Books:</p> <p>Cascio, Costing Human Resource, Thomson Learning,, India Martocchio Joseph J., Strategic Compensation-A Human Resource Management Approach, Pearson Education. Richard I Henderson, Compensation Management in a Knowledge-Based World, Pearson Education.</p>	

## Information Technology

<b>MBA (Executive)</b> <b>Semester III</b> <b>(Batch 2021-2023)</b>			
<b>Subject Name</b>	<b>SYSTEM ANALYSIS AND DESIGN</b>	<b>Subject Code</b>	<b>MS5H-631</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To help the students understand basics of System analysis and design.</li> <li>• To make students aware about different modes, models and techniques required in system development for management functions of an organization.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to; <ol style="list-style-type: none"> <li>1. Concept of system, its minimum requirements through different perspectives.</li> <li>2. Process of system deployment phases and procedure.</li> <li>3. System integration through systematic involvement of people process and procedure.</li> </ol>			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
UNIT –1 Overview of System Analysis & Design	<ol style="list-style-type: none"> <li>1. Business systems concepts,</li> <li>2. System Development Life Cycle,</li> <li>3. Project Selection, Feasibility Analysis.</li> <li>4. Design. Implementation.</li> <li>5. Testing and Evaluation.</li> </ol>		09
Unit-2 Project Selection	<ol style="list-style-type: none"> <li>1. Sources of project requests.</li> <li>2. Managing project review and selection.</li> <li>3. Preliminary investigation</li> </ol>		06

Unit-3 Feasibility Study	1. Technical and Economical Feasibility, 2. Cost and Benefit analysis	07
Unit- 4 System requirement specification and analysis	1. System requirement specification and analysis: Fact finding techniques, 2. Data Flow Diagrams Data Dictionaries, 3. Process organization and interactions, 4. Decision analysis, Decision Trees and Tables	09
Unit -5 Detailed design	1. Detailed design modularization, 2. Module specification, file design, 3. System development involving databases.	07
Unit-6 System Administration and Training	1. System Administration and Training 2. Conversion and operation plans.	07
	TOTAL CLASSROOM CONTACT SESSIONS	45

**Learning Resources:**

**Text readings :**

1. Analysis & Design of Information Systems – James, A.S., McGraw Hill, 1986
2. Systems Analysis, Definition Process and Design – Semprive, P.C., 1982
3. Systems Analysis Design – Pearson Education
4. System Analysis and Design – Awad, E. Homewood, Awad Irwin Inc., 1979
5. Introducing Systems Analysis Design-2 Vols. Lee, B.S., Manchester United Kingdom, National Computer Centre, 1978.
6. Practical System Design – Daniels, Galgotia Publication Pvt. Ltd.,

**INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE**

**MBA (Executive)  
Semester III  
(Batch 2021- 2023)**

<b>Subject Name</b>	<b>COMPUTER NETWORKING</b>	<b>Subject Code</b>	MS5H-633
		<b>Credit</b>	3
<b>Subject Nature</b> Core			
<b>Course Objectives:</b>			
<ul style="list-style-type: none"> <li>• To create and develop awareness of networking concepts and its application in business.</li> <li>• To develop essential skill and knowledge of computer network</li> </ul>			
<b>Learning Outcomes:</b> At the end of the course students should be able:			
<ol style="list-style-type: none"> <li>1. To be familiar with network concepts and the mechanism of establishing the networks as per requirements</li> <li>2. To understand the issues and their solutions in different integrated systems</li> </ol>			
<b>Examination Scheme:</b> The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks having theoretical and practical questions and/or cases.			
<b>Course Contents</b>			
<b>Unit</b>	<b>Content</b>	<b>No. of hours</b>	
<b>Unit-1</b>	Networking Concept	8	
Networking Concepts and Services	Goal distributed systems Client /server Model Layer Structure Point to Point and Broad Cast transmission Technology Services Protocol & Connectivity Standard Problems		
<b>Unit-2</b>	Open system Inter-Change Model	8	
<b>Design Issues of layers OSI model</b>	Brief Discussion of TCP/IP SNA		

	Novell Network	
<b>Unit-3</b> <b>Signals Encoding</b>	Transmission Media Type and performance, Error detection techniques Telephone system FDM, TDM, WDM Circuit Switching, Packet Switching & Message Switching Addressing Physical and Logical	9
<b>Unit-4</b> <b>Introduction to LAN , MANM, WAN</b>	LAN components, Hardware, software, media, topology, Access Technology(CSMA/CD, Token Ring)	7
<b>Unit-5</b> <b>Device</b>	Switch, Bridges, Router, Gateway Subnet Internet Advanced Networking Concepts	7
<b>Unit 6: Network Security Basics</b>	4.1 Network Security Basics and Needs 4.2 Cryptography Encryption and Decryption Cipher Text 4.5 Types of Cryptography: Symmetric and Asymmetric 4.6 Digital Signature 4.7 Organizational Security Issues and Firewall Architecture	6
	<b>Total Teaching Hours</b>	<b>45</b>
<b>Learning Resources:</b>		
<b>Text Books:</b>		
<ol style="list-style-type: none"> <li>1. Computer Network , By Andrew S Tanebaum III Edition PHI</li> <li>2. Data Communication and Networking by CSV , Murthy.</li> <li>3. Computer Communication &amp; Networking Tecnologies by Michale A Gallo and William M. Hancock Thomas</li> </ol>		



<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>MBA (Executive) Semester III (Batch 2021- 2023)</b>			
<b>Subject Name</b>	<b>Relational Database Management System</b>	<b>Subject Code</b>	<b>MS5H-635</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• Describe a database management system and trace its historical development.</li> <li>• Understand and apply the principles of data modeling using Entity Relationship and develop a good database design.</li> <li>• Understand the use of Structured Query Language (SQL) and MS Access.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> <li>• Students can design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs.</li> <li>• Students can use current techniques, skills, and tools necessary for computing practice.</li> <li>• An ability to identify and analyze user needs and take them into account in the selection, creation, evaluation and administration of computer-based systems.</li> </ul>			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			
<b>Unit-1 Database Management Systems</b>	Data, Database, Database Management Systems, Types of Database Management Systems, Relation Query Languages, Relational Algebra, Tuple and Domain Relational Calculus, Relational, Hierarchical, Network, and Object oriented database management systems, Normalization Theory, Codd's Rules for RDBMS.		
<b>Unit-2 RDBMS</b>	Concepts of RDBMS, Components of RDBMS Introduction to SQL, DDL, DML, DCL. Application Exercises Functions in SQL Aggregate functions (avg, count, min, max, sum) String Functions (concat, instr, mid, length, strcmp, trim, ltrim, rtrim) Arithmetic Functions (abs, ceil, floor, mod, pow, sqrt)		

	and Time Functions( adddate, datediff, day, month, year, hour, min, sec)
<b>Unit- 3SQL</b>	Cartesian Product and Joins, Use of Union Intersection, Minus, SQL operators and functions, SQL select statement and type of queries, In, Exists Group by Having and Like clause in SQL, View Types of Join Inner Join, Outer Join, Left Join, Right Join, Cross Join
<b>Unit -4 E-R Diagram</b>	Entity Relationship Model (ER Model): Basic concepts, Design Issues, Mapping constraints, keys E-RDiagram, weak entity set extended E-R features, Design of and E-R database schema reduction of an E-R schema to Tables.
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>
<b>Learning Resources:</b>	
<b>Text Books:</b>	
<ol style="list-style-type: none"> <li>1. Alexis Leon and Mathews Leon , “<b>Database Management System</b> ”, Vikas Publication ,New Delhi, 2002</li> <li>2. Rob Coronel “<b>Database System and Design ,Implementation and Management</b> ”Thomson learning , Bangalore, 2002</li> <li>3. SQL, PL/SQL “<b>The programming language of Oracle</b>” by Ivan Bayross (BPB Publications)</li> </ol>	
<b>Suggested Readings:</b>	
<ol style="list-style-type: none"> <li>1. Bipin C. Desai, “<b>An Introduction to Database Systems</b>”, Golgotha Publications Pvt. Ltd.,New Delhi, 2001</li> </ol>	

# Operations Management

<b>M.B.A. (EXECUTIVE) SEMESTER II BATCH 2021-23</b>			
<b>Subject Name</b>	<b>ADVANCE OPERATIONS MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5H-637</b>
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To make students aware about different functions of advance operations management.</li> <li>• Develop ability to analyze and address problem related to the design, planning, control, and improvements of manufacturing and service operations</li> </ul>			
<b>Learning Outcome:</b>			
At the conclusion of the course, students will be able to appreciate Operations management processes and address the questions that an organization faces in its choice of products, manufacturing technology, utilization of capacity, management of quality, costing, sourcing etc.			
<b>Course Contents</b>			
<b>Unit –1</b>	Overview, Historical Evolution, Operations as a source of competitive Advantage, Operations Management Definition, Interface with other management functions, Link Between Operations and Finance, Productivity and Productivity Measures		
<b>Unit-2</b>	Strategy, Products, and Capacity, Operations Strategy, NPD, Strategic Capacity Management, Project Management		
<b>Unit-3</b>	Process Management, Process selection, Product-process matrix, Process mapping, Throughput Time, Cycle time, Little’s Law, Waiting Lines, Queuing Theory, Process Simulation		
<b>Unit- 4</b>	Capacity Planning and Facilities Design, Capacity Analysis, Overall Equipment Effectiveness, Bottleneck analysis, Basic Layouts and their designing		
<b>Unit -5</b>	Process Improvement, Quality Management, Evolution of Quality Management and Contribution of quality Gurus Six Sigma, SQC, SPC, Systematic Problem Solving Methodology, Lean Operations		
<b>Unit-6</b>	Inventory Management: Single period, Multi-period models, Quantity Discounts, Sales & Operations Planning Process, Aggregate Planning, CRP, MRP, ERP		
<b>Text Reading: Latest Editions:</b>			
TEXT BOOKS: 1. Chase, R.B., Ravi Shankar & Jacobs, F.R. (2018), Operations & Supply Management. 15th Edition, McGraw Hill			
REFERENCE BOOKS: 1. Ravi Anupindi, Sunil Chopra et al (2013) Managing Business Process Flows: Principles of Operations Management, Pearson			
2. Edward Pound, Jeffrey Bell, Mark Spearman(2014) Factory Physics for Managers_ How Leaders Improve Performance in a Post-Lean Six Sigma World-McGraw-Hill Education			
3. Russell & Taylor, Operations Management along Supply Chain, Wiley			
4. Slack N, Chambers S, Johnston R( 2010) Operations management 6th ed_ Prentice Hall			
5. Krajewski, Lee J and Ritzman, Larry P., Operations Management: Processes and Value Chains, Pearson			

<b>M.B.A. (EXECUTIVE) SEMESTER II BATCH 2021-23</b>			
<b>Subject Name</b>	<b>Quality Management</b>	<b>Subject Code</b>	<b>MS5H-639</b>
<b>Course Objective:</b>			
1) To learn the basic concepts of quality and quality from organizational point of view. 2) To learn the concept of total quality management principle and implementation 3) To learn the statistical process control and construction of control charts.			
<b>Learning Outcome:</b>			
1) Students should be able to understand quality environment of the organization. 2) Student should be able to know the TQM approach for manufacturing/service organization. 3) Student should be able to know various Quality terms like Tolerance and Variability PDCA cycle, Crosby's 10 points and Deming's 14 Points. 4) Student will be able to understand and control the processes.			
<b>Course Contents</b>			
<b>Unit –1</b>	Introduction – Need for quality – Evolution of quality – Definitions of quality – Dimensions of product and service quality – Basic concepts of TQM – TQM Framework – Contributions of Deming, Juran and Crosby – Barriers to TQM – Quality statements – Customer focus – Customer orientation, Customer satisfaction, Customer complaints, Customer retention – Costs of quality.		
<b>Unit-2</b> TQM PRINCIPLES	Leadership – Strategic quality planning, Quality Councils – Employee involvement – Motivation, Empowerment, Team and Teamwork, Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen		
<b>Unit-3</b> TQM TOOLS AND TECHNIQUES	The seven traditional tools of quality – New management tools – Six sigma: Concepts, Methodology, – Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types.		
<b>Unit- 4</b> TQM TOOLS AND TECHNIQUES II	Control Charts – Process Capability – Concepts of Six Sigma – Quality Function Development (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Performance measures.		
<b>Unit -5</b> QUALITY SYSTEMS	Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation, Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors..		
1. Dale H. Besterfield, et al., “Total quality Management”, Pearson Education Asia, Third Edition, Indian Reprint 2006.			
<b>REFERENCES:</b>			
1. James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 8th Edition, First Indian Edition, Cengage Learning, 2012. 2. Suganthi.L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd., 2006. 3. Janakiraman. B and Gopal .R.K., “Total Quality Management – Text and Cases”, Prentice Hall (India) Pvt. Ltd., 2006.			

# INSTITUTE OF MANAGEMENT STUDIES

## MBA Executive

Batch 21-23

Semester III

<b>Subject Name</b>	<b>MATERIAL MANAGEMENT</b>	<b>Subject Code</b>	<b><u>MS5H-641</u></b>
		<b>Total Credits</b>	<b>03</b>

### Subject Nature:

### Course Objective:

The aim of the course is to enable students to have a better understanding of management of purchase and materials in Industry.

### Learning Outcome:

Upon successful completion of this course the student will be expected to:

- Describe factors that influence materials flow.
- Plan and control manufacturing systems.
- Improve communications and understanding of all functions in a manufacturing process.

### Examination Scheme:

The faculty member will award internal marks out of 40 based on their assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.

## Course Contents

<b>Unit - 1 Material Management</b>	1.1 Objective of materials Management and importance of materials management. 1.2 Integrated materials management. 1.3 The Role of Materials and Purchase Management in Business. 1.4 Integrated Materials Management Concept, Need, Definition Scope and Advantages.
<b>Unit-2 Organization of Material Functions</b>	2.1 Organization structure, centralized Purchasing. 2.2 Decentralization, Delegation of power, Materials and user department.
<b>Unit-3 Materials Planning and Budgeting</b>	3.1 Introduction to Planning, Advantages of Planning, 3.2 definition of Planning and budgeting, 3.3 Planning approaches for materials management. 3.4 Materials Budgeting: Meaning, Factors Governing Materials Budget and Limitations of materials budgets.
<b>Unit- 4 Ordering</b>	4.1 Purchase Policy, cash Purchase, Tender system Rate and Running Contract, subcontracting, systems contract etc.

<b>Systems</b>	<p>4.2 Purchasing Cycle- Purchasing activities, indent status, chasing and follow-up Transportation, incoming inspection, Bill settlement, Documentation, Right Price.</p> <p>4.3 Right Time of Purchasing Right method of material handling, Right mode of material Transport, Right Quality Right, source and Right Buyers sellers Relations.</p>
<b>Unit – 5 International Buying</b>	<p>5.1 Why imports, Import policy, classification of imports, objective of control, preliminary formalities, source selection,</p> <p>5.2 Licencing procedures, letter of credit, Documentation, bill of lading, custom clearance etc.</p> <p>5.3 Vendor Rating- Relevance of good supplier, need for vendor evolution, goals of vendor rating, Advantages of vendor rating, parameters of vendor rating.</p> <p>5.4 Warehousing Management- objectives of stores, location and layout, preservation of items, Management of Receipts, issue control, store documentation.</p>
<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS 45</b>	
<p><b>Learning Resources:</b>  <b>Text Reading:</b>  1. JR Tony Arnold, Intro to Materials Management, 6e-(Indian Adaptation) Pearson  2. Peter Baily, Procurement: Principles and Management, 10/e Indian Reprint, Pearson  3. Raghuram, Logistic and Supply Chain Management, Indian Macmillan Publishers  4. Rajendra Mishra, Materials Management, 2009, Excel Books,</p>	

<b>INSTITUTE OF MANAGEMENT STUDIES</b>				
<b>M.B.A. (Executive)</b>				
<b>Semester III</b>				
<b>Batch 2021-23</b>				
<b>Subject Name</b>	<b>OPERATIONS RESEARCH</b>		<b>Subject Code</b>	<b>MS5H-643</b>
			<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: GENERIC</b>				
<b>Course Objective:</b>				
<ul style="list-style-type: none"> <li>• The objectives of this course are to help the students acquire quantitative tools.</li> <li>• The use of these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.</li> </ul>				
<b>Learning Outcome:</b>				
At the end of the course students should be able to;				
<ol style="list-style-type: none"> <li>1. Develop models as per the requirements of the practicing managers and to get solutions from them.</li> <li>2. Describe and attain of decision science skills for the management processes.</li> </ol>				
<b>Examination scheme:</b>				
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.				
<h2>Course Contents</h2>				
<b>UNIT –I</b> Quantitative Techniques and Operations Research	Meaning, Scope of Quantitative Techniques and Operations Research in Management Modeling in OR Advantages and Limitations of Quantitative Techniques/Operation Research.			
<b>Unit-2</b> Linear Programming	Meaning of Linear programming General Mathematical Formulation of LPP Graphical Analysis Simplex Method and Big-M Method. Advantage and limitations of LPP.			
<b>Unit-3</b> Transportation Model and Assignment Problem	Transportation Problem as a particular case of LPP Mathematical Formulation Initial Basic Feasible Solution, Vogel’s Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method. Assignment Model as a particular case of transportation model, Formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization).			

<b>Unit- 4</b> Game Theory	Introduction to Games Maximin and Minimax Principles Pure and Mixed Strategies Rule of dominance Solutions of Games using –Algebraic and Graphical Methods Game theory and linear programming
<b>Unit -5</b> Replacement Models	Introduction and Scope in Management Single Equipment Replacement Model and Group Replacement Replacement of items which deteriorate with time and items which fails suddenly.
<b>Unit-6</b> Waiting Line Models	Introduction and Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), Concepts and applications of M/M/C.
<b>Unit- 7</b> <b>Simulation</b>	7.1 Concept of Simulation and its applications.

**TOTAL CLASSROOM CONTACT SESSIONS**

**Text Reading: Latest Editions**

- 1 Haruly M. Wagner, “**Principles of Operations Research with application to managerial decisions**”, New Delhi: Prentice Hall of India Pvt. Ltd.
- 2 Hamdy A. Taha, “**Operations Research: An Introduction**”, New Delhi: Prentice Hall of India Pvt. Ltd.
- 3 N. D. Vohra. “**Quantitative Techniques**”, New Delhi: Tata McGraw Hill Publications.
- 4 V. K. Kapoor, “**Problems and Solutions in Operations Research**”, New Delhi: Sultan Chand and Sons.
- 5 P. K. Gupta and D. S. Hira, “**Operations Research**”, New Delhi: Sultan Chand Publications.



<b>INSTITUTE OF MANAGEMENT STUDIES(DAVV, INDORE)</b> <b>M.B.A. (Executive)</b> <b>Batch 2021-23</b> <b>Semester III</b>			
<b>Subject Name</b>	<b>HOSPITAL ADMINISTRATION</b>	<b>Subject Code</b>	<b>MS5H-645</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> SThe objective of the course is to enable students to have a good understanding of Hospital Administration.			
<b>Learning Outcome:</b> Upon completion of this course students will be able to analyze the structure and interdependence of healthcare system elements and issues using critical thinking to formulate innovative system designs that improve healthcare delivery.			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks having theory and case/practical problems.			
<b>Course Contents</b>			
<b>Unit – 1 Introduction to Hospital Field</b>	Definitions -- hospital and medical care, types, control. Functions-- medical care, prevention, professional education and research. Role of hospital in health spectrum. Hospital of India-to-day. Classification & Accreditation , Number, type, size, distribution, ownership, utilization, rations, trends, problems		
<b>Unit-2 Hospital Administration</b>	Principles, Responsibilities, Roles & Functions of Hospital Administrator, Expected qualities of a good Hospital Administrator, Organization of Hospital. The governing authority; ; business aspects; clinical aspects; channels of authority and communication. Importance of qualified v/s non qualified, Medical v/s non Medical Hospital Administrator, Problems of hospital administration and their expected solutions		
<b>Unit-3</b>	Management of different clinical , Para clinical & support service departments in Hospitals Hospital hazards, Administration of Government (Rural, District & Municipal Hospital) v/s Private Hospitals Administration of a teaching hospital Administration of a corporate hospital. Administration of a voluntary hospital. Recent trends in hospital administration.		

<b>Unit- 4</b>	Hospital utilization and its evaluation, Public Health Education in Hospitals – Patient Education through I.T.(CAPE),Public Relations in Hospitals, Quality Management in Hospitals-Certification & Accreditation TQM in Hospitals
<b>Unit – 5</b>	Management of Medical Records Department (manual & computerized) Management of Hospital Information System (Manual, Online & Offline) Hospital Audits, Financial Audit, Clinical Audit, Tissue Audit Nosocomial Infection Management of Biomedical Waste in Hospitals (Law & the Reality) Role of Administration in Education and Research      Recent trends in hospital Administration
<p><b>Learning Resources:</b></p> <p><b>Text Reading :</b></p> <ol style="list-style-type: none"> <li>1. S.Porkodi &amp; Shashikala,Hospital Architecture Planning &amp; Design, Parshwa Publication,New Delhi</li> <li>2. B.M.Sakharkar , Principles of Hospital Administration and Planning ,</li> <li>3.Kunders Hospital planning &amp; hospital Management</li> </ol>	

M.B.A. (Executive) Semester III Batch 2021 - 2023			
<b>Subject Name</b>	<b>HOSPITAL PLANNING</b>	<b>Subject Code</b>	<b>MS5H-647</b>
<b>Subject Nature: Core</b>			
<b>Objective:</b> The aim of the course is to enable students to have a better understanding of various planning systems in the hospitals.			
<b>Examinations</b> The faculty member will award marks out of a maximum of 40 marks for the internal performance of the Student. The semester examination will be worth 60 marks. The students are required to attempt 5 questions out of 7 questions. All questions carry equal Marks.			
<b>Learning Outcome:</b> At the end of the course students should be able to define hospital planning and its roots in hospital-centric approach			
<b>Note:</b> One Case / caselet to be discussed in each Unit			
<b>Course Contents</b>			
<b>Unit 1</b>	Planning as a management function. Steps of planning. Hospital Planning: Meaning & scope		
<b>Unit 2</b>	Concept of building a Hospital, Availability of Finance & land Feasibility Studies catchments area and demand analysis		
<b>Unit 3</b>	Guiding principles in planning Hospital facilities & services Planning of type, size and facilities for Hospital Operational plan and functional plan Facility Master Plan Design (Internal & External Aspects)		
<b>Unit 4</b>	Planning of Equipment Organizational plan Administrative Services including Executive suit, Professional service unit, financial management unit, HIS, Nursing service administration unit, HRM unit, P R Deptt., Marketing		
<b>Unit 5</b>	Basics for requirements for Clinical Service Departments. and Ancillary departments OPD, Emergency, Lab., Radiology, Nuclear Medicine, Surgical, Labour room & delivery room, Physical Medicine & rehabilitation, Occupational & recreational therapy		
<b>Unit 6</b>	Speech & hearing, Pulmonary unit, CATH lab, Nursing Unit (pediatric, obstretics&Gyaec, Psychiatric, Isolation, ICU, ICCU and Nursery), Admission		
<b>Unit 7</b>	Department, MRD, CSSD, Materials Management, Food Service, Landry, Repair Maintance&Engineering , Air conditioning, Medical Gases, Communication, BMW Management.		
Recommended Text :			
<b>Text Books on Hospital Planning and Management by :</b> Mc Caullay, Kunders, Tabish, ShaktikantGupta ,BMSakharker			



<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Executive) Semester III Batch 2021 – 2023</b>			
<b>Subject</b>	<b>Legislation For Health And Hospitals</b>	<b>Subject Code</b>	<b>MS5H-649</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: COMPULSORY</b>			
<b>Course Objective:</b> The aim of the course is to enable students to have a better understanding of Legislation for health and hospitalstheir implementation in organization with special reference to health care units and hospitals.			
<b>Learning Outcome:</b> At the end of the course students should be able to understand : <ol style="list-style-type: none"> <li>1. The nature and scope of Legislation for health and hospitals</li> <li>2. The rationale of Legislation for health and hospitals in organizations</li> <li>3. Managing employee relations at work</li> </ol>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>COURSE CONTENT</b>			
<b>Unit-1</b>	1.1 Introduction : laws applicable to hospital, functioning of hospital and medicolegal responsibility their cases and management 1.2 Provision of commissioning of hospital: registration of company act 2013 incorporation of hospital as company, Indian medical council act 1956.		
<b>Unit-2</b>	2.1 General laws: general law of contract; essentials of contract; types of contracts. 2.2 IT act 2000: e-governance, digital signature certificate, major cyber offenses and penalties.		
<b>Unit-3</b>	3.1 Laws Governing Medico-legal aspects: List of Offences & Professional Misconduct of Doctors as per Medical Council of India IPC Section 52, 80, 89, 92, 93, 100, 93, 262, 269, 278, 284, 304 A, 336, 337 and 333 ,Indian Evidence act section 126 3.2Consumer Protection Act – Definition – Consumer Protection Council – Consumer Disputes Redressed Agencies, Other Salient features – Application of Consumer Protection Act in Hospital ,Recent judgment of Supreme Court – Implication for Health Professionals		

<b>Unit-4</b>	Laws Related to Medical Procedures: 4.1 Medical Termination of Pregnancy Act 1971(MTP Act), 4.2 Prenatal Diagnostic Techniques, Regulations & Prevention of Misuse Act 1994 (PNDT Act), 4.3 Transplantation of Human Organ act 1994.	
<b>Unit-5</b>	Laws related to drugs and Pharmacy: 5.1 Narcotic Drugs and Psychotropic Substances Act and Rules, 5.2 Drugs and Cosmetics Act, 1940, (Blood bank regulations under Drugs and cosmetic rules), 5.3 Pharmacy Act 1948	
<b>Unit-6</b>	Other law: 6.1 Environment protection Act 1986, 6.2 Water (prevention and control of pollution ) Act 1974 , 6.3 The epidemic disease Act 1897	
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>
<p><b>Text Reading: Latest Editions</b>  1.C K Parikh, Forensic Medicine and Toxicology  2. P.N. Mallick, Industrial Laws (Latest Edition)  2.N.D. Kapoor, Industrial Law, S. Chand &amp; Co., Delhi  3.Raj Kumar, Acts Applicable to Hospitals in India (The Christian Medical Association of India, New Delhi)</p> <p><b>For Reference</b>  1. B.K. Chakravorti, Labour of India, Vol. I &amp; II, International Law book centre, Calcutta, 1974.  2. Labour Law for Factory Executives.  3. Sinha and Sinha-- Industrial Relations and Labour Legislation, oxford, India Book House.  4. Bulchandani K.R. --Industrial Law.</p>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Executive)</b>			
<b>Semester III</b>			
<b>Batch 2021 – 2023</b>			
<b>Subject</b>	<b>HEALTH ADMINISTRATION</b>	<b>Subject Code</b>	<b>MS5H-653</b>
<b>Subject Nature: COMPULSORY</b>			
<b>Objective:</b> The objective of the course is to enable students to have a good understanding of Health administration.			
<b>Examinations:</b> The faculty member will award marks out of a maximum of 40 marks for the internal performance of the Student. The semester examination will be worth 60 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.			
<b>Learning Outcomes:</b> At the end of the course students should be able to define and explain health policy and administration its pivotal role. a clear understanding and exposure to the concept of health policy and administration particularly in Indian scene.			
<b>Course Contents</b>			
<b>Unit –I</b>	<b>Basic concepts:</b> Meaning & Concept of Health, Disease , Care and Administration Various levels of prevention/care & cure, levels of management  Health administration in India; Organization of health services at Centre, State & District level  General introduction to organization of health care delivery system in India.		
<b>Unit-2</b>	Various committees for recommendations on health care; National Health Programs in details  Reasons for increasing Need and demand for medical care and Need/Demand assessment  Factors determining Availability and Cost of medical care steps/techniques to reduce the cost of medical care.		

<b>Unit-3</b>	Urban medical care system in metropolitan cities.// Rural medical care including the role of State, NGO's, Private medical practitioners and community at large	
<b>Unit- 4</b>	Organization and administration of better medical care	
<b>Unit -5</b>	National Health Policy and National Population Policy (Latest reviews)	
<b>Unit-6</b>	Healthcare resource planning and allocation	
<b>Unit -7</b>	Success / Failure Analysis for various Health Plans, Programs, Schemes etc. and Research for their Causes.	
<b>Unit-8</b>	Alternative systems of health care:-General introduction and their role in overall healthcare system, Yoga Therapy & its Global relevance. Rehabilitation WHO and other International Health Agencies. Immunization, International recommendations for immigrant's vaccination	
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>
<p><b>Suggested text :</b></p> <p>K Park Park's Text Book of Preventive and Social Medicine.</p> <p>B.K. Mahajan Text Book of Preventive and Social Medicine.</p> <p>WHO Publications on International Vaccination.</p>		



Disaster Management			
INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (Executive)			
SEMESTER III			
Batch 2021 - 2023			
<b>Subject Name</b>	<b>PRINCIPLES OF DISASTER MANAGEMENT</b>	<b>Subject Code</b>	MS5H-655
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The objective of this course is to help students understand the kinds and types of disasters and also the process of its mitigation and rehabilitation			
<b>Learning Outcome:</b> The objective of this course is to help students understand the kinds and types of disasters and also the process of its mitigation and rehabilitation.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems			
<b>Note:</b> One Case / caselet to be discussed in each Unit			
<b>. Course Contents</b>			
<b>Unit –I</b>	<b>Introduction to Disaster and Disaster Management:</b> Disaster definition, types, their variation, causal factors, disaster management concept, Disaster Management cycle and developmental considerations. <b>Disaster Prevention and Mitigation:</b> Primary and secondary prevention, objectives, means of emerging management actions, mitigation, objectives and various mitigation measures.		
<b>Unit-2</b>	<b>National Disaster Management Framework:</b> National Vision, High Powered Committee report, Road Map of Disaster Management. <b>Natural Disasters and Management</b>		
<b>Unit-3</b>	<b>Coping with Tsunami and floods</b> <b>Earthquake Mitigation</b>		
<b>Unit- 4</b>	<b>Climate Change and Disasters</b> <b>Man-made Disasters and Management</b>		
<b>Unit -5</b>	<b>Coping with Man-made disasters</b> <b>Awareness and Motivation</b>		
<b>Unit-6</b>	<b>Training in Disaster Management</b>		

**Learning Resources:****Text Books:**

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

<b>M.B.A. (Executive)</b>			
<b>SEMESTER III</b>			
<b>Batch 2021 - 2023</b>			
<b>Subject Name</b>	<b>Disaster Preparedness</b>	<b>Subject Code</b>	<b>MS5H-657</b>
<b>Subject Nature: Discipline Specific Course</b>			
<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Objective:</b>To acquaint student with basic concepts in Disaster Preparedness and prevention implemented in various places</li> <li><input type="checkbox"/> To Understand policy making concept for disaster preparedness</li> <li><input type="checkbox"/> To Understand the multidisciplinary approaches of regulation and framework aspect</li> </ul>			
<b>Examination:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1) Understanding disaster management act 2005</li> <li>2) Analyze policy and framework at various level of implementation</li> <li>3) Develop Ability to identify Classification of Disasters Mitigation and Preparedness</li> </ol>			
<b>Course Contents</b>			
Unit 1: Disaster Management	Concept and Nature. Prevention, Preparedness and mitigation		
Unit 2: Disaster Preparedness Plan	(a) for people for special needs valuable groups (b) with relevance to housing, infrastructure and live stock		
Unit-3: Disaster Preparedness	Role and responsibilities of central state, District and Local Administration. Role and responsibility of Armed force, Para Military force, National Service and Scouts		
Unit- 4: Disaster Management policy	Role and Responsibilities of International Agencies, Non- Governmental Organizations, Community-based organizations, Community and Media		
Unit 5 Disaster Mitigation	Disaster Mitigation strategies, Use and Application of Emerging Technologies in Disaster Preparedness Mitigation Management-I, Mitigation Management-II		

**Text Readings:**

National Disaster Management Policy 2009 and 2016, Disaster Management

- Act 2005, <http://www.ndma.gov.in/en/disaster.html>,  
<http://www.ndma.gov.in/images/policyplan/dmplan/National%20Disaster%20Management%20Plan%20May%202016.pdf>
2. <http://ndmindia.nic.in/Mitigation/mitigationhome.html>
  3. <https://www.unisdr.org/2005/mdgs-drr/national-reports/India-report.pdf>
  4. <http://www.ndma.gov.in/images/policyplan/dmplan/Draft-NDMP-Part-II.pdf>
  5. <http://aidmi.org/>
  6. Disaster Management Act 2005, <http://www.ndma.gov.in/en/disaster.html>
  7. <http://ignou.ac.in/upload/Disaster%20Preparedness%20and%20Mitigation.pdf>

**Reference Books:**

1. **United nation convention on disaster management**
2. **Training Guidelines, National Disaster Management Authority**

<b>M.B.A. (Executive)</b>			
<b>SEMESTER III</b>			
<b>Batch 2021 - 2023</b>			
<b>Subject Name</b>	Disaster Management Laws	<b>Subject Code</b>	MS5H-659
<b>Subject Nature- Discipline Specific Course</b>			
<b>Course Objective:</b> The objectives of this course are to explain to the legal and statutory requirements related to Disaster Management in India and understanding of international Disaster Management Policies			
<b>Examinations :</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, out of which best two will be considered. The semester examination carrying 60 marks It will have two sections A and B. Section A, worth 45 marks will consist of five theory questions, out of which students will be required to attempt three questions. Section B will comprise one or more case (S) worth 15 marks.			
<b>Learning Outcomes:</b> At The end of the session students are able to understand upcoming insurance and banking sector			
<b>Course Contents</b>			
<b>Unit –I</b>	<b>Disaster Management Laws &amp; Regulation</b> Disaster Management Act 2005, Environmental protection act 1986, Hyogo Framework for Action 2005-2015, Biosafety Cartagena protocol, Kyoto protocol, Montreal protocol		
<b>Unit-2</b>	Yokohoma strategies, U.N.O's International decade for Natural Disaster Reduction		
<b>Unit-3</b>	<b>Business Laws</b> Indian Contract Act 1872, The company's act 1956, Law of Intellectual Property, I (D & R) Act : Regulation of scheduled industries, powers of IDRA, industrial licensing		
<b>Unit- 4</b>	<b>Disaster Policies and Framework</b> Disaster Management Policy : Concept, principles, constitutional elements,		
<b>Unit -5</b>	Disaster Management Policies of Different States (eg. MP, Gujrat, Orissa, Uttaranchal, Delhi etc.), Countries (Japan, South Asian Countries, USA etc.)		
<b>Text Books: Latest Editions:</b>			
1. Disaster Management Act-2005			
2. National Policy on Disaster Management-2009			
3. Hyogo Framework for Action 2005-15			
4. International Humanitarian Law Hans Peter Gasser-1993			
5. International Humanitarian Law, Larry May Bee, BenarjiiChakka			

<b>INSTITUTE OF MANAGEMENT STUDIES (DAVV, INDORE)</b>			
<b>MBA (Executive)</b>			
<b>Batch 2021 - 2023</b>			
<b>Semester III</b>			
<b>Subject Name</b>	<b>Environmental Sustainability and Climate Change Mitigation</b>	<b>Subject Code</b>	<b>MS5H-661</b>
<b>SUBJECT NATURE : Interdisciplinary</b>			
<b>OBJECTIVE :</b> The objective of the course is to develop global prospective about the environmental management and to develop understanding of how environmental an ecosystem services are crucial elements to reduce disaster risk in Hospital. Climate change mitigation. CDM and other options for sustainable development, Carbon trading a new concept.			
<b>EXAMINATION:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks.			
<b>LEARNING OUTCOME:</b> After completion of this course students will be capable to understand how environmental an ecosystem services are crucial elements to reduce disaster risk in Hospital.			
<b>CONTENT</b>			<b>Contact Hours</b>
<b>Unit</b>	Basic concept of environment and ecosystem, Global environmental issues, environmental sustainability, from unsustainable sustainable development. Path to sustainability, Global environmental summits. Objective and the components of Environmental management.		
<b>1</b>			
<b>2</b>	Management tools Environmental impact assessment. The millennium ecosystem assessment. Brief introduction of HYOGO framework Biosafety categena protocol.		
<b>3</b>	Environmental risk, global climate changes: causes, impact, Ozone depletion and its consequences. Kyoto protocol and Montreal protocol.		
<b>4</b>	Case studies of climate related disasters: Climate change mitigation CDM, carbon trading.		
<b>5</b>	Role and efforts of International Agencies in Strengthening nations for sustainable development special Reference to UNEP, WRI, WORLD BANK		
<b>Total Contact Hours 45</b>			
<b>Text Books: (Latest Edition)</b> 1. Environmental Management, N.K. Liberoi, Excell Books 2.Environmental Science, G. Tylor Miller, Jr. Cengage Learning			