

Institute of Management Studies
Devi Ahilya Vishwavidyalaya, Indore



Syllabus

M.B.A. (Disaster Management)

Semester - II

2021 - 2023



Institute of Management Studies

Devi Ahilya Vishwavidyalaya
MBA (Disaster Management 2years)
Semester 2
Course Scheme

Code	Subject		Credit
MS5B-502	Organization Behaviour	Compulsory	3
MS5B-504	Disaster Management Framework	Compulsory	3
MS5B-506	Disaster Management Laws	Compulsory	3
MS5B-508	Disaster Preparedness	Compulsory	3
MS5B-510	Business Research Methods	Compulsory	3
MS5B-512	Operations Management	Compulsory	3
MS5B-514	Marketing Management	Compulsory	3
MS5B-516	Business Environment	Electives Generic (Select Any One)	3
MS5B-518	Public Administration (MP LOK SEVA Adhinyam)		
MS5B-552	Comprehensive Viva	Virtual Credit	3*
	Total Credits		24 + 3*=27

Subject Name	ORGANISATIONAL BEHAVIOUR	Subject Code: MS5B-502
		Total Credits: 3
Subject Nature: Discipline Specific Course		
Note: One Case/Caselet to be discussed in each unit		
Course Contents		
UNIT –I Introduction	1.1 Definition, concept, need and importance of OB 1.2 Nature and scope of OB 1.3 OB models	
Unit-2 The Individual Behaviour	2.1 Personality: Determinants and attributes 2.2 Perception: Factors influencing perception, process, Attribution theory 2.3 Learning: Concept, Theories of learning 2.4 Attitude: Concept and types, cognitive dissonance theory	
Unit-3 Motivation	3.1 Definition, concept and theories of motivation - Maslow's Hierarchy of Needs, Herzberg's Two Factor theory 3.2 ERG theory, Vroom's Expectancy theory, 3.3 Equity theory, Reinforcement theory and Behavior Modification.	
Unit- 4 Group Behaviour	4.1 Defining and classifying group 4.2 Group development, properties, structure, process 4.3 Group Dynamics: Group think, Group shift 4.4 Teams: Types, creating effective teams	
Unit -5 Leadership	5.1 Nature and significance of leadership, leadership in different cultures 5.2 Leadership theories and styles, Trait theories, Behavioral theories: Ohio studies, Michigan studies and managerial grid 5.3 Contingency theories: Fiedler's model, SLT theory, LMX theory Path goal theory	
Unit-6 Organization Change & Conflict Management	6.1 Meaning of conflict, types, transition in conflict thoughts 6.2 Conflict Process 6.3 Conflict management Techniques 6.4 Organizational Change: forces of change, resistance to change Lewin's change management model	

Subject Name	Disaster Management Framework	Subject Code	MS5B-504
Subject Nature- Discipline Specific Course			
Course Objective: 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			
Examinations : 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.			
Learning Outcomes: At The end of the session students are able to understand upcoming insurance and banking sector			
Course Contents			
Unit-1	Evolution of disaster management framework and institutional mechanism		
Unit-2	Disaster management framework for paradigm shift and pro-active approaches		
Unit-3	National disaster management structure and framework of India disaster resource network		
Unit-4	National disaster management framework of emergency operation center		
Unit-5	Human Resource Development and capacity building framework		
Unit-6	Role of nodal ministries for designing framework		
Text Books: Latest Editions: 1. Jagbir Singh, Disaster Management future challenges and opportunities, KW Publications Pvt. Ltd. 2. Dr. MrinaliniPandey, Disaster Management, Wiley India Pvt. Ltd. 3. Tusharbhattacharya, disaster science and management, McGraw hill publications.			

Subject Name	Disaster Management Laws	Subject Code	MS5B-506
Subject Nature- Discipline Specific Course			
Course Objective: 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			
Examinations : 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.			
Learning Outcomes: At The end of the session students are able to understand upcoming insurance and banking sector			
Course Contents			
Unit –I	Disaster Management Laws & Regulation Disaster Management Act 2005, Environmental protection act 1986, Hyogo Framework for Action 2005-2015, Biosafety Cartagena protocol, Kyoto protocol, Montreal protocol		
Unit-2	Yokohoma strategies, U.N.O's International decade for Natural Disaster Reduction		
Unit-3	Business Laws 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		
Unit- 4	Disaster Policies and Framework Disaster Management Policy : Concept, principles, constitutional elements,		
Unit -5	Disaster Management Policies of Different States (eg. MP, Gujrat, Orissa, Uttaranchal, Delhi etc.), Countries (Japan, South Asian Countries, USA etc.)		
Text Books: Latest Editions: 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			

Subject Name	Disaster Preparedness	Subject Code	MS5B-508
Subject Nature: Discipline Specific Course			
<input type="checkbox"/> Objective: To acquaint student with basic concepts in Disaster Preparedness and prevention implemented in various places <input type="checkbox"/> To Understand policy making concept for disaster preparedness <input type="checkbox"/> To Understand the multidisciplinary approaches of regulation and framework aspect			
Examination: 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;			
1) Understanding disaster management act 2005 2) Analyze policy and framework at various level of implementation 3) Develop Ability to identify Classification of Disasters Mitigation and Preparedness			
Course Contents			
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			

Subject Name	Business Research Methods	Subject Code	MS5B-510
		Total Credits	03

Subject Nature: Discipline Specific Course

Course Objective:

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

Learning Outcome:

At the end of the course students should be able to;

1. Help to get solutions to the problems in the corporate world through research.
2. Develop research papers to understand the intricacies of research.
3. Describe and attain some elementary level of data analysis applicable in research.

Examination scheme:

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.

Course Contents

UNIT –I Introduction to Research Methods	1.1 Role and objectives of business research 1.2 Types of research, 1.3 Research process: Overview 1.4 Problems encountered by researchers in India
Unit-2 Research Design	2.1 Defining research problem, objectives and Hypothesis development, 2.2 Need for research design, 2.3 Features of a good research design 2.4 Different research designs and types of research design.(exploratory, descriptive, experimental and diagnostic research).
Unit-3 Sampling Theory and Design of Sample Survey	3.1 Census Vs Sample Enumerations 3.2 Objectives and Principles of Sampling 3.3 Types of Sampling, Sampling and Non-Sampling Errors.

Unit- 4 Measurement and Scaling Concepts	4.1 Measurement in research, 4.2 Measurement scales, 4.3 Sources of errors in measurement, 4.4 Techniques of developing measurement tools, 4.5 Classification and testing (reliability, verification and validity) scales 4.6 Designing questionnaires.
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Unit -5 Data Collection and Analysis	5.1 Collection (Observation, interview, through schedules), Organization and Presentation 5.2 Analysis: Univariate and bivariate Analysis 5.3 Hypothesis testing: difference of means, ANOVA, Chi Square 5.3 Multivariate Analysis (Concepts only)
Unit-6 Report Writing	6.1 Meaning of interpretation 6.2 Techniques of Interpretation 6.3 Precautions in interpretation 6.4 Significance of report writing 6.5 Steps in report writing 6.6 Layout of report 6.7 Precautions in writing research reports.
Text Reading: Latest Editions 1 William G. Zikmund, “ Business Research Methods ”, Orlando: Dryden Press. 2 C. William Emory and Cooper R. Donald, “ Business Research Methods ”, Boston, Irwin. 3 Fred N Kerlinger, “ Foundations of Behavioural Research ”, New Delhi: Surjeet Publications. 4 David Nachmias and ChavaNachmias, “ Research Methods in the Social Sciences ”, New York: St.Marlia’s Press. C. R. Kothari, “ Research Methodology: Methods and techniques ”, New Delhi: VishwaPrakashan.	

Subject Name	OPERATIONS MANAGEMENT	Subject Code	MS5B-512
		Total Credits	03
Subject Nature: Discipline Specific Course			
Course Objective:			
<ul style="list-style-type: none"> • To bring the understanding of industrial and business operations, products and services. • To develop logic and skills to apply suitable and better tools and techniques on operational decision making. • To explore the scope and dimensions of operations management applications in major management functions and decisions. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> • Understand the logic and applications through tools and techniques of operations management in business and industrial flow of information, goods and services. • Integrate the business activities and scientific problem solving methodology. • Set the unique way of doing job/task/work/activities with optimality in business. 			
Examination scheme:			
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.			
Note: One Case/Caselet to be discussed in each unit			
Course Contents			
Unit-1 Introduction to Production and Operations Management	1.1 Nature of Production / Operations Management 1.2 Production Function and its Environment 1.3 Functions of Production/Operations Manager 1.4 Organization of Production Function		
Unit-2 Facilities Planning	2.1 Product Selection and Design, Service Design 2.2 Process Design 2.3 Location of Manufacturing / Service Facility Quantitative and Qualitative Models		
Unit-3 Layout of Manufacturing/ service facility	3.1 Product layout, process layout, fixed position and group layout 3.2 Layout design: Relationship based and Load Distance cost matrix 3.3 Materials handling concepts		
Unit- 4 Resources Requirement Planning and Production Planning and Control	4.1 Capacity Planning, Concept and Application of Learning Curve. 4.2 Aggregate Production Planning Chase strategy Level production, Mixed strategy 4.3, Materials Requirement Planning		

Unit -5 Operations Scheduling	5.1 Need and basis for scheduling 5.2 Scheduling Context: Scheduling rules, performance criteria 5.3 Assembly line balancing Batch Processing and Job shop - n-jobs on single machine, n jobs on Two/Three machines (Johnson’s Rule) 5.4 2-jobs on m-machines (Graphical method – Aker’s Algorithm)
Unit-6 Total Quality Management	6.1 Quality Control Function 6.2 Acceptance sampling Statistical Process Control 6.3 TQM
Learning Resources: Text Books: <ol style="list-style-type: none"> 1. R Paneerselvam. “Production and Operations Management”, New Delhi: Prentice Hall of India Publications, Latest Edition 2. S N Chary. “Cases and Problems in Production and Operations Management”, New Delhi: Tata McGraw Hill Publications, Latest Edition. 3. Joseph G. Monks “Operations Management”, New York : McGraw Hill Publications, Latest Edition Reference Books: <ol style="list-style-type: none"> 1. James R. Evans, David R Anderson, Dennis J. Sweeney and Thomas A Williams, “Applied Production and Operations Management”, New York: West Publishing Company, Latest Edition. 2. Elwood S. Buffa and Rakesh K. Sarin, “Modern Production, Operations Management”, Singapore: John Wiley and Sons, Latest Edition. 	

Subject Name	MARKETING MANAGEMENT	Subject Code	MS5B-514
		Total Credits	3
Subject Nature: Discipline Specific Course			
Course Objective:			
<ul style="list-style-type: none"> The objectives of the course are to equip the students with the concept and methods of Marketing. The students will be able to plan, design and carry out marketing using the techniques discussed. 			
Learning Outcome:			
At the end of the course students should be able to;			
4. Help to get a basic understanding of marketing concepts.			
5. Develop skills for marketing.			
6. Attain some elementary level of knowledge of sales and marketing.			
Examination Scheme:			
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.			
Course Contents			
Unit– 1 Marketing Concepts	<ol style="list-style-type: none"> Customer Value and Satisfaction Customers Delight Conceptualizing Tasks and Philosophies Marketing Management Value chain Scanning the Marketing Environment. 		
Unit–2 Market Segmentation,, Positioning , Targeting	2.1 Market segmentations 2.2 Levels of market segmentations, patterns, procedures, Requirement for effective segmentation 2.3 Evaluating the market segments, selecting the market segments, 2.4 Tools for competitive differentiation Developing a positioning strategy 2.6 Marketing Information System 2.7 Marketing Research Process.		
Unit– 3 Product Decision	<ol style="list-style-type: none"> Objectives, Product classification, Product-Mix, Product lifecycle strategies, Introduction and factors contributing the growth of packaging, 		

Unit– 4 Pricing Decision	<ol style="list-style-type: none"> 5. Introduction of labeling. <ol style="list-style-type: none"> 1. Factors affecting price, 2. Pricing methods and strategies.
Unit–5 Distribution Decisions	<ol style="list-style-type: none"> 5.1. Importance and Functions of Distribution Channel, 5.2 Considerations in Distribution Channel Decisions, 5.3. Distribution Channel Members.
Unit– 6 Promotion Decisions	<ol style="list-style-type: none"> 1. A view of Communication Process, 2. Developing effective communication, 3. Promotion-Mix elements
Unit– 7 Emerging Trends in Marketing	<ol style="list-style-type: none"> 1. An introduction to Internet Marketing 2. Multilevel Marketing 3. Introduction of CRM&EVENT marketing.
Text Reading: Latest Editions <ol style="list-style-type: none"> 1. Philip Kotler “Principles of Marketing Management”, New Delhi: Prentice Hall of India. 2. Philip Kotler, “Marketing Management, Planning Analysis and Control”, New Delhi, Pearson Education. 3. William L. Pride and O. C. Ferrell, “Marketing Concepts and Strategies”, Boston: Houghton Mifflin Co. 4. Marketing Management, Rajan Saxena, Tata McGraw Hill. 	

Subject Name	BUSINESS ENVIRONMENT	Subject Code	MS5B-516
Subject Nature: Elective Generic			
COURSE OBJECTIVE : To familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business			
LEARNING OUTCOME: After completion of this course students will be capable to understand Business Environment practices and how to apply in business and other fields.			
Examination Scheme: 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 will have two sections A and B. Section A worth 40 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain cases/practical problems.			
COURSE CONTENT			
Unit-1	1.1 Components and Significance of Business Environment, 1.2 Factors effecting environment of Business, 1.3 Economic factors and its Components, 1.4 Cultural factors and its impact on business, 1.5 Social Environment and its impact on Purchasing and Consumption, 1.6 Political Stability, 1.7 Sovereignty and its impact on the returns of Business, 1.8 Technological and its impact on internationalizing the business activities, Legal environment, 1.9 Dimensions of International Business Environment, Challenges.		
Unit-2	2.1 Economic Planning & Development 2.2 Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors – 2.3 Industrial Policy of the Government Latest Industrial Policy 2.4 Foreign Trade Policy 2.5 Fiscal Policy and Tax System in India 2.6 Monetary Policy and Banks Reforms in India 2.7 Challenges of Indian Economy, Rural Development Efforts		

<p>Unit-3</p>	<p>3.1 India as one of the most prominently emerging economies of world 3.2 Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors 3.3 Balance of Payments 3.4 Concepts, Disequilibrium in BOP 3.5 Methods of Correction 3.6 Tread Barriers and Tread Strategy 3.7 Free Trade vs. Protection 3.8 World Financial Environment\ 3.9 Foreign Exchange Market Mechanism 3.10 Exchange Rate Determination and Euro Currency</p>
<p>Unit-4</p>	<p>4.1 Strategies for going Global 4.2 International Economic Integration, 4.3 Country Evaluation and Selection, 4.4 Foreign Market Entry Method, 4.5 International Trading Blocks, Their Objectives, 4.6 WTO Origin, Objectives, 4.7 Organization Structure and Functioning, 4.8 WTO and India.</p>
<p>Learning Resources Text Readings: 1. ShaikhSalim, Business Environment, Pearson Education, 2010 2. Mark Hirschey, Economics for Managers, Cengage, 2006 3. Palwar, Economic Environment of Business, PHI, New Delhi,2009 4. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2009.</p>	

Subject Name	PUBLIC ADMINISTRATION (MP LOK SEVA Adhiniyam)	Subject Code	MS5B-518
		Credits	03
Subject Nature: Elective Generic			
COURSE OBJECTIVE: The objectives of the course are to help the students acquire the basics Public Administration & Relationship Management			
EXAMINATION SCHEME: 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.			
COURSE CONTENT			
Unit -1	<p style="text-align: center;"><u>PART A : PUBLIC ADMINISTRATION</u></p> <p>1.1 Introduction : Meaning, Scope and significance. Evolution and status of the discipline Comparative Public Administration and Development Administration Public and Private Administration. State versus market debate. New Public Administration. New Public Management perspective.</p> <p>1.2 Theories of Administration : Scientific Management (Taylor and the Scientific Management Movement), classical theory (Fayol, Urwick, Gulick and others) Bureaucratic Theory (Weber and his critics). Ideas of Mary Parker Follett and C.I. Barnard; Human Relations School (Elton Mayo and others). Behavioral Approach, Systems approach.</p> <p>1.3 Accountability and Control : The concepts of Accountability and control Legislative. executive and judicial control. Citizen and Administration. Role of civil society, people's participation and Right to Information</p>		
Unit-2	<p>2.1 Plans and Priorities : Machinery of planning; Role, composition and functions of the Planning Commission and the National Development Council; Indicative planning;</p> <p>2.2 Process of plan formulation at Union and state levels;</p> <p>2.3 Constitutional Managements (1992) and decentralized planning for economic development and social justice.</p>		
Unit- 3	<p>3.1 Union Government and Administration: Executive, Parliament. Judiciary structure, functions. work processes; Recent trends;</p> <p>3.2 Intragovernmental relations; Cabinet Secretariat, Prime Minister's Office, Central Secretariat, Ministries and Departments, Boards, Commissions: Attached offices; Field organizations.</p>		
Unit- 4	<p>4.1 State Government and Administration: Union-State administrative, legislative and financial relations.</p> <p>4.2 Role of the Finance commission; Governor; Chief Minister; Council of Ministers; Chief Secretary; State Secretarist; Directorates.</p>		

Unit- 5	5.1 District Administration since Independence: Changing role of the collector; Union-state-local relations; 5.2 Imperatives of development management and law and order administration. District administration and democratic decentralization .
Unit -6	6.1 Rural Development : Institutions and agencies since independence; Rural development programmes foci and strategies; 6.2 Decentralization and panchayati Raj: 73 constitutional amendment.