Institute of Management Studies
Devi Ahilya Vishwavidyalaya, Indore

Syllabus

M.B.A. (DISASTER MANAGEMENT) 2 Year

Semester – I TO IV

2018 - 20

MBA (Disaster Management) 2 Year

SEMESTER – I

Sl.	Course Code	Subject	Type	Option
1	DM101C	Fundamentals of Management	Hard Core	COMPULSORY
2	DM102C	Business Mathematics and Statistics	Hard Core	
3	DM103C	Accounting for Managers	Hard Core	
4	DM104C	IT For Manager	Hard Core	
5	DM105C	Communication Skills	Hard Core	
6	DM106C	Organisational Behaviour	Hard Core	
7	DM107C	Business Ethics and Management by Indian Values	Soft Core	
8	DM108C	Principles of Disaster Management	Soft Core	

SEMESTER – II

Sl.	Course Code	Subject	Category	Option
1	DM201C	Human Resource Management	Hard Core	COMPULSORY
2	DM202C	Operation Management	Hard Core	
3	DM203C	Financial Management	Hard Core	
4	DM204C	Disaster Prepareredness	Hard Core	
5	DM205C	Marketing Management	Hard Core	
6	DM206C	Business Environment	Hard Core	
7	DM207C	Operations Research	Soft Core	
8	DM208C	Research Methodology	Soft Core	

SEMESTER – III

Sl.	CourseCode	Subject	Category	Option
1		Managerial Economics	Hard Core	COMPULSORY
2		Disaster Management Laws, Policies & Regulations	Hard Core	
3		Project Management	Soft Core	
4		Risk Reduction and Vulnerability	Soft Core	
5		Industrial Safety & Health Management	Elective	ANY FOUR
6		Environmental Sustainability and Climate Change	Elective	
7		Social and Industrial Psychology	Elective	
8		Insurance & Risk Management	Elective	
9		Geology & Meteorology	Elective	
10		Field Report	Elective	

SEMESTER – IV

Sl.	CoursCode	Subject	Category	Option
1		Entrepreneurship	Hard Core	COMPULSORY
2		Logistics Management	Hard Core	
3		Public Administration (Madhya Pradesh Lok Seva Gaurantee Adhiniyam)	Soft Core	
4		Strategic Disaster Management	Soft Core	
5		Rural Development	Elective	ANY FOUR
6		Environmental Impact Assessment	Elective	
7		Disaster Management Policy & Responce	Elective	
8		Development and Rehabilitation Management	Elective	
9		NGO Management and Administration	Elective	
10		Crises Management	Elective	

MBA (Disaster Management) 2 Year

SEMESTER – I

Sl.	Course Code	Subject	Faculty Name
1	DM101C	Fundamentals of Management	
2	DM102C	Business Mathematics and Statistics	
3	DM103C	Accounting for Managers	
4	DM104C	IT For Manager	
5	DM105C	Communication Skills	
6	DM106C	Organisational Behaviour	
7	DM107C	Business Ethics and Management by Indian Values	
8	DM108C	Principles of Disaster Management	

SEMESTER – III

Sl.	CourseCode	Subject	Faculty Name
1		Managerial Economics	
2		Disaster Management Laws & Regulations **(Content:** Environmental Protection Act 1986 D.M. Act 2005 Regulations relating to poeention control Company Laws)	
3		Project Management	
4		Risk Reduction and Vulnerability	
5		Industrial Safety & Health Management	
6		Environmental Sustainability and Climate Change	
7		Social and Industrial Psychology	
8		Insurance & Risk Management	
9		Geography Meteorology	
10		Field Report	

INSTITUTE OF MANAGEMENT STUDIES
D.A.V.V., INDORE

M.B.A. (DISASTER MANAGEMENT)

Dear Students,

Please give your choice of Elective Subject for IIIrd Semester starting from 1st July 2013. Please note a subject will be offered only if, sufficient number of students opt for that subject.

All the best.

Deepak Shrivastava
Co-ordinator

SEMESTER – III

Sl.	Your Choice	Subject	Category	Option
1		Managerial Economics	Hard Core	COMPULSORY
2		Disaster Management Laws, Policies & Regulations	Hard Core	
3		Project Management	Soft Core	
4		Risk Reduction and Vulnerability	Soft Core	
5		Industrial Safety & Health Management	Elective	ANY FOUR
6		Environmental Sustainability and Climate Change	Elective	
7		Social and Industrial Psychology	Elective	
8		Insurance & Risk Management	Elective	
9		Geology & Meteorology	Elective	
10		Field Report	Elective	

Signature of the Student

Name : _____
Mob. No. :_____
Email : _____

DM-101C

FUNDAMENTALS OF MANAGEMENT

Course Objective:

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

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 Content:

1. **Concept of Management:** Introduction to Management & Organizations, Functions and Responsibilities of Managers, fayol's Principles of management, Management thought; the Classical School, The Human Relations School, Systems theory, Contingency Management Developing Excellent Managers.
2. **Planning:** Nature and purpose of planning process, principles of Planning, Types of planning, Advantages and Limitation of planning.
3. **Concept and Nature of Objectives:** Types of Objectives, Importance of Objectives, Setting objectives, Management by Objective (MBO) benefits and weaknesses of MBO.
4. **Strategies and Policies:** Concept of Corporate Strategy, formulation of strategy, Types of strategies, Types of policies, principles of formulation of policies, Decision Making Process, Individual Decision Making Models.
5. **Organizing:** Nature and Purpose of Organizing, Bases of Departmentation, Span Relationship, Line Staff Conflict, Bases of Delegation, Kind of Delegation and Decentralization, methods of Decentralization.
6. **Controlling:** Concept and Process of Control, Control Techniques. Human Aspects of Control, Control as a feed back system, feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment, the use of Computer of Controlling & Decision making, the challenges created by IT a Control tool.

Text Readings:

1. Horold Koontz, O'Donnell and Heinz Weihrich, "Essentials of Management' New Delhi, Tata McGrow Hill, 1992.
2. R.D. Agrawal, "Organization and Management" New Delhi, Tata McGrow Hill 1995.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson 2006

Suggested Reading:

1. Horold Koontz, Heinz Weihrich, "Management: A Global Perspective" New Delhi Tata mcGrow hill, 10th Ed. 1994.
2. Robert Krietner, "Management" Houghton Miffin CO. 7th Ed.1999.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson 2006

DM -102C
BUSINESS MATHEMATICS AND STATISTICS

Course Objective

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

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

PART I – BUSINESS MATHEMATICS

1. Mathematical and Statistical Preliminary (students are suppose to have the knowledge of following topics in statistics and mathematics). – Sets, Functions, Sequence and series.
2. Implications of Limit of Functions, Continuity of a function of one variable.
3. Differentiation and Integration of simple functions with one variable: Economic and Business Applications; marginal analysis, elasticity of demand, Maxima and Minima, Consumer surplus and producer surplus.
4. Determinants and Matrices with Business application: Types of matrices, operations on matrices, adjoint matrix, inverse matrix, elementary row operations. Solution of simultaneous linear equations using matrices, input/output analysis.

PART II – BUSINESS STATISTICS

1. Introduction to Statistics: Introduction to Measurement of Central Tendency and Variations.
2. Probability Theory and Probability Distributions: Concepts, additive, multiplicative, conditional probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications
3. Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average, exponential smoothing and least squares method), Measurement of seasonal variations (simple average, trend, and moving average method) Measurement of cyclic variations (residual method).
4. Correlation & Regression: Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and regression (Least square method).
5. Statistical Decision Theory: Decision making process, Decisions under Uncertainty and Decisions under Risk.

Text Reading

1. J.K. Sharma, "**Mathematics for Management and Computer Applications"**, New Delhi, Galgotia Publication,
2. S. Saha, **"Business Mathematics and Quantitative Techniques"**, Calcutta, Central Book Agency, 2000
3. Richard I. Levin and D.S. Rubin, "**Statistics for Management"**, New Delhi: Prentice Hall of India, 2000
4. S. P. Gupta, "**Statistical Methods",** New Delhi, Sultan Chand and Sons, 2001
5. D. C. Sancheti and V. K. Kapoor, "**Statistics: Theory, Methods and Applications",** New Delhi: Sultan Chand and Sons., 2001

D.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics",** Allahabad: Kitab Mahal, 1996

DM -103C
ACCOUNTING FOR MANAGERS

Course Objective

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

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 Accounting: evolution, significance, accounting principles, concepts & conventions, GAAP, overview of international accounting standards, accounting equation, capital and revenue, types of accounts, rules of debit and credit

Unit II Recording of Transactions – journal, ledger and trial balance. preparation of financial statement – Trading and P & L Account and balance sheet- concepts, format of P&L A/C and balance sheet. (vertical & horizontal), numerical.

Unit III Depreciation : SLM and WDV methods ,Concept of Inflation Accounting, Human resources Accounting, Forensic Accounting

Unit IV Introduction to cost accounting: understanding and classifying cost, elements of cost, component of total cost, classification of costs and format & preparation of cost sheet, numerical.

Unit V Standard costing and variance analysis: meaning of standard cost & variance, cost variance, direct material variance, direct labour variance, sales variance and control of variance, numerical, overview of zero based budgeting

Unit VI Marginal Costing– meaning and difference between absorption costing and marginal costing, marginal cost, utility of marginal costing and its limitations, segregation of semi variable cost.

Unit VII An overview of following: nature of managerial decision making -decisions regarding make or buy, accept a special order, drop a product line, replacement of assets.

Text Readings

R.L. Gupta, V.K. Gupta, "**Principles of Accountancy",** Sultan Chand & Sons, 6th Edition, 1996.

S.N. Maheshwari, "**Introduction to Accounting"**, Vikas Publishing House, New Delhi: III Edition, 2001.

S N Maheshwari, "**Cost Accounting, Theory and Problems"**, Vikas Publications,New Delhi: III Edition 2000.

Suggested Readings

1. S.P. Iyangar, "**Cost Accounting"**, Sultan Chand & Sons, VIII Edition 1998.
2. Robert N. Anthony and James S. Recee, "**Accounting Principles"**, New Delhi: A.I.T.B.S. Pub. and Distributions, 6th Ed., 1991.
3. R.P.Rastogi, "**Graded Problems and Solutions in Financial Management"**, Galgotia Publication, New Delhi, 5th Edition 2000.

DM -104C

IT Fundamentals

Course Objective

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

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 Content

PART- A

1. Introduction to Computer :

   Hardware: Input / output devices, storage devices and memory.

   Software: System and Application Software, Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features. Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system.

   Internet: Concepts & Services, Hardware and software requirements, type of Internet connections

2. **Operating Systems**

   WINDOWS XP: Basic Operations, utilities and features.

   UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am i, banner, date, kill, etc.).

3. **Application Software (MS-Office XP 2003)**

Word processing using MS Word

1. Understand interface of Microsoft Word

- Formatting (Index, Tab, bullet, numbering, etc.); Adding images, comments, symbols, diagrams
- Adding header and footer, adding, Changing Case, Text Direction, Rearranging Text into Columns ;Mail Merge
- Columns text (Tables, pictures, etc.) ;Importing and exporting data and files

Spreadsheets using MS Excel

- Understand interface of Microsoft Excel ;Entering data (numeric, text, date, time, comments)
- Editing (update values, copying, moving, drag & drop, delete / insert rows & columns)
- Formatting (text style, text orientation, increase/decrease width of columns and rows)
- Changing Chart and Data Series ;Charts (bar, pie, line, etc.)
- Value Axis Scaling and Formatting Lines ;Consolidating Data ;Creating Automatic Subtotals.
- Using Pivot Tables and Pivot Charts ;11.Using Analysis Tool – Goal Seek and Solver

Presentations using Power Point

- Understand the interface of Power Point; Creating presentations using Wizards
- Creating blank presentation; Various type of views and their uses
- Applying templates on presentations; Applying color schemes on presentations
- Implementing Slide Transactions and Custom Animations; OLE Concepts

Database Creation Using Access

- Creating tables (Understanding fields, data types, range etc.) ; Establishing relationships
- Creating Tables using Wizard; Creating Tables using Data View
- Creating Select Queries; Designing queries with QBE Grid
- Creating other types of queries (Cross tab, update etc.); Creating forms using wizards and Toolbar
- Inserting data in tables using forms ;Validating Forms ;Creating Reports for table data

PART- B

1. **Introduction to Information Systems:** Definition, Information Systems and Society, A Business as a System, Information Processing Concepts, Information Systems Concepts, and Recognizing Information Systems.

   Types of Information Processing Systems: Overview of Six Major Types of Systems: Transaction Processing Systems, Office Automation Systems, Knowledge Work Systems, Management Information Systems, Decision Support Systems, and Executive Support Systems.

The Information Systems Environment: The Systems Development Life Cycle: The SDLC – Recognition of Need, Feasibility Study, Analysis, Design, Implementation, and Considerations for Candidate Systems and The Role of System Analyst.

3. System Analysis and Design: System Planning and Initial Investigation, Information Gathering, The Tools of Structured Analysis - DFDs, Data dictionary, Decision Trees, and Decision Tables, Feasibility Study, and Cost/Benefit Analysis.System Design: The Process Stage of Systems Design, Input / Output and Form Design, File Organization and Data Base Design, Programme Design.

Text Reading

Suresh K. Basandra, **"Computers Today"**, Galgotia Publications Pvt. Ltd., New Delhi, 2001

P.K. Sinha, **"Computer Fundamentals",** BPB Publications, New Delhi, 2001

Laurie Ulrich, **"Tech yourself Microsoft Office 2000 in 21 days"**, Techmedia, New Delhi, 1999

Sumitabha Das, **"Unix Concepts and Applications"**, Tata McGraw Hill Pub. Co. Ltd., New Delhi, 1997

Muneesh Kumar, **"Business Information Systems"**, Vikas Publishing House Pvt. Ltd., New Delhi, 1999

James A. O'Brien, **"Management Information Systems"**, Galgotia Publications Pvt. Ltd., New Delhi, 1996

Elias M. Awad, **"System Analysis and Design"**, Galgotia Publishing Pvt. Ltd., New Delhi, 2001

Suggested Readings

6. S. Jaiswal, **"Information Technology Today"**, Galgotia Publications Pvt. Ltd., New Delhi, 2001

7. Alexis Leon & Mathews Leon, **"Fundamentals of Information Technology"**, Vikas Publishing House Pvt. Ltd., New Delhi, 1999

***DM** -106C*

COMMUNICATION SKILLS

Course Objectives

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

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

1. **Introduction:** Defining Communication, Process of Communication, Communication Model, Objectives of Communication, Principles of Effective Communication, Importance of Business Communication, and Importance of Feedback.
2. **Factors Affecting Communication:** Perception and Reality, Physical, Organizational, Psychological and Socio-cultural Barriers to Communication, Effective Listening- Types and Essentials of effective listening, Reading & Comprehension Strategies
3. **Channels, Types and Forms of Communication:** Verbal, Non-verbal, Formal, Informal, Internal, External and Communication Networks.
4. **Designing for Effective Communication:** Techniques of Oral Presentations, Communication and Conflict Management with emphasis on Transactional Analysis, Communication approaches during Interviews, Understanding the Composition Process, Defining the Purpose, Analyzing the Audience, Establishing the main idea, Selecting the Appropriate Channel and Medium, Meeting Etiquettes
5. **Mechanism of Business Writing:** Approaches to writing-Direct, Indirect and Persuasive Styles, Cover Letters: Writing the Opening Paragraph, Summarizing the Key Selling Points, Writing the Closing Paragraph. Writing Résumé's, Reports and Proposals, Drafting e-mails, memos
6. **Negotiation Skills:** Basic principles, Process of Negotiation-Preparation, developing a Strategy, Getting Started, Building Understanding, Bargaining, Closing. Barriers of Negotiation, Essentials of Negotiation.
7. **Contemporary Trends:** Technology enabled Communication, Introduction to Corporate Communication, Ethics in Business communication.

Text Readings

1. William V. Ruch, **Business Communication**, Maxwell Macmillan, New York,1991.
2. Lani Arredono, **The McGraw-Hill 36-Hour Course: Business Presentation,** McGraw-Hill, New York, 1994.
3. Bill Scott, **The Skills of Communication**, Jaico, Bombay, 1995.
4. Ronald E. Dulek and John S. Fielden, **Principles of Business Communication**, McMillan, New York, 1990.
5. **Effective Technical Communication by M Ashraf Rizvi**
6. **Business Communication by Raman & Singh**

DM -107C

ORGANIZATIONAL BEHAVIOUR

Course Objectives

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

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

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

Text Reading

1. Stephen P. Robbins, "**Organizational Behaviour: Concepts, Controversies, and Applications",** New Delhi, Prentice Hall, 9th Ed., 2000.
2. Fred Luthans, **"Organizational Behaviour"**, New York, McGraw Hill, 8th Edn., 1998.
3. Bill Scott, **"The Skills of Communications"**, Jaico Publications, Bombay 1995.
4. John W. Newstrom and Keith Davis, "**Organizational Behaviour: Human Behaviour at Work"** New Delhi, Tata McGraw Hill, 1993.

Suggested Reading

Upinder Dhar and Santosh Dhar, "**Case Method in Management Education: Text and Illustrations"**, Excel, New Delhi, 2002

DM -107C
BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES

Course objectives

The objectives of this course are to help students gain an understanding of Business Ethics and application of Indian Values in Managerial Decision making.

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

Section A

PART – I BUSINESS ETHICS

1. The Nature and Purpose of Ethical Reflections : Introduction, Definition of Ethics, Moral Behaviour, Characteristics of Moral Standards.
2. Business Ethics : Mediating between Moral Demands and Interest, Relative Autonomy of Business Morality, Studies in Business Ethics, Role of Ethics in Business, Theory of Voluntary Mediation, Participatory Ethics.
3. Moral Responsibility : Introduction; Balanced Concept of Freedom, Individual Responsibility, Implications related to Modern Issues, Public Accountability and Entrepreneurial Responsibility, Moral Corporate Excellence, Corporate Responsibility.
4. Business Ethics and Individual Interest : Interest based Outlook, Impact of Interest on Moral Goals and Moral Principles, Utilitarian Views on Business Ethics, Enlightened Egoism.
5. Duty ethics in the Business Environment.
6. Theories of Virtue : Productive Practices and Team Motivation, Prospects of Virtues in Business Ethics and Management Theory.

PART - II MANAGEMENT BY INDIAN VALUES

1. Management, Culture and Ethos - Role and Significance of Ethos in Managerial Practices, Is Management Culture Bound? (Discuss) .
2. Sources of Indian Ethos in Management : Vedas, Shastras, Smrities, Puranas, Upnishads, Ramayan, Mahabharat, Arthashastra, Ramcharitamanas, Panchatantra, Hitopdesh, Guru Granth Sahib, Teachings of Buddha and Mahaveer, the Holy Bible, the Holy Quran. (Why should Holy Bible and Quran be also included amongst sources of Indian Ethics in Management; Discussion) etc. – examples and models from the above texts.
3. Models of Leadership and Motivation in Indian Thoughts, Examples from Scriptures.
4. Human Behaviour – Indian Thoughts, Guna Theory, Sanskara Theory.
5. Karma Theory, Nishkama Karma Yoga and Professionalism.
6. Personal and Managerial Effectiveness in Indian Thoughts - Management of the Self – Management of body, thoughts and emotions; Interpersonal and Group Effectiveness.
7. Cultural Heritage of India and its relevance for Modern Management : Concept of 'Pancha - Rina' (five- fold debts) and Corporate Social Responsibility, Four – fold Life Goals (Purusharth Chatushthaya) and Business, Sanskaras Values Vs. Skills – Supremacy of Values over Skills (Discussion), Role Vs. Self.
8. Work Place Spirituality.

Section B

Cases in Business Ethics and Management by Indian Values.

Suggested Readings

1. A.C Fernando, **Business Ethics: An Indian Perspective**, Pearson 2009
2. Weiss, **Business Ethics concept & cases,** 1st edition, 2009, Cengage Learning
3 Velasquez, **Business Ethics,Concepts & Cases,** 6th edition, 2009, PHI
4 Murthy, **Business Ethics**, 2009, Himalaya Publishing House
5 Al Gini, **Case Studies in Business Ethics**,6th edition 2009,Pearson Education.
6. Shashtri J.L., **Ancient Indian Tradition and Mythology ,** 1st edi, Motilal Banarsidas, New Delhi
7. F. Max Muller , **Sacred Books of East** ,Motilal Banarsidas, New Delhi
8. S.K. Chakraborty, **Ethics in Management-Vedantic Approach,** New Delhi, Oxford India Ltd.,
9. Swami Jitatmananda, **Indian Ethos for Management,** Rajkot, Ramakrishna Ashrama, 1996.
10 Swami Someswarananada, **Indian Wisdom for Management,** Ahmedabad, AMA. 2000.
11. Swami Rangnathananda, **Universal Message of the Bhagvad Gita,** Vol. 1 , 2 and 3, Caicuna Advaita Ashrama, 2001.
12. Peter Brately "The Essence of Business Ethics", New Delhi, Prentice Hall of India,1997.
13. William K. Frankena, " Ethics:, New Delhi, Prentice Hall of India,1989.
14 Norman E. Bowle and Ronald F. Duska, "Business Ethics", New Jercy, Prentice Hall Inc.,1990.
15 Swami Someshwarananda, "Business Management Redefined- the Gita Way",Mumbai Jaico Publishing House,2000.
16 Swami Jitemananda, " Indian Ethos for Management, Rajkot, Ramkrishna Ashrama,1996.
17 S.K. Chakraborty, " Management Transformation by Values", New Delhi, Sage Publication, 1990.
18 S.K. Chakraborty, " Management by Values", New Delhi, Oxford University Press,1992.
19 Ahmadabad Management Association (AMA), "Ancient Indian Wisdom for Self Development", Ahmedabad,1995.
20 Narayana, " Transformation to Transcendence- Breakthrough Ideas for Leadership in the New Millennium", Ahmadabad AMA,2000.
21 Ahmadabad Management Association (AMA), "Inspiration from Indian Wisdom for Management", Ahmedabad,1998.
22 Ahmadabad Management Association (AMA), "Ancient Indian Wisdom for Motivation", Ahmedabad,1997.
23 Text of Holy Bible and Quran .
24 G. Narayana, " The Responsible Leader- A Journey Through Gita", Ahmadabad, AMA 2000.

DM-108C
MBA(DISASTER MANAGEMENT)
PRINCIPLES OF DISASTER MANAGEMENT

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

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 CONTENT

1. **Introduction to Disaster and Disaster Management:** Disaster definition, types, their variation, causal factors, disaster management concept, Disaster Management cycle and developmental considerations.

2. **Disaster Prevention and Mitigation**: Primary and secondary prevention, objectives, means of emerging management actions, mitigation, objectives and various mitigation measures.

3. **National Disaster Management Framework:** National Vision, High Powered Committee report, Road Map of Disaster Management.

4. **Natural Disasters and Management**

5. **Coping with Tsunami and floods**

6. **Earthquake Mitigation**

7. **Climate Change and Disasters**

8. **Man-made Disasters and Management**

9. **Coping with Man-made disasters**

10. **Awareness and Motivation**

11. **Training in Disaster Management**

Text Readings

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

DM-201C
MBA(DISASTER MANAGEMENT)
HUMAN RESOURCE MANAGEMENT

Course Objectives

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

Examination
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. It will have two sections, A and B. Section A, worth 42 marks, will contain five theory questions out of which students will be required to attempt three questions. Section B will comprise of one or more cases, worth 18 marks.

Course Contents:

1. The Field of HRM: An Overview, Concept and Functions, Personnel to HRM.
2. HR Policies: Formulation and Essentials of Sound Personnel Policies.
3. Acquisition of Human Resources: Job Analysis, Job Description, Job Specification, Manpower Planning, Recruitment Selection, Induction, Placement Promotion and Transfer.
4. Development of Human Resources: Determining Training Needs, Training and Management Development and Performance Appraisal, Career and Succession Planning.
5. Maintenance of Human Resources: Job Evaluation, Designing and Administering the Wage and Salary Structure, Employee Incentives.
6. Grievance Handling: Grievance Handling Procedure.
7. Separation Processes: Turnover, Retirement, Layoff, Discharge, VRS.
8. Personnel Audit and Information System.
9. Research and the Future: Current trends and future Challenges for HRM.

Text Readings

1. Arun Monappa and Mirza S. Saiyadain, "**Personnel Management",** New Delhi, Tata McGraw Hill, 1995.
2. Robert L. Mathis and John H. Jackson, "**Human Resource Management"**, 9th Edn., South Western College Publishing, 1995.
3. David S. Decenzo and Stephen P. Robbins, **"Personnel/Human Resource Management",** New Delhi, Prentice Hall, 3rd Edn. 1988.
4. Michael Armstrong, "**A Handbook of Human Resource Practice",** London, Kogan Page, 8th Edn., 2001.

Suggested Readings

1. William B. Werther Jr. and Keith Davis, **"Human Resources and Personnel Management",** Singapore, McGraw Hill, 4th Edn. 1993.
2. P Subba Rao, "**Essentials of Human Resource Management and industrial Relations: Text, Cases and Games",** Mumbai, Himalaya, 2000.
3. Biswajeet Patanayak, "**Human Resource Management"** New Delhi, Prentice Hall India, 2001.
4. Holloway J. Ed., "**Performance Measurement and Evaluations"**, New Delhi, Sage Publications, 1996
5. Guy V. & Mattock J., "**The New international Manager"**, London, Kogan Press, 1993.

DM-202C

MBA(DISASTER MANAGEMENT)

OPERATIONS MANAGEMENT

Course Objective

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

Examination

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. It will have two Sections, A and B. Section A, worth 30 marks, will consist of four theory questions out of which student will be required to attempt any two questions. Section B, worth 30 marks will have four numerical problem(s)/practical problem(s)/Case(s) out of which a student will be required to attempt any three questions.

Course Contents

1. Introduction to Production and Operations Management: Nature of Production / Operations Management, Production Function and its Environment, Functions of Production/Operations Manager, Organization of Production Function.
2. Facilities Planning: Product Selection and Design, Service Design, Process and Technology Selection, Location of Manufacturing / Service Facility - Quantitative and Qualitative Model.
3. Layout of Manufacturing/service facility: Product layout, process layout, fixed position and group layout, layout design: Relationship based and Load-Distance cost matrix, materials handling concepts.
4. Resources Requirement Planning: Capacity Planning, Concept and Application of Learning Curve.
5. Production Planning and Control: Aggregate Production Planning - Chase strategy, level production, Mixed strategy, Materials Requirement Planning.
6. Inventory: Importance and Scope, selective inventory control, cost concept in inventory, types of inventory, types of inventory problems, Inventory Models:
    - General Economic Order Quantity (EOQ)
    - Economic Batch Quantity (EBQ) (Single and Multi-products)
    - EOQ with Discounts.
7. Operations Scheduling and Production Activity Control for Mass Manufacturing.(Assembly line balancing Batch Processing and Job shop - n-jobs on single machine, n-jobs on Two/Three machines (Johnson's Rule), 2-jobs on m-machines (Graphical method – Aker's Algorithm)
8. Quality Control: Quality Control Function, Acceptance sampling Statistical Process Control, Operating Characteristics Curve and its Applications Quality Circles.

Text Reading

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

(Contd….)

Suggested Readings

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

DM-203C

MBA(DISASTER MANAGEMENT)

FINANCIAL MANAGEMENT

Course Objective

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

Examination

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. It will have two Section, A and B. Section A, worth 24 marks will comprise of three theory questions out of which a student will be required to attempt any two question. Section B worth 36 marks will contain five practical/numerical problems and / or Cases out of which a student will be required to attempt any three questions.

Course Contents

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

Text Readings

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

Suggested Readings

1. Prasanna Chandra, "**Financial Management**", New Delhi: Tata Mc Graw Hill, 1993
2. S.C.Kuchhal, "**Financial Management**", Allahabad: Chatanya Pub. House, 1995
3. James C . Van Horne, "Financial Management and Policy", PHI Publication.9th Edition, 1996.
4. V. K. Bhalla, "**Working Capital Management**", 2nd Ed.1998, Anmol Publication, New Delhi, 1998.
5. R.P.Rastogi, "**Graded Problems and Solutions in Financial Management"**, Galgotia Publication, New Delhi, 5th Edition 2000.

DM-204C

MBA (DISASTER MANAGEMENT)

DISASTER PREPAREREDNESS

Course objective

The objective of this course is to help students understand need of preparedness for disasters and their mitigation processes.

Examination

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. It will have two sections, A and B. Section A, worth 42 marks, will contain five theory questions out of which students will be required to attempt three questions. Section B will comprise of one or more cases/situation/practical question, worth 18 marks.

Course Contents

1. Disaster Preparedness : Concept and nature, prevention, Preparedness and mitigation of disaster.
2. Planning for Disaster Preparedness : For Community; for people with special needs, with respect to infrastructure, housing and live stock; with respect to contingency health care services, control of outbreak of communicable diseases.
3. Roles and responsibilities in Disaster Preparedness : Central, State, District and Local Administration; Armed Forces, Paramilitary Forces, National Service and Scouts; Non Governmental Organisations, community based organizations; International Agencies; Community; family and individuals; Media.
4. Role of Technology in Disaster preparedness : Information technology; Geographical information system; communication technology; emerging technologies.
5. Disaster Mitigation : Principles, approaches, techniques; education and training; community participation, disaster mitigation strategies.

Text Reading
Study material of IGNOU
Internet Links as suggested by course instructor.

DM-205C

MBA(DISASTER MANAGEMENT)

MARKETING MANAGEMENT

Course Objectives

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

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.

Course Contents

1. Marketing Concepts: Customer Value and Satisfaction, Customers Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value chain, market planning and scanning the Marketing Environment.
2. Market Segmentation, Targeting, Positioning: Market segmentations, levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, developing a positioning strategy.
3. Marketing Information System and Marketing Research Process, and consumer behaviour.
4. Product Decision: Objectives, Product classification, Product-Mix, Product life cycle strategies, equity, challenges, repositioning branding, introduction and factors contributing the growth of packaging, introduction of labeling.
5. Pricing Decision: Factors affecting price, pricing methods and strategies.
6. Distribution Decisions: Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Distribution Channel Members.
7. Promotion Decisions: A view of Communication Process, developing effective communication, Promotion-Mix elements.
8. Introduction to International Marketing : Creating competitive advantage, and Competing on a global basis, Deciding whether to go abroad, Deciding which markets to enter, Deciding on the Marketing Program Country-of-origin effects, Deciding on the Marketing Organization.
9. Emerging Trends in Marketing: An introduction to Internet Marketing, Multi level Marketing, and Introduction of CRM & EVENT marketing.

Text Readings

1. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri, Ehsan ul Haque, **" Principles of Marketing :A South Asian Perspective"** 13th edition Pearson Education.

2. Willam J. Stanton, Michael J. Etzel and Bruce J. Walker, Ajay Pandit "**Marketing Concepts and Cases",** Tata Mc Graw Hill, 13th Edition.

Suggested Readings

1. Philip Kotler, Kelvin Lane Keller, Abraham Koshy, Mithileshwar Jha "**Marketing Management A South Asian Perspective"** – 13th Edition**,** New Delhi: Pearson Education.

2. Rajan Saxena, **Marketing Management**, 4th Edition, Tata McGraw Hill

DM-206C

MBA(DISASTER MANAGEMENT)

BUSINESS ENVIRONMENT

Course Objective

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

Examination

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. There will be 7 to 8 theory/ numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

Course Contents

1. **Nature of the Environment of Business:** Interacting and interdependent set of forces affecting business operations in a given social frame work.
2. **Business Environment in India:**
   a. Economic Environment : Business as an economic institution, Economic System, Economic Structure economic growth & development, Economic Policies, Industrial Monetary & Fiscal.
   b. Social Environment : Business as a social institution operating for economic goals, social trends, Culture and Organizational Behaviour, Demographic features, poverty and piverty alleviation programmes, Labour and employment, Women in the Workforce, Child Labour, Education, Health, Population & family welfare.
   c. Corporate Governance & Corporate Social Responsibility.
   d. Legal Environment : Mergers & Acquisitions / MRTP Act, 1969 & Competition Act, 2002. Securities law, SEBI, Securities Contract Regulation Act, 1956 (SCRA).
   e. Technological Environment: Concept and Significance of Technological Environment, Government Guidelines, TQM, Regulation of Foreign investment & Collaborations.
3. **Global Issues :** Foreign Direct Investment, Market Freedom, Globalization, WTO and its impact, Consumer Protection & Disinvestments.

Text Readings:

1. Justin Paul, "**Business Environment Test & Cases**", Tata McGraw Hill Companies, New Delhi, 2006.
2. Bhagwati J., "**India in Transition**", New Delhi, Oxford University Press, 1994.
3. Rugman & Hodgetts, "**International Business**", McGraw Hill Publication, 1995.
4. Steiner & Steiner, "**Business, Government and Society**", Western Publishing, 2000.
5. Aswathappa K, "**Essentials of Business Environment**", Himalaya Publishing, New Delhi, 2000.
6. Adhikari M., "**Managerial Economics"**, N.D. Khalsa Pub, 1999, New Delhi.
7. David J.R. & Chang "**Managerial Economics**", Prentice Hall , 1999, New Delhi.

References:

1. Corporate Social Responsibility by Baxi C.V. and Ajit Prasad (2005) Excel Books.
2. Business Environment by Saleem, Shaikh (2006) Pearson Education.
3. RBI Monthly Bulletin.

DM-207C

MBA(DISASTER MANAGEMENT)

OPERATIONS RESEARCH

Course Objective

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

Examination

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. There will be 7 to 8 theory/ numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

Course Contents

1. Quantitative Techniques and Operations Research: Meaning, Scope of Quantitative Techniques and Operations Research in Management, Advantages and Limitations of Quantitative Techniques.
2. Linear Programming: Meaning of Linear programming, General Mathematical formulation of LPP, Graphical Analysis, Simplex Method, Two-phase method, Big-M Method, Duality and post optimality analysis Advantage and limitations of LPP.
3. (a) Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method.

   (b) Assignment Problem: Assignment Model as a particular case of transportation model, formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization, Route Allocation).
4. Goal Programming, Integer programming and Quadratic Programming – Concepts and Applications only.
5. Dynamic Programming: Nature of Dynamic Programming Problem, Dynamic Programming solutions for Knap sack, traveling salesman (Stage coach), assignment of salesmen to sales area and capital budgeting.
6. Waiting Line Models: Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), probability calculations and application of M/M/C (Infinite population).
7. Replacement Models: Introduction, Scope in Management, Single Equipment Replacement Model and Group Replacement
8. Game Theory: Introduction to Games, Maximin and Minimax Principles, Pure and Mixed Strategies, Solutions of Games using –Algebric and Graphical Methods, Game Theory and Linear Programming.
9. Markov Chain Analysis: Computation of sequential probability of states for different periods, steady state probability of states and application of Markov Chain.
10. Simulation: Introduction to simulation, Monte Carlo Technique and its applications.

Text Reading

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

(Contd….) OPERATIONS RESEARCH

5. V. K. Kapoor, "**Problems and Solutions in Operations Research"**, New Delhi: Sultan Chand and Sons, 2001.

Suggesting Readings

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

DM-208C

MBA(DISASTER MANAGEMENT)

RESEARCH METHODOLOGY

Course Objectives

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

Examination

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. There will be 7 to 8 theory/ numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

Course Contents

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

Text Readings

1. William G. Zikmund, "**Business Research Methods"**, Orlando: Dryden Press.
2. C. William Emory and Cooper R. Donald, **"Business Research Methods"**, Boston, Irwin, 4th Ed., 1991
3. Fred N Kerlinger, "**Foundations of Behavioural Research"**, New Delhi: Surjeet Publications.

Suggested Readings

1. David Nachmias and Chava Nachmias, "**Research Methods in the Social Sciences"**, New York: St.Marlia's Press.
2. C. R. Kothari, "**Research Methodology: Methods and techniques"**, New Delhi: Vishwa Prakashan.

DM-301C

MANAGERIAL ECONOMICS

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

Examination
The faculty member will award marks out of a maximum of 40 marks for the internal performance of the student. The University question paper will be of 60 marks. It will contain 7 questions out of which the student will be required to attempt any 5 questions.

Course Contents

1. **Introduction to economics and managerial economics:** Nature scope, characteristics and significance of managerial economics. Relationship of managerial economics with economics, operation research, decision making, statistics, accounting.
2. **Fundamental concepts:** Incremental reasoning, Marginal analysis, Equimarginal utility, time perspective, consumer surplus, opportunity cost, time value of money Theories of Firm – Managerial theories – Baumol and Williamson, Behavioral theories – Simon, Cyret and March.
3. **Demand Analysis** – Concept, Determinates & Types of Demand. Utility and its types, law of Diminishing Marginal utility. Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross, Advertising & price expectation. Demand Forecasting.
4. **Production and cost analysis:** Meaning of production, production function, short run and long run production analysis. Isoquant curves and Isocost lines, Ridge lines, Equilibrium production, expansion path. Cost – meaning and types of cost, cost function, short run and long run cost function. Economies and diseconomies of scale. Law of supply.
5. **Pricing:** Price determination under perfect competition. Monopoly and Price Discrimination, Monopolistic Competition, Oligopoly – kinked demand curve, cartel formation, price leadership.
6. **Profit:** Meaning, types and theories of profit, profit planning – break even analysis.

Text Books

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

Suggested Books:

1 A. Koutsoyiannis – Modern Micro Economics, Macmillan Press, New Delhi
2 Dr. Atmanand – Managerial Economics, Excel books, New Delhi
3 Howard Davis – Managerial Economics, Macmillan Press, New Delhi
4 D.N. Dwivedi – Managerial Economics, Vikas Publishing, New Delhi
5 Hal Varian – Intermediate micro economics, Tata McGraw Hills, New Delhi

DM – 302C

Disaster Management Laws, Policies & Regulation

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.

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.

Unit 1: Disaster Management Laws & Regulation

Disaster Management Act 2005, Environmental protection act 1986, Hyogo Framework for Action 2005-2015, Biosafety Categena protocol, Kyoto protocol, Montreal protocol, Yokohoma strategies, U.N.O's International decade for Natural Disaster Reduction.

Unit 2 : 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 3 : Disaster Policies and Framework

Disaster Management Policy : Concept, principles, constitutional elements,
Disaster Management Policies of Different States (eg. MP, Gujrat, Orissa, Uttranchal, Delhi etc.), Countries (Japan, South Asian Countiries, USA etc.)

References:

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, Benarjii Chakka

DM- 303C

PROJECT MANAGEMENT

Course Objective

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

Examination

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. It will have two Section, A and B. Section A, worth 30 marks will comprise of four theory questions out of which a student will be required to attempt any three questions. Section B worth 30 marks will contain five practical/numerical problems and / or Cases out of which a student will be required to attempt any three questions.

Course Contents

1. Project Planning and Phases: Need and importance, phases of capital budgeting, project analysis facts, resource allocation framework (investment strategies, portfolio planning tools, and interface between strategic planning and capital budgeting), generation and screening of Project Ideas.
2. Project analysis: Market and Demand analysis, (Including demand forecasting) Technical Analysis and Financial Analysis (Cost of Project, working capital requirement & its financing).

3. Project Management and Control: Project Organizations, Planning and Control of project & human aspects of project management, Project control tools (Gantt Charts, Line off Balance)
4. Network techniques for Project Management: Basic concepts of networks, line estimation and determination of critical path (for both PERT and CPM models), network cost systems and activity crashing.
5. Project Review: Need for reviews, initial review, performance evaluation, abandonment analysis, evaluating the capital budgeting systems.

Text Reading

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

4. Rajive Anand, "Project Profiles with Model Franchise Agency and Joint Venture Agreement", New Delhi, Bharat Publications

DM- 304C

Risk Reduction and vulnerability Assessment

Objective: The objective of the course is to develop understanding of concept of Disaster Management.

Examination: The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks .The students are required to attempt from section A 3 questions out of 4 and from section B 1 question is compulsory based on case study. All questions carry equal marks.

Course Contents

1. Vulnerability : types, characteristics, causes and analysis.
2 Hazard Assessment, Risk reduction and assessment, building disaster resilient communities.
3. General introduction of Yokohoma Strategy for a safer world. Development of physical and economic infrastructure, creation of long term job opportunities and livelihood options.
4. Role of various agencies in Disaster Management and development FEMA, ISDR, CRED, WORLD BANK, USAID, UNEP
5. The Disaster Management Act 2005.
6. Damage assessment, parameters of vulnerability, natural damage to houses and infrastructure due to disasters.

DM- 301E

Industrial Safety and Health Management

Objective:

Health Care Facility and emergency management is an essential curriculum

Examination

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the student. The University question paper will be of 60 marks. It will contain 7 questions out of which the student will be required to attempt any 5 questions.

Course Contents

Section-A

UNIT-1 Safety & Health Management System Basic

UNIT-2 Analysing the SHMS

UNIT-3 Cause Analysis Tools & Techniques

UNIT-4 Evaluating the SHMS

UNIT-5 Evaluating the 58 elements

UNIT-6 Hazard anticipation and Detection

PART – B
HEALTH MANAGEMENT

For the disaster management studies. The course will cover issues relating to public health, health policy and health management etc.

UNIT-1

Public Health and its role in Disaster Management: Public health systems, Health promotion and disaster prevention, Integrated approach.

UNIT-2

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

UNIT-3

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

UNIT-4

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

DM- 302E
ENVIRONMENTAL SUSTAINABILITY AND CLIMATE CHANGE MITIGATION

Course Objectives: 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. Climate change mitigation. CDM and other options for sustainable development, Carbon trading a new concept.

Examination: 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. There will be 7 to 8 theory/ numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

Course Contents:

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

2. Environmental impact assessment.
3. The millennium ecosystem assessment. Brief introduction of HYOGO framework Biosafety categena protocol.
4. Environmental risk, global climate changes: causes, impact, Ozone depletion and its consequences. Kyoto protocol and Montreal protocol.
5. Case studies of climate related disasters: Climate change mitigation CDM, carbon trading.
6. Role and efforts of International Agencies in Strengthening nations for sustainable development special Reference to UNEP, WRI, WORLD BANK.

References:

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

DM- 303E

SOCIAL AND INDUSTRIAL PSYCHOLOGY

Course Objectives

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

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

1. Social and Industrial Psychology: Definition, Nature and Background.
2. Social Perception: Non-Verbal Communication, theories of Attribution, Impression formation and impression management.
3. Social Identity: Self Concept, Self-esteem, Self-efficacy, Self-monitoring and self-focusing.
4. Social Influence: Conformity, Compliance and Obedience.
5. Safety Psychology: Safety management and safety psychology, Differential accident liability.

Text Readings

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

Suggested Readings

1. S.C. Tailor, L.A. Peplau and D.O. Sears, "**Social Psychology",** New Jersey, Prentice Hall Inc., 7th Ed.,1995.

DM- 304E

INSURANCE AND RISK MANAGEMENT

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

Examination Scheme: The faculty member will award marks out of a maximum of 40 marks for the internal performance of the student. The University question paper will be of 60 marks. It will contain 7 questions out of which the student will be required to attempt any 5 questions.

Course Contents

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

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

General insurance: Principles, Products Fire, Marine, Motor Vehicles, Public Liability, Commercial, Medi-claim and Health Policies, Group Insurance, Crop Insurance etc.
IRDA: Functions & importance of IRDA, Legislation on Advisors, Brokers, Corporate Agents, Agents, TPA, Recent developments.

Text Reading

1. M. N. Mishra; Insurance Principles & Practice; S. Chand & Co. New Delhi
2. R. M. Shrivastava; Management of Indian Financial Institutions; Himalaya Publications, New Delhi
3. Arondekar; Principles of Banking; IIBF; Macmillan India Ltd.
4. Ajay Kumar; Risk Management; IIBF; Macmillan India Ltd.
5. Timothy Koch and S. Mac Donald "Bank Management" New York, Dryden Press.

DM – 305E
Geology and Meteorology

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

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.

Geology – Introduction, sub-divisions and relations to other branches of science, Earth, origin, age, major surface features, continents, ocean basins and there evaluation.

Rock formation, types of rock, Geological actions by rivers, wints and glaciers and their associated land forms.

Types and distribution of Volcano's, causes of earth quacks, earth quack belt, zones of earth quacks, seismic wave study, earth internal constitution.

Structural geology: Definition and scope of structural geology :primary and secondary structure; Concept of non diastrophic and diastrophic structure; Concept of stress and strain, Mohr's stress circle; Diastrophic structure: planer and linear structure; Basic concept of lineation foliation fold faults and joints

Meteorology: Definition, and Scope, Aims and Objectives of Meteorology. Primary Meteorological Parameters and their Measurement—Temperature, Wind Direction and Wind Speed. Secondary Meteorological Parameters and their Measurement—Humidity, Relative Humidity, Absolute Humidity, Pressure and Solar Radiation. Collection and Analysis of Wind Data, Wind Roses, Plotting of Wind Roses and Pollution Roses. Effects of Meteorological Parameters on Air Pollution.

Books for Reference:-

Berry,B.J.L. and Chorley, P.J. Atmosphre weather and climate, routledge, London and new york, 1993
Critchfield , J.S. General climatology prentice Hall , India, 1993
Peterson, Introduction to meteorology McGraw Hill Book London, 1969
General Meteorology: H. R. Byers, Tata McGraw Hill Publications, New Delhi
General Meteorology: *H. R. Byers (Tata Mc Grew – Hill Publications, New Delhi)*
Meteorology: *Dr. S.R. Gadekar, Agromate Publishers, Nagpur 2000*
Environmental Analysis: M.M. Saxena, Agrobotanical Publisher, Bikaner 1994

DM-306E
FIELD REPORT

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

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

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

MBA (DISASTER MANAGEMENT)
SEMESTER - IV

Sl.	Code	Subject	Category	Option
1.	DM 401C	Entrepreneurship	Hard Core	Compulsory
2.	DM 402C	Logistic & Supply Chain Mgmt.	Hard Core	Compulsory
3	DM 403C	Public Administration & Relationship Management	Hard Core	Compulsory
4	DM 404C	Strategic Disaster Management	Hard Core	Compulsory
5	DM 405E	Rural Development	Soft Core	Elective
6	DM 406E	Environmental Impact Assessment (EIA)	Soft Core	Elective
7	DM 407E	Disaster Management Policy and Management	Soft Core	Elective
8	DM 408E	Development and Rehabitilation Management	Soft Core	Elective
9	DM 409E	NGO Management & Admn.	Soft Core	Elective
10	DM 410E	Crises Management	Soft Core	Elective

DM-401C
ENTREPRENEURSHIP

Course Objective:

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

Examination Scheme:

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. There will be 7 to 8 theory/ numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

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Course Contents:

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

Text Reading

1. David H. Holt Entrepreneurship: New Venture Creation, PHI
2. Mary Coulter Entrepreneurship in Action,PHI
3. B.K. Mohanty Fundamentals of Entrepreneurship, PHI

DM-402C
LOGISTICS AND SUPPLY CHAIN MNAGEMENT

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

Examination Scheme : 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. There will be 7 to 8 theory/ numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

Course Contents :

PART – A

1. **Logistics and Competitive Strategy Competitive Strategy:** Introduction gaining competitive advantage through logistics, mission of logistics, changing logistics environment.
2. **The Customer Service Dimension Marketing and logistics interface:** What is costumer service, marketing and logistics interface. service driven logistics system, setting service priorities, setting service standard.
3. **Measuring Logistics Cost and Performance :** The marketing logistics interface : principles of logistics costing customer profitability analysis, market and the logistics interface.
4. **Strategic Lead – time management :** JTT & Quick response logistics just in time quick response logistics, logistics information system, logistics as the vehicle of change, process integration and ECR.

PART – B

1. **Introduction to Supply Chain Management :** Concept, Scope, Objectives and importance of supply chain. Supply chain components, drivers of supply chain management achieving strategic.
2. **Planning Demand and Supply Chain :** Role of forecasting in supply chain forecasting methods, Aggregate Training and supply chain. Marketing supply and Demand. Models for supply chain Decision Making.
3. **Managing Inventory :** Role of cycle inventory estimating cycle inventory EOQ Role of safety inventory, determining level of safely inventory estimating and managing safety inventory.
4. **Transportation and facility decisions –** Factors Affecting Transportation and Network Design Decisions, Modes of transportation. Routingand scheduling in transportation Models for facility Location and capacity allocation.
5. **A Framework for Strategic Alliances :** Third Party logistics; Retailer supplies partnerships. Types and key issues distribution integration types and key issues; procurement and outsourcing strategies.
6. **IT Technology and E-Business in Supply Chain Management:** Role of It in supply chain importance and use of information in supply chain infrastructure and interface devices.
7. **Customer Focus in Supply Chain Management :** Customer Service through effective and responsive supply chain supply chain for customer satisfaction enhancing customer relationship through supply chain management.

Suggested Readings :

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

DM-403C
PUBLIC ADMINISTRATION AND RELATIONSHIP MANAGEMENT

COURSE OBJECTIVES

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

EXAMINATIONS

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. It will have two sections A and B worth 30 marks each. Question paper may consist of four questions in each section. Students has to attempt any five questions including atleast two questions from each sections.

Part A : Public Administration

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.

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

   Accountability and Control : The concepts of Accountability and control Legislative. executive and judicial control. Citizen and Administration. Role of civil society, people's participation and Right to Information.
2. **Plans and Priorities :** Machinery of planning; Role, composition and functions of the Planning Commission and the National Development Council; Indicative planning; Process of plan formulation at Union and state levels; Constitutional Managements (1992) and decentralized planning for economic development and social justice.
3. **Union Government and Administration :** Executive, Parliament. Judiciary structure, functions. work processes; Recent trends; Intragovernmental relations; Cabinet Secretariat, Prime Minister's Office, Central Secretariat, Ministries and Departments, Boards, Commissions: Attached offices; Field organizations.
4. **State Government and Administration :** Union-State administrative, legislative and financial relations. Role of the Finance commission; Governor; Chief Minister; Council of Ministers; Chief Secretary; State Secretarist; Directorates.
5. **District Administration since Independence:** Changing role of the collector; Union-state-local relations; Imperatives of development management and law and order administration. District administration and democratic decentralization .
6. **Rural Development :** Institutions and agencies since independence; Rural development programmes foci and strategies; Decentralization and panchayati Raj: 73 constitutional amendment.

Part – B : Relationship Management

1. **Urban Local agencies:** Municipal governance main features, structures, finance and problem areas: 74th Constitutional Amendment; Global-local debate: New localism Development dynamics, politics and administration with special reference to city management.
2. **Law and Order Administration set up :** British legacy; National Police Commission Investigative aencies; Role of central and state agencies including paramilitary forces in maintenance of law and order and countcring insurgency and terrorism; Criminalisation of politics and administration; Police-public relations: Retorms in Police.
3. **Case studies and assignment** on the subject will be given to give a practical insight of the subject.

Text Books:

1. **Public Administration – Sharma & Sadana.**
2. **Public Administration – Awasthi & Maheshwari**
3. **Public Administration – Awasthi & Awasthi**
4. **Indian Administration – Goyal**
5. **Administrative Thinkers – Prashad & Prashad.**

DM-404C
STRATEGIC DISASTER MANAGEMENT

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

Examination Scheme : 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. It will have two Section, A and B. Section A, worth 24 marks will comprise of three theory questions out of which a student will be required to attempt any two question. Section B worth 36 marks will contain Cases.

Course Contents:

1. **Meaning, Need and Process of Strategic Management**:
   Business Policy, Corporate Planning and Strategic Management: Single and Multiple SBU organisations: Strategic Decision Making Processes Rational Analytical Intuitive-Emotional. Political Bhavioural, Universality of strategic Management, Strategists at corporate level and at SBU level; Interpersonal informational and decision roles of a manager.
2. **Mission, Business Definition and Objective:** Need, Formulation and changes in these three; ierarchy of objectives, specificity of Mission and objectives.
3. **SWOT Analysis :** General Industry and International Environmental Factors; Analysis of Environment, Diagnosis of Environment – factors influencing it environmental threat and opportunity profile (ETOP), internal strengths and weaknesses factors affecting these; Techniques of internal analysis Diagnosis of strengths and weaknesses; strategic advantage profile (SAP).
4. **Strategy Alternatives :** Grand Strategies and their sub strategies; stability, expansion, retrenchment and combination, internal and external alternatives; related and unrelated alternatives. Horizontal and Vertical Alternatives. Active and passive alternatives, international strategy variations.
5. **Strategy Choice Making :** Nurowing the choice Managerial choice factors choice process strategic gap analysis ETOP-SAP matching BCG product portfolio matrix GE nine cell planning grid, contingency strategies prescription for choice of business.
6. **Strategy Implementation:** Implementation process; resource allocation; organizational implementation plan and policy implementation; Leadership Implementation; Implementing strategy in International setting.
7. **Strategy Evaluations and Control:** Control and Evaluation process Motivation to evaluate: Criteria for evaluation measuring and feedback evaluation and corrective Action.
8. **Case Study :** Case Studies on the implementation of strategic principles and techniques in disaster management should be discussed in the class.

Note : About 50% of Classes will be devoted to theory and 50% to discussion of cases.

Text Reading :

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

DM-405E
RURAL DEVELOPMENT

Course Objective:

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

Examination Scheme:

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. There will be 8 theory questions out of which students have to attempt any 5 each carrying 12 marks.

UNIT I

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

RURAL DEVELOPMENT INSTITUTIONS AND STRATEGIES

UNIT II

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

UNIT IV

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

UNIT IV

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

UNIT V

Rural Development Programmes:Swarnajayanthi Gram Swarojgar Yojana Jawahar Gram Samruddhi Yojana Rural Employment Assurance Programme. Indiramma Pattakam. Institutional Linkages Need for Readjustment of Rural Development Strategies Need for Sustainable Rural Development.

REFERENCE BOOKS:

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

Lakshman & Narayan Rural Development in India

N.I.R.D. Rural Development in India Some Facets

DM-406E
ENVIRONMENTAL IMPACT ASSESSMENT (EIA)

Course Objective:

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

Examination Scheme:

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. There will be 8 theory questions out of which students have to attempt any 5 each carrying 12 marks.

Course Contents:

SECTION - I

UNIT - 1 : Introduction to EIA : Purpose of EIA; Environmental components, Infrastructural projects and their environmental impacts, Environmental impact statement; Projects screning and scoping; Environmental baseline study. Case Study.

UNIT - 2 :
Impact Assessment Procedure: Applications of Matrices; Networks and Overlay maps; Environmental evaluation system; Transnational effects of projects; Impact identification; Impact prediction; Evaluation and mitigation; Monitoring and Environmental auditing; Regional and strategic EIA, Environmental management plan; Cost benefit analysis and its dimensions; Problems of EIA in developing countries; Public participation in environmental decision making, presentation and review; EIA report and its contents. Case Study.

SECTION - II

UNIT - 3 :
GIS In Disaster Management : GIS as effective tool in Disaster management and planning, response requirement study, alternate route for sending relief and shortest evacuated routes. Display and identification of damaged and unsafe structure. Map creation for action plan identification of risk and planning needs.

UNIT - 4 :
Case Studies : River valley projects; opencast mining projects; thermal power generation; urbanization and high way project.

TEST/REFERENCES :

1. John Glasson, Riki Therivel and Andrew Chadwick, Introduction to Environmental Impact Assessment, 2nd Ed., UCL Press, Philadelphia, USA 1994.
2. Singh, R.B. Space technology for Disaster Monitoring and mitigation in India, INCEDE, University of Tokyo.
3. Larry W. Canter, Environmental Impact Assessment, 2nd Ed., Mcgraw Hill, New York, 1996.
4. Richard K. Morgan, Environmental Impact Assessment : A methodological perspective, Kluwar Academic Publications, Boston, 998.

DM-407E
DISASTER MANAGEMENT POLICY AND RESPONSE

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

Examination: **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. There will be 7 to 8 theory/ numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.**

Course Contents

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

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

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

Unit – IV, Response essential component

Disaster response plan, communication participation and activation of emergency preparedeness plan, need and damage assessment.

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

Unit – VI, Managing Human Behaviour and Response
Psychological response, Trauma and stress management rumor and panic management.

Unit – VII, Relief Measures
Minimum standard of relief, managing relief, funding, relief, recovery.

Text Books:

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

DM-408E

DEVELOPMENT AND REHABITILATION MANAGEMENT

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

Examination Scheme : 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. There will be 7 to 8 theory/ numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

Course Content :

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

Text Books:

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

DM-409E

NGO MANAGEMENT AND ADMINISTRATION

Examination

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the student. The University question paper will be of 60 marks. It will contain 7 questions out of which the student will be required to attempt any 5 questions.

Course Contents

MODULE I:

Nature, scope and role of NGOs, activities taken by NGO, identifying thrust area,skill required, resource as required, Advantages and disadvantages, features issues and essentials.

MODULE II:

How to get an NGO started, registration and management of NGOs, Planning, designing and social service organization, Hierarchy of NGO, Personnel Management, decision making, Recruitment for NGO, administration of NGOs; meetings, minutes, training assessment, social marketing, network expansion, implementation of NGO program and projects, evaluation of projects.

MODULE III:

Financial administration and management, fund raising for the organization, how to form right proposal, accountability of NGO, Case Study, Procedural guidelines for submission of application, fund release and monitoring, funding of NGO operation (from Indian and Foreign sources), Income Tax Exemption of NGOs, Application of approval for deduction u/s 80 G.

MODULE IV:

Introduction to Micro Finance: Definition of Micro finance, Evolution of Micro finance as a means of development, context of evolution and role of Micro finance institutions in poverty alleviation, food security and alternate livelihood support systems.

MODULE V:

Micro finance models, SHG- Bank linkage model, MACS (Mutually Aided Cooperative Societies), for profit MFIs, NBFCs.

Role of different agencies ; international agencies, ministry of rural development, state govt. agencies, RRBs and cooperatives

Text Reading:

1 “Administration and Management of NGOs” Text and case study
S. L. Goel and R. Kumar , By Deep and Deep Publications.
2 Hand Book for NGOs, A Nabhi Publication

DM-410E
CRISES MANAGEMENT

Course Objective:

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

Examination Scheme:

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. There will be 8 theory questions out of which students have to attempt any 5 each carrying 12 marks.

Course Content :

UNIT – 1 :

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

UNIT – 2 :

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

UNIT – 3 :

Crisis Management Preparedness : Preparing the plan, Training and Testing, Crisis communication, Stress management, Crisis operation guidelines.

UNIT – 4 :

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

REFERENCE

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