गुरू घासीदास विश्वविद्यालय (केदीय विश्वविद्यालय अधिन्यम 2009 ज्ञ. 25 के अंतर्गत खामित केदीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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List of Courses Focus on Employability/ Entrepreneurship/ Skill Development

Depar	Department : Department of Management Studies			
	Programme Name : MBA			
	Academic Year : 2016-17			
List of	Courses Focus	on Employability/ Entrepreneurship/Skill Development		
Sr. No.	Course Code	Name of the Course		
01.	CORE-101	Management Process And Organizational Behaviour		
02.	CORE-102	Quantitative Methods		
03.	CORE- 103	Managerial Economics		
04.	CORE-104	Business Environment		
05.	CORE-105	Managerial Skill Development		
06.	CORE-106	Indian Ethos And Values		
07.	CORE 107	Accounting For Managers		
08.	CORE-108	International Business Environment & Management		
09.	CORE-201	Organization Effectiveness And Change		
10.	CORE-202	Operation Research		
11.	CORE-203	Human Resource Management		
12.	CORE-204	Financial Management		
13.	CORE-205	Marketing Management		
14.	CORE-206	Production And Operations Management		
15.	COER-207	Research Methodology		
16.	CORE-208	Computer Applications In Management		
17.	CORE-301	Decision Support Systems And Management Information System		
18	CORE-302	Corporate Legal Framework		
19	CORE-303	Summer Training		
20	FM-3101	Management Control System		
21	FM-3102	Security Analysis And Portfolio Management		
22	FM-3103	Management Of Financial Institutions		

Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria – I (1.1.3)

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23	MM-3201	Consumer Behaviour
24	MM-3202	Advertising Sales Promotion Management
25	MM-3203	International Marketing
26	OBH-3301	Management Of Industrial Relations
27	OBH- 3302	Legal Framework Governing Human Relations Objectives
28	OBH-3303	Management Training And Development
29	CORE -401	Strategic Management
30	CORE-402	Project Report
31	FM-3104	Management Of Financial Services
32	FM-3105	International Financial Management
33	MM-3204	Sales And Distribution Management
34	MM-3205	Marketing Of Services
35	OBH-3304	Human Resource Planning And Development
36	OBH-3305	Organisational Change And Intervention Strategies
37	IB- 3401	International Financial Management
38	IB-3402	International Marketing
39	IB-3403	Export Import Procedures, Documentation & Logistics
40	IB-3404	India's Foreign Trade Policy
41	IB-3405	Global Human Resource Management
42	P101	Research Methodology
43	P102	Specialized Skill Development

Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria – I (1.1.3)

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44	P103M	Marketing
45	P1030B	Organizational Behaviour and Human Resource Management
46	P103F	Finance

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Scheme and Syllabus

Department of Management Studies, G.G.Vishwavidyalaya

COURSE STRUCTURE

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The programme has been organized in two years each year comprising two semesters. The list of papers offered during First Year and Second Year of the programme shall be as follows:

FIRST YEAR	
Semester-I	Credits
Core-101 Management Process and Organizational Behaviour	3
Core-102 Quantitative Methods	3
Core-103 Managerial Economics	3
Core-104 Business Environment	3
Core-105 Managerial Skill Development	3
Core-106 Indian Ethos and Values	3
Core-107 Accounting for Managers	3
Core-108 International Environment and Management	3
Total Semester Credit	24
Semester - II	
Core-201 Organization Effectiveness and Change	3
Core-202 Operations Research	3
Core-203 Human Resource Management	3
Core-204 Financial Management	3
Core-205 Marketing Management	3
Core-206 Production and Operations Management	3
Core-207 Research Methodology	3
Core-208 Computer Applications in Management	3
Total Semester Credit	24
Summer Training	

At the end of second semester, all students will have to undergo summer training of 4-6 weeks with an industrial, business or service organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the executive in organizations as approved by the Department from time to time. Each student will be required to submit a project report to the Department from time to time. Each student will be required to submit a project report to the budent's performance in the training will be collected from the concerned organizations. Reports will be a part of the evaluation process.

SECOND YEAR

(

Second Year, in addition to core courses and project studies, a student shall have to choose five elective courses in third semester and three elective courses in fourth semester from the list of elective courses announced at the beginning of each semester.

Semester III	Credits
Core-301 Decision Support System and Management Information	System 3
Core-302 Corporate Legal Frame Work	3
Core-303 Summer Training Project	3
Plus Five elective courses	15
Total Semester Credit	24
Semester-IV	Credits
Core-401 Strategic Management	3
Core-402 Project Report	6
Plus Three elective courses	9
Total Semester Credit	18
Total Credit in MBA Programme	90

1. Finance 2. Marketi		ient
 Internat The actual Department three areas Electives. The second second second three areas 	tional Business electives which are open will be announced by th before the commencement of III semester. Currentl of electives are open. There will be five courses in see, courses will be as follows:	e Head of th ly only the fir each Area
	ctive Courses	Credits
Finance FM-3101 FM-3102 FM-3103 FM-3104 FM-3105	Management Control System Security Analysis and Portfolio Management Management of Financial Institutions Management of Financial Services International Financial Management	n n n n n n
Marketing MM-3201 MM-3202 MM-3203 MM-3204 MM-3205	Consumer Behaviour Advertising and Sales Promotion Management International Marketing Sales & Distribution Management Marketing of Services	N N N N N N
OBH-3301 OBH-3302 OBH-3303 OBH-3304 OBH-3305	al Behaviour and Human Resource Development Management of Industrial Relations Legal Framework Governing Human Relations Management Training and Development Human Resource Planning & Development Organizational Change and Intervention Strategies	
IB-3402 Inte IB-3403 Exp IB-3404 Indi	Business mational Financial Management mational Marketing ort Import Procedures, Documentation & Logistics a's Foreign Trade Policy bal Human Resource Management	N N N N N N

semester. A sludent can opt three courses in third semester from any one particular area of elective and two courses from the real three areas. A student can opt two remaining electives in fourth the summer courses from the real three areas. A student can opt two remaining electives in fourth the Summer Training Project Report (Con-S00) will be of more course from rest of the available The Summer Training Project Report (Con-S00) will be of the students and has to be submitted within the Project Report (Con-R02) will be of 200 marks (roject Report 100 marks + Viva Voce. Examination 100 marks) and shall commence from third senseter and the report shall be submitted towards the end of the fourth sensetsr. A student will be missing fourth senseter classes. Preferably, market surveys, organization surveys in the local organizations can be done. A Board of Examines consisting of internal and esternal examines will evaluate the report

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ESSENTIAL INFORMATION 1. The MBA Programme shall consist of: The MBA Programme shall consist or: (a) Such course (Papers) as may be prescribed by the Department. (b) Such Summer-training as may be prescribed by the Department. (c) Such factory visits as may be prescribed by the Department. The medium of instruction and language of examination shall be English. Each student shall have to appear at the Written University Examination of 70 marks in each and examine the department is beinged to examine the desament of 10 marks in each

Department of Management Studies, G.G.Vishwavidyalaya

paper at the end of every semester and participate in Internal Assessment of 30 marks in each paper which will be held in the manner prescribed below :

(i) Assignments & Presentations	-	10 marks
(ii)Test (Best out of Two Test)	-	15 marks
(iii) Class Participation		05 marks

Each paper in the Written University Examination will be of three hours duration. Each course (paper) will be of 100 marks and the distribution of marks shall be as under: University examination 70 marks and Internal assessment: 30 marks. But in the paper of project report, which shall be of 100 marks, internal examiner will award marks out of 50 and external examiner will also award marks out of 50. There shall be no supplementary or second full examination for failures. Provided that if a candidate after participating in or second tuil examination for failures. Provided that if a canodate after participanti in the internal assessment and submitting the project report fails to appear at the Semester examination due to sickness or any other unavoidable reason, he/she will be allowed to appear at the next concerned semester examination as an Ex-student, for two

subsequent examinations only and in case he/ she fails to pass the said examination, he/she shall cease to be a student of the course of studies in MBA. Provided, further that If a candidate after participating in the internal assessment of all the papers and after appearing in all the theory papers fails in any two of the theory papers in any one semester examination but secures at least 46% marks in aggregate in the papers cleared at that examination; he/she will be allowed to keep the term (ATKT) and promoted to the

next semester.

Such candidate shall be eligible to take examination of those two papers as the case may be in which he/she has failed along with the semester examination concerned. He/she shall be eligible to carry backlog of two papers of each semester examination but in no case he/she shall be permitted to carry backlog of more than four papers at a time and there shall be no ATKT in case of internal assessment and there shall be no revaluation

there shall be no Ark F in case of internal assessment and there shall be no revolution in case of assessment of theory papers. Provided further that if a candidate fails in more than two papers in any semesters examination but has participated in internal assessment of all papers of that examination, he/she may be allowed to appear at the next concerned semester examination as an Exstudent

Provided further that if a candidate fails to secure 50 per cent of marks in aggregate but clears all the papers in a semester examination, he/she will be allowed to keep the term (ATKT) and promoted to the next semester and he/she will be allowed to appear in the next concerned semester examination along with students of the same semester with any

two of the theory papers of his choice of the concerned semester so as to obtain the minimum 50 percent of marks in aggregate in the concerned semester. The option about the choice of the theory papers once exercised shall not be allowed to be changed.

Master of Business Administration (MBA)

For this purpose, he/she shall be allowed to avail only one chance. However, the result of his higher semester examinations will be withheld until he clears all the lower semesters

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- fully. Provided further that if a candidate fails to secure the minimum 50 percent of marks in aggregate in the concerned lower semester, his concerned lower semester examination will be cancelled and he shall be allowed to appear as an ex-student in the next
- Provided further that a candidate whose result is declared after the commencement of next higher semester for any reasons he/she may be allowed to attend classes for the
- next higher semester for any reasons he/she may be allowed to attend classes for the next higher semester. On account of shortage of attendance, if any candidate is not allowed to appear the semester examination his/her admission shall stand cancelled. However, he/she may apply for readmission orly, once after paying the fees as prescribed for fresh admission. There is no provision of Non-Collegiate candidate for this ocurse. A student of MBA Programme pursuing a regular course, shall not be permitted to take up any other examination or course or service simultaneously. However, this restriction shall not be applicable to the student of Language Certificate Courses.
- 4. 5.
- No person shall be admitted to MBA Degree course if he/she has already passed MBA Examination or any equivalent examination of any university or statutory body. However, this restriction shall not be applicable to diploma holders. Each student shall pay the fees as may be determined by the University from time to time. Examination fees, Hostel fees, Application Form fees, Admission Test fees etc. shall also 6.
- 7.
- Examination tees, hostel tees, Apprication Form tees, Admission Less tees etc. snail also be prescribed by the University from time to time. For passing the examination, the candidate shall be required to secure at least 40% marks in each of the prescribed courses and an aggregate of 50% marks separately in internal assessment & written examination. No student shall be allowed to take up the Examination unless he/she has: (i) Altended at least 75% of lectures delivered, 8.
- 9.

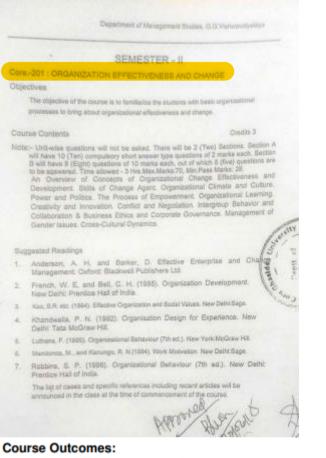
 - (i) Altended at least 75% or lectures delivered,
 (ii) Paid all the fees due,
 (iii) Obtained "No Dues" Certificate, form the Library & the Department,
 (iv) Submitted the field Project Report as prescribed by the Department,
 (v) Received "In-plant Training" as prescribed by the Department and
 (vi) Cleared all the dues of the Host Institution where "In-plant Training" has
- (vi) Cleared all the dues or the Prost Institution where implain training must be neceived by him.
 For points 01 through 09 provisions of ordinance No. 72 shall prevail. In matters of admission, attendance, examination and in all other matters not provided for in Ordinance No. 72, the MBA Degree Course shall be governed by the General Provision of the relevant Ordinance save in so far as they are not inconsistent with the provisions of ordinance the Table Statement of the provision of the relevant Ordinance save in so far as they are not inconsistent with the provisions of ordinance the Table Statement of the provision of the relevant Ordinance save in so far as they are not inconsistent with the provisions of the provision of the table Statement of the Table Statemen Ordinance No. 72

Criteria – I (1.1.3)

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On successful completion of this course, the learner will be able to Understand the change management process and apply it for the

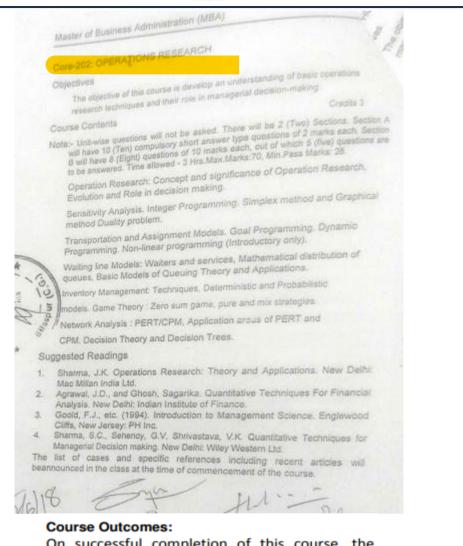
effectiveness of the organization.

Courses Focus on Employability/Entrepreneurship/Skill Development

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On successful completion of this course, the learner will be able to apply various tools operations research for business decision making and optimizations of organitonal resources.

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1	Dapartment of Management Studies, G.G. Varhwarktyalaya
0	NOT: ACCOUNTING FOR MANAGERS
	The basic purpose of this course is to develop an insight of postulates,principles and echniques of accounting and utilisation of financial and accounting information for lanning, decision-making and control.
ours	e Contenta Credita 3
1	Unil-wise questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computatory short answer type questions of 2 marks each. Section a will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answering. Time allowed - 3 Hirs Max.Markis/10, Min.Pase Marks 28.
	Francial Accounting- Concept, Importance and Scope. Generally Accounting processes. Programmin of Financial Statements with special interence to andyms of balance Street and Measurement of Business income, Inventory Vakation of Procession. Financial Statement of Business income, Inventory Vakation of Con- Press, Management Accounting - Concept, Need, Importance Statement of Con- Reconstruction between Financial and Cost Accounts, Overhead Cost and Costrol. And and Important between Financial and Cost Accounts, Overhead Cost and Costrol. Journal and Important between Financial and Cost Accounts, Overhead Cost and Costrol. Journal Budgeting, Relevant Costing and costing for Decision-Making Standard Costing and Vancoce Analysis, Marginus Costing and Absorption costing.
	leated Readings
	Archeny, R. N., and Reece, J. E. (1998). Accounting Principles(6h ed.). Homewood, Windle: Richard D. Invin.
2	Brieflacturys, S.K. and Dearden, J. (1995). Accounting for Management Text and Gases. New Daily: Vilas.
3	Heitger, L. E., and Matulich, Serge. (1990). Financial Accounting. New York: Mo-Graw Hill.
5	Hangstrass, N. L., and Ramanathan, A. R. (1992). Management Accounting (5th ed.), New Defin Sultan Chand,
×. ;	Horspier, Charles, etc. (1994). Principles of Financial and Management Accounting Englewood Cliffs, New Jensey: Prendoe Hall Inc.
¢	Needles, Bolverd, etc. (1564). Financial and Managerial Accounting. Boston: Houghton Millin Company.
7.	V[Madhu: (1997) Financial and Management Accounting. New Dahl: Annol Publications.
2	Erunia, M.E. Accounting for Managera. New Dehr. Kulyani Publishera.
	The fail of commencement of the course including recent articles will be amounted in the class at the time of commencement of the course.

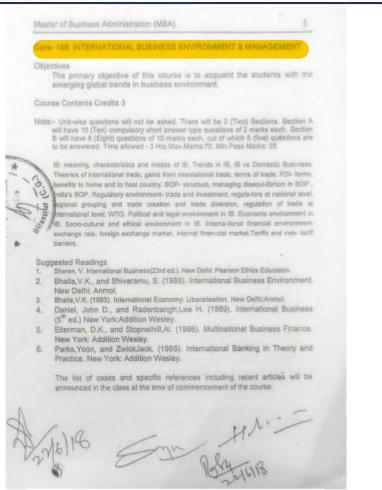
On successful completion of this course, the learner will be able to -

- 1. Prepare and understand financial statements
- Understand the application of different analytical tools like ratio analysis, cash flow statement, funds flow statement, etc.
- Apply different financial tools for decision making.

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Course Outcomes:

On successful completion of this course, the learner will be able to –

- Explain the environmental context of International Business
- Apply the framework for analyzing international business environment
- Elaborate the Global Trading Environment
- Elaborate the International Financial Environment.
- Define the movements in foreign exchange and interest rates
- Elaborate the International Economic Institutions and Agreements
- Define the Multinational Corporations and their involvement in International Business

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Endies

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Department of Management Blutties, G.G.Vistwavidyslays ONAL FINANCIAL MANAGEMEN The objective of this course is to give students an overall view of the international financial system and how multinational corporations operate rse Contents: Credits 3 8 - Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computery short answer type questions of 2 marks each. Section B will have 8 (Eight) questions of 10 marks each, out of which 5 (Ne) questions are to be answered. There allowed - 3 Here Mark Marks:70, Min Pass Marks: 20. iew of International Financial and Monetary system- Balance of payment, IMP and Exchange rate regime; IMF and international liquidity. Poreign Exchange Market-Spot and forward; Determination of exchange rate in spot and forward market; Arbitrage, Hedging and Speculation in Foreign exchange market. Market for currency derivatives-Futures and options. Exchange rate risk-measurement and management of MNCs' Capital budgeting. International Portfolio investment. Working Capital Management among MNCs. International Financial Market- International and regional Development banks; Eurocurrency market. International securities markets. Interest rate risk management Gha-Idas Suggested Readings Can Can 1 Sharan, V. Fundamentals of Financial Management. Pearson Education 2 Sharan,V. International Business. Pearson education. / Deptt c | Managem 3. International Financial Management (4th ed.), PHI. 4. Indian External Factor reforms. Oxford University Press. Silasput (C Shalla,V.K. International Financial Management (2nd ed.). New Delhi: Annol. ×. Shapiro, Allan C. Mullinational Financial Management. New Delhi: PHI. 6 The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.

Course Outcomes:

- 1. Explain operations in foreign exchange market.
- 2. Describe complexities of managing finance of multinational firm.
- 3. Understand the regulatory framework within which the operations can take place
- 4. Explain international Capital Budgeting and its use for MNCs
- 5. Describe currency and interest rate risk management.
- 6. Explain key elements and issues of International Taxation.

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MARKETING AREA:

MM-3201 TO MM-3205

MM-3201: CONSUMER BEHAVIOUR

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

Course Contents

Gredits 3

Note:- Unit-was questions will not be asked, There will be 2 (Two) Sections. Section A will have 10 (Ten) computery short answer type questions of 2 marks each. Section B will have 9 (Eight) questions of 10 marks each, out of which 5 (tive) questions are to be answered. Time allowed -3 Hrs. Mark.Marks.70, Min Pass Marks 28.

Introduction To Consumer Behaviour, Consumer Behaviour And Marketing Strategy-Consumer Improvement And Decision Making: Information Search Process: Evaluative Criteria And Decision Roles. Consumer Motivation: Information Processing. Consumer Perception: Consumer Attitudes And Attitude Change Influence Of Personality And Self Concests On Buying Behaviour. Psychographics And Lifestyle: Reference Group Influence. Diffusion Of Innovation And Opinion Leadestrip: Family Decision Making. Industrial Buying Behaviour, Models Of Consumer Behaviour, Consumer Behaviour Audit: Consumer Behaviour Studies In India.

Suggested Readings

- 1 Assael, H. (1995). Consumer Behaviour and Manuting Action. Onic: South Western
- 2. Engle, J. F., etc. (1993). Consumer Behaviour. Chicago: Dryden Press.
- Howard, John A., etc. (1989). Consumer Behaviours Marketing. Englewood Oliffs, New Jersey: Prentice Hall Inc.
- Hawkins, D. L. etc. (1995). Consumer Behaviour: Implications for Marketing Strategy. Texas: Business.
- Mowen, John G. (1993). Consumer Behaviour. New York: MacMillan.
 Schifman, L. G., and Kanuk, L. L. (1994). Consumer Behaviour. New Delhi: Prentice Hall Of India.

The list of cases and specific references including recent articles and reports win be announced in the class at the time of common commit of the course.



Course Outcomes:

- Environmental Influences on Consumer Behavior
- Illustrate Influence of marketing mix variables
- Individual Determinants of Consumer Behavior.
- apply marketing strategy to influences consumer behaviour..
- 5. Demographic & Socio-economic Profile.
- To apply knowledge in the marketing planning process, particularly in market segmentation, positioning, and marketing mix development.

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	Percentant of Manasse	
Core	205: MARKETING AND	
Objec	205: MARKETING MANAGEMENT	
	The objective of mill	
	The objective of this course is to techtate understanding of the conceptual transvork of maximum and its applications in decision making under varies exceeded.	
	- wuriterite	
Note:	- Une-wine museum	
	Cradia 3 will have 10 (Ten) compulsory short answer type questions of 2 (Two) Sections. Section A B will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered. Tank allowed - 3 Hrs Max Marks:70, Min Pass Marks: 28.	
	Introduction: Concest Make	
	Introduction: Concept, Nature, Scope and Significance of marketing, Old and new concepts of marketing and; Marketing management philosophy.	
	Marketing Analysis: Marketing Contraction of	
	and their impacts; Marketing environment; Macro and Micro components Consumer behaviour.	
	Underline Descent in	
	Marketing Research: Meaning, nature, scope, objectives of organization for marketing research, marketing research procedure. Limitations.	P. C. CHA
	Product Decision: Concept of a product: Classification of product: Product line: Product mix: branding, packaging and labeling: Product life great development of new product.	1.
	Pricing: Importance of pricing: Pricing policy considerations: Factor on affecting price policies, Pricing objectives, Different price policies, strategies, and methods of setting prices.	april 1
	Distribution Management: Concept of distribution; channels of distribution; wholesaling and retailing. Management of physical distribution.	
	Product Promotion. Promotion mix, Advertising, Sales Promotion, Personal Selling and publicity. Promotion decision.	
Sug	gested Readings	
1.	Kotler, Philip, and Gray, Arm Strong. Principles of Marketing.	
2.	Rama Swamy, VS. and Namakumari S., Marketing Management.	
3.	Stanton Williams, J. Fundamentals of Marketing.	-
	The list of cases and specific references including recent articles will be	.4
1	Announced Aug	Nº C
	Kyli Zak	

Course Outcomes: Students will able to

1. Relate Marketing Mix as a framework for Marketing Decision making.

Understand the need, importance and process of Marketing Planning and Control.

3. Learn and examine the students to the dynamic nature of Marketing Function.

4. Acquire an understanding of fundamental concepts of Marketing.

गुरू घासीदास विश्वविद्यालय केन्द्रीय विश्वविद्यालय अधिनियम 2009 क्र. 25 के अंतर्गत स्थापित केन्द्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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Objectives

actives The oburse is designed to acquaint the students will decision means a scheduling control of production and operation functions in both means services: productive improvement in operations through injuot engineering we must munagement eo. Effective and efficient flow repletationent and solution of materies a munagement eo. Effective and efficient flow repletationent and solution of materies a reterence to both manufacturing and services organisations.

Course Contenta

Credits 3

Note:- Unliverse questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) compulsory short answer type questions of 2 marks each. Section B will have 9 (Eight) questions of 10 marks each, out of which 9 (five) questions are to be answered. Time allowed - 3 Him.Max.Marks:70, Min.Pass Marks. 28.

Nature and Scope of Production and Operationa Management. Facility Lecano-Nature and Scope of Production and Operations Management: Placing Location Types of manufecturing Systems & Layouts. Layout Planning and Analysis. Material Handling Principles-Equipments: Line Batancing Problems: Operations docisions Production Planning and Control- In Mass Production. Sation Job Orea manufacturing, Capacity Planning Models. Process Planning- Aggregate Planning Scheduling Meintenance Management Concepts. Work Study, Method Study, Work Massurement. Work Sampling, Work Environment-Industrial Safety. Material Management: An Overview of Material Management, Material Planning and Material Planning Budgesing Inventory Control, JIT. Material Recurrement, Purchase management Stores Management, Quality Assurance- Acceptance Sampling. Statistical Process Control. Total Guality Management (SC-8000 Maintenance Management, Safety Management,

Suggested Readings

- t. Adam, E. E., & Ebert, R.J. (1995). Production and Operations Management (6th ed.). New Delhi: Prentice Hall of India.
- Amrise, Harold T. etc. (1993). Manufacturing Organisation and Management. New Englewood Cliffs, New Jersey: Prentice Half Inc. 3
- Buffa, E.S. (1987). Modern Production Management. New York: John Wiley
- Chary, S.N. (1989). Production and Operations Management. New Debi: Tata McGraw Mil. 4. 5.
- Dobler, Donald W., and Lee, Lamar. (1984). Purchasing and Maximals Management. New York: McGraw Hill.
- Divorti, James B. (1992), Operations Management: Design, Planning and Control for Manufacturing & Services. Singapore. McGraw Hall Moore, F.G., and Hendrick, T. E. (1992). Production/Operations: Management Manasurod. Illinois: Richard D. Juvin. £. 2
- The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course Gm-

Course Outcomes: Students will able to

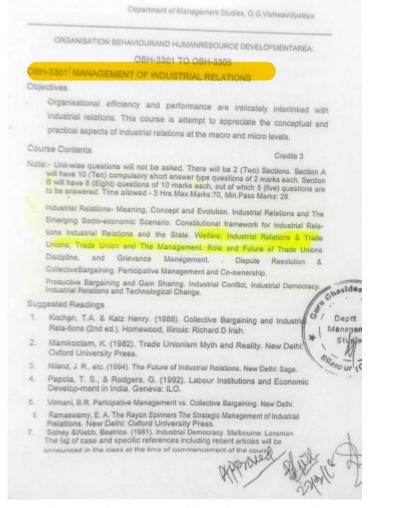
1. Understand the principals of production management and apply them for improving the productive of the organisation

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Course Outcomes: After the course, the students are expected to fair knowledge of industrial relations which help them to effective IR managers

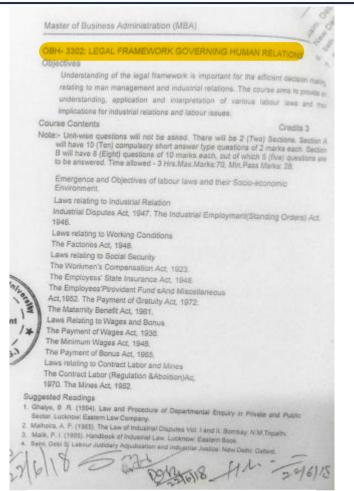
Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria - I (1.1.3)

गुरू घासीदास विश्वविद्यालय (केटीय विश्वविद्यालय अधिन्यम 2009 क्र. 25 के अंतर्गत स्वापित केट्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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Course Outcomes: At the end of the course, the students are expected to have a fair knowledge of legislations governing human relations

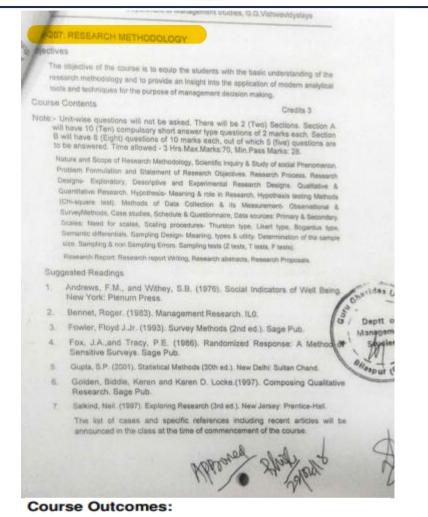
Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria - I (1.1.3)

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On successful completion of this course, the learner will be able to apply various research tools for carrying out effective research for decisions business.

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Guru Ghasidas Vishwavidyalaya (A Central University Established by the Central Universities Act 2009 No. 25 of 2009) Koni, Bilaspur – 495009 (C.G.)

Master of Business Administration (MBA) OR-208: COMPUTER APPLICATIONS IN MANAGER Objectives The objective of this course is to provide an understanding of computers. computer operating system and application of relevant softwares in managerial decision-making. Course Contents Credits 3 Note:- Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computery short answer type questions of 2 marks each. Section B will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered. Time allowed - 3 His. Mark. 70, Min. Pass Marks: 28. Computer Hard Ware- Computer system as information processing syste Computer system differences; Types of Computer systems, Hardware options CPU, input devices, output devices, storage devices, communication devices. configuration of hardware devices and their applications. Personal Computers PC and its main components, Hardware configuration; CPU and clock speed; RAM and secondary storage devices, other perpherats used with PC Factors influencing PC performance: PC as a virtual office. Modern Information Technology- Basic idea of Local Area Network (LAN) and Wide Area Network (WAN); E-mail; Internet Technologies; Access devices; Concept of a World Wide Web and Internet browsing: Multimedia. Introduction to Operating Systems - Software needs: Operating systems: Application software; Programming languages; COS; Windows - Window explaner; Print manager; Control panel; Paint Brush; Catculator; Desktop; My computer; Settings; Find; Run; t of Jane J. More series and the series of t Spread Sheet- Working with Excel, Formatting function chart features, Working with graphics in Excel using worksheets as database in Accounting, Marketing, Finance and Personnel areas ut (c.o.) Presentation with Power Point, Power point basics, Creating presentations the easy way; Working with graphics in power point, show time, sound effects and animation effects. Introduction to Lotus Smart Suite for Data Sheet Analysis- Structure of Spreadureet and its applications to Accounting Finance and Marketing: Functions of business: Greating a dynamic/sensitive worksheet, Concept of absolute and relative call reference using various bull in functions-mathematical, statistical, logical and finance functions. Goal- exercise ver tools; using graphics and 41. --

Course Outcomes:

- Identify various types of Information System for Business
- Understand Information Technology Infrastructure
- Define databases & identify types of Databases
- 4. Apply Information Systems in business
- Learn about E-Commerce & its Applications
- Understand the Process of E-payments Learn emerging trends in Computing Understand the need for Computer Security & Security Mechanisms.

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Department of Management Studies, O.G. Valwavklyataya 3403: EXPORT-IMPORT PROCEDURES DOCUMENTATION & LOGISTIC The aim of the course is to acquaint the students with the export-import procedures, documentation and logistics. Course Contents Credits 3 Note - Unit-wise questions will not be asked. (here will be 2 (Two) Sections. Section A will have 10 (Terr) computery short asswer type questions of 2 marks each. Section IS will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered. Time allowed - 3 Hrs. Max Marks: 70, Min Pase Marks: 28. Documentation: International Bosiness Contracts, Types, Formation, Elements, Legal Dimensions, Dispute Sattlement. Instruments and methods of Financing Exports including credit and collections, Uniform Custom and Procides (UCP), Business Risk Coverage-Cargo, Credit and Foreign Exchange Riek Coverage Cargo Insurance. Foreign Exchange Regulations and Formattles: Quality Central and Re-shipmern, Inspection Concept Scheme and Procedures. Role of Clearing and Forward Agenta. Excise clearance of carge. Shipment of Expert Cargo. Custom Clearance of Expert Cargo. Custom Clearance of Import Cargo. Negotiations of Documents with Banka. Procedures and documentation for availing support incentives, Duty draw backs. Import Licensing and other incentives Processing of an Export Order. World Skipping: Structure, Liners, and Tramps Ghaslda Conference System. Freight and Structure, Containerlaution and other develops gested Readings Ehalls, V.K. and Ramu, S. (2001). International Business Environmenoadd Dept Suggested Readings 1. Management (5th ed.), Delhi: Anmol. | Manage 2.1 Desai, H.B. (1988). Indian Shipping Perspectives. Delhi: Anopam Publicatio 1.36 SH 3. Government Of India Handbook-of Import-export procedures . Bilak Paras, Ram. (1995). Export: What, Where and How Dehr. Anupam Pub. 2 The list of cases and specific references including recent articles and reports will be announced in the class at the time of comencement of the course.

Course Outcomes:

On successful completion of this course, the students will be able to understand the exportimport procedures are including credit and collection

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	coves To acquard the students with recent trends in india's form and policy retiried issues in foreign trade in the global cont	on linds, managament	
Cou		an liade, management	
Cou		ent	
	rse Contenta	Gredite 2	
Note	In Unit-wase questions will not be asked. There will be 2 (will have 10 (Ten) compulsory shart answer type questions B will have 8 (Eight) questions of 10 marks seath, out of wi to be answered. Time allowed - 3 Him, MacMahar, 70, Min, P	of 2 modus each. Section bigh 5 (Nve) qualitions are	
	India's Foreign Trade in the Global Context. Structure and Elpin		
	Payments. Recent Trends in India's foreign tradit. Director		
	commodifies-Thrust area commodilies (their brand, problem competitors, Major Import Commodily Groups, Trade Contro		
	(Development and Regulation) Act, import and Export Control		
	Licensing System, Exchange Control in India, Blanket Permit Sys		
	Export Promotion Policies- Export Incentives: Financial and Flace	Calenad Payment Bystem	
	and the Role of EXM Bank of India; Export Gradit Insurance;		
	Export Promotion, Export promotion Councils, Commodity Boards		
	Authorities; specific, Service Institutions, Role of Date: Trading Org		
	Export Processing Zones, Export Oriented Units, and Export an Multilatoralism and Bilateralism in India's International Business	d Insting Playee Schemes	
Suge	rested Readings		
0.000	Shalla,V.K. (2001). International Business Environm		
1	(8th ed.). Delhi: Anmol.	sent and Management	
1	Bhashyam,S. (1968). Export Promotion in Inc Infrastructure. Delhi: Commonweatin Pub.	ta: The Institutional	
	Khanna, Sri Ram. (1986). Export Marketing in India New Delhi: University of Dathi.		
4.	Jain, S. K. (1988) Export Performance on Strategies.Dehl: Common wealth Pub.	d Esport Mprkating	
5.	Nayyar, Deepak. (1976). India's Export and Export Cambridge University Press.	Policies in the 1980s.	
The fit	t of cases and specific references including recent articles a	and the second se	
annao	need in the class at the time of comprogrammers of the	managed and bits	-
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Course Outcomes:

On successful completion of this course, the students will be able to understand the recent trends in India's foreign trade and policies related to Indians foreign trade in the global context.

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	Department of Management Bluetes, G.G.Vahwavidyslaya
-	OFH-3504 HUMAN RESOURCE PLANNING AND DEVELOPMENT
	Cojectives
	The sbjective of this paper is to develop a conceptual as well as a practical understanding of Human Resource Planning, Deployment and Development in organisations.
4	Course Contentas Credits 3
3	Inter- Unliverse questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Tan) computingly short answer type questions of 2 marks each. Section 5 will have 6 (Eight) questions of 10 marks each, out of which 6 (five) questions are to be answered. Time allowed -3 Hirs.Max.Marks?(0, Min Pass Marks.28).
	Macos level Manpower Planning and Labour Market Analysis. Organisational Human Plassurce Planning, Elsok Taking, Work Force, Flow Mapping, Age and Grade Distribution Mapping. Models and Techniques of Manpower Demand and Supply Providential Behavioural Factors in Human Resource Planning- Wastage Analysis. Resetter: Redeptoyment and Exil Binstegles. Career Management and Career Planning. Particetance Planning, Potentials Appraisal and Career Development. HRD Dilmate: Culture. DNL and Management of Change. TOM and HRD Binategies. HRD in Binstegle Cognisations. Human Resource Information System. Human Resource Valuation and Accounting. Complement memory and HR Audit.
Si	ogested Readings
10.	Arthur, M. (1991). Career Theory Handbook. Englewood Catt: Prentice Hall Inc.
2.	Selikacut, A. R., and Belkacul, J.M. (1995). Human Resource Valuation: A Guide to Strategies and Techniques. Greenwood: Quorum Books.
3.	Dale, B. (1992). Total Quality and Human Resources: An Executive Guide. Oxford: Blackwell.
4.	Greenhaus, J. H. (1967). Career Management. New York: Dryden.
6,	Kavanagh, M. J., etc. (1993). Human Resource Information System Development and Applications. Boston: PWS-Kent.
	Matey, C., and Salama, G. (1995). Strategic Human Resource Management Oxford: Blackwell. Thomson, P.R., and Mabey, C. (1994). Developing Human Resources Oxford Butterworth-Heinemann. list of cases and specific references including recent articles will be unced in the class at the time of commencement of course.
	10 N

Course Outcomes: At the end of the course the learner is expected to

1. Analyze the theory and concepts of human resource planning and Development 2. Identify the evolution of HRP throughout the organization.

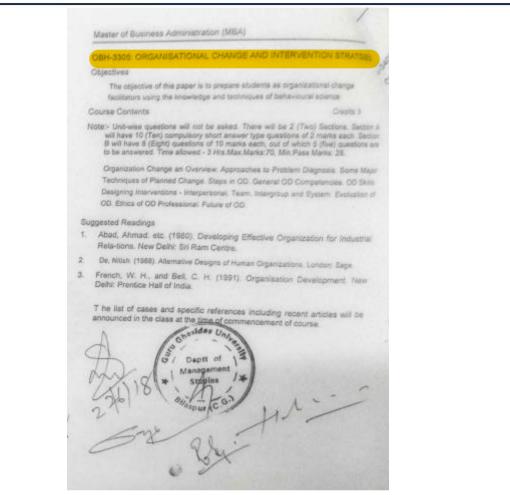
3. Relate and apply models and methods used in forecasting.

4. Describe the applications of a Human Resources Information System.

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Department of Management Studies, G.G. Verwavidyalaya

igested Readings

- Keen, Peter G.W. Decision Support System an Organisational Perspective. Addison Wesley Pub.
- 2 Theirauff, Robert J. (1982). Decision Support System for effective planning. Prentice Hall.
- 3 Wrober, Donald W., and Hugh, J. Watson (1984). Computer Based Information System Newyork.
- Davis, L., and Michael, W. A. Management approach. New Jersey, Macmiltan Publishing Company, Prendice Hall.
- Andrew, P. (1991). Decision Support System Engineering. New York: Sege, John Wiley & Sons.
- Leod, Raymond, Me J.R. (1983). Management information systems (5th ed.). New York: Macmillan Publishing Company.
- Terben, Efrain. (1988). Decision Support & Expert Systems Management Perspective. New York: Macmillan Publishing Company.
 - The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.



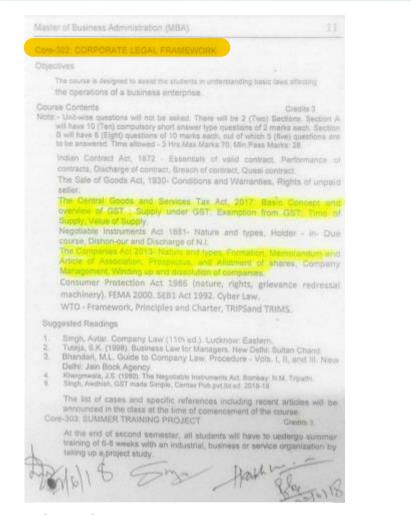
Course Outcomes: After the course, the students are expected to have a good knowledge and techniques of throughout the organisational changes and intervention strategies

Criteria - I (1.1.3)

गुरू घासीदास विश्वविद्यालय (केंद्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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Course Outcomes:

- Acquire a sound understanding of the corporate legal Framework of the affecting businesses legal.
- Apply basic legal knowledge to business transactions.

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M	IM-3202 ADVERTISING SALES PROMOTI	ON MANAGEMENT
0	COCOVER.	
	The purpose of this course is to develop methods and strategies of sales promotion	
Ċ.	ourse Contenta	Credita 3
214	cbc- Unit-wate questions will not be added. The will have 10 (Terr) computatory short answer (8 will have 8 (Eight) questions of 10 marks e to be answered. Time allowed - 3 Hrp. Max. Ma	ype questions of 2 marks each. Section ach, out of which 6 (five) questions are
	Advertising - Retail, Natural, operative, Political, Advertising's role in the Marketing process, Advertising Process of communication; two si objective setting and market positioning- Degr Audience. Building of Advertising Program Rustanzin, Appeal layout, Campaign Planning; Rationale of Testing; Opinion and Apilude To Organization; Selection; Compensation and Ap Ruying, Advertising Campaign-Advertising Val And Barketing Mill; Nature And Types Cf State Seles Promotion; Theories Of Promoson; Salas F Of Suas promotion Experiments; Shrahapi Issue Builtanter Finding Ant Issues On Coupons	Legal, Ethical and Social Aspects of laps low of communication, Advertising mar Appreach, Detomination of Target ner-Message, risedilines, Copy, Logo, Media planning: Budgeting, Evaluation – Testa, Racognition, Recall, Advertising praisal of an Apancy, Electronic Media Consumer Behaviour, Sales Promotion s Promotion; Consumer Behaviour And Transition
Si	-999sted Readings	
5	Alloni, and Charas, Dan. Promotion: A Planning, Strategies and Executions. New	York: John Wilwy
2	Annael, Harvy. (1987). Consumer Behaviour and M	Aarkeling Action Boston Kann S
2.	Battberg, Robert C., and Scott, A. Neslin Methods and Strategies. Englewood Cliffs, New	(1950), Sales Promotion; Concept, Conce
4	Management, Chicago: Crain Books,	nson. (1982). Sales promotion
٩.	Strang, Roger A. (1960). The Promotional Planning	Process. New York: Pranger.
5.	Totten, John C., and Block, Martin P. (19) Text and Cases. Chicago: Commerce Com	87). Analysing Sales Promotion:
ž.	Ulanoff, Stanley M. (1985). Handbook of Sales Proce	totine the start and a
	The list of cases and specific references includin announced in the class at the time of commencer	g recent articles and geoorts will be ment of the course of the support

Course Outcomes: At the end of the course, the students are expected to have a fair knowledge of legislations governing human relations

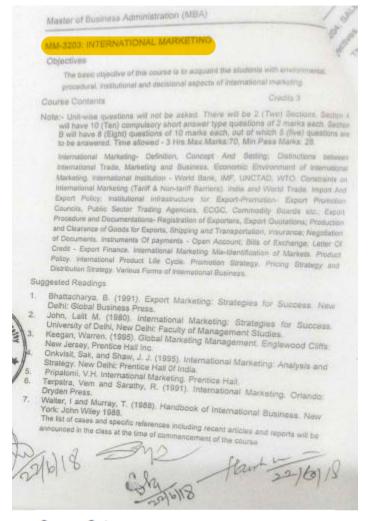
Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria – I (1.1.3)

गुरू घासीदास विश्वविद्यालय (केन्रीय विश्वविद्यात्य अधिनियम 2009 क्र. 25 के अंतर्गत खावित केन्न्रीय विश्वविद्यात्य) कोनी, बिलासपुर - 495009 (छ.ग.)



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Course Outcomes:

Students will able to-1. Understand the peculiarities of international marketing 2. Develop the students' ability to devise

marketing mix for international marketing

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Department of Management Budies, G.G. Vahwavityalaya

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

Course Contonte

Notin- Unin-wise questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Tem) computercy ePort answer type guestions of 2 marks each. Section & will have 8 (Eight) questions of 10 marks each, out of which 5 (they questions are to be entered. Time allowed – 3 Htm.Max.Marks:70, Min.Pass Markal 28.

Nature and Stope of Sales Management: Setting and Formulating Personal Setting objectives. Recruiting and selecting Solas personnel. Developing and conducting Solas Training, Programmes, Designing and Administering compensation plans. Dispension of Salasman, Motivating Sales Personnel, Sales meetings and Sales contexts. Designing Territories and Allocating sales affords. Objectives and Quoles for Sales Personnel Developing and Managing Sales Evaluation Programme, Sales for cases retraining developing and messaging date creation interaction, functions, and relationships, Channel Intermediates - Wholesaling and Retailing, logistics of distribution. Channel planning, organizational patients in marketing changels. Marketing channel Policies, and legal issues. Assessing performance of Marketing Guns

Suggested Readings

- 1 Anderson, R. Prufessional Sales Management. Englewood Ckills, New Jonan
- 2. Stanton, William J., etc. Management of Sales Force. Chicago: Invid
- Anterson, R. Professional Personal Selling, Englewood Citils, New Jamey: PHI
- Darlymple, DJ. (1989). Sales Management: Concepts and Cases. New York: John Wiley.

The list of cases and specific references including recent atticles and reports will be announced in the class at the time of pommencement of the bourse

Course Outcomes:

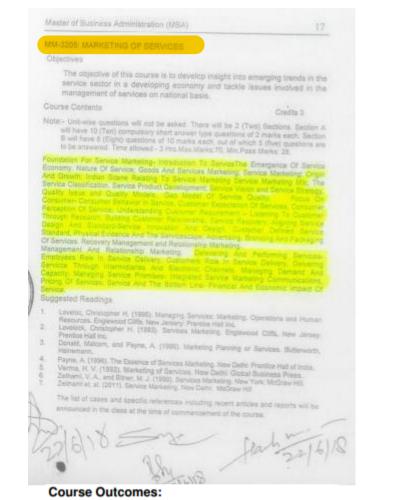
- Students will able to-
- 1. Distinguish importance of services marketing
- in the global economy
- 2. Evaluate, classify, imagine and plan the successful service marketing.

Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.

गुरू घासीदास विश्वविद्यालय (केंद्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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Students will able to-

1. Explain the significance of services marketing in the global economy and the deeper aspects of successful services marketing also found challenges and opportunities in services marketing

Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner.

 Understand the expectations of customers and know how to translate this knowledge into genuine value for customers

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	INTERNATIONAL BUSINESS AREA
	IB-3401 to IB-3405
6.	H01: INTERNATIONAL FINANCIAL MANAGEMENT
Ob	octives
	The objective of this paper is to give students an overall view of the international financial system and how multihational corporations operate.
Cos	ree Contents Gredia 3
Net	- Unit-wise guissions will not be asked. There will be 2 (Two): Sections. Section A will have 10 (Tan) computery short asswer type questions of 2 minks each. Section B will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered. Time allowed - 3 Hirz.Mark.20. Min Paes Marks 20.
	Multinational Financial Management: An overview. Evolution of the International Munitary and Financial System. Long-run Investment Decisions, The Foreign Sweetment Decision. Politic: Risk Management, Multinational Capital Budgeting-Application and Interpretations. Cost: Capital and Capital Structure of the Maltinational Firm. Devidend Policy of the Multinational Firm. Taxation of the Multinational Firm. Country Risk Analysis. Long-term Financing.
Sug	gested Readings
10	Abdullah, F. A. (1967). Financial Management for the Multinational Firm. Englewood Cliffs, New Jersey: Prentice H Inc.
2.	Englewood Cliffs, New Jersey: Prentice H Inc. Bhalla, V. K. (2001). International Financial Management (2nd ed.). New Delhi: Anmol. Buckley, Adrian (1986). Multinational Finance. New York: Prentice Hall Inc. Kim, Suk, and Kim, Second (1983). Clobel Concerning Hall Inc.
2	Buckley, Adrian (1986). Multinational Finance. New York: Prentice Hall Inc. 0 / Deptt of
4	Cases (2nd ed.). Miami Florida: Kolb. Studies Corporate Finance: Text and Studies
5.	Shapiro, Alan C. (1995). Multinational Financial Management. New Deihi on hand C. Prentice Hall of India.
а.,	V. Sharan, International Financial Management, Prentice Hall of India, 4th Edition, New Dethi.
7.	Sharan, V. India's External Sector Reforms. New Delhi: OUP.
	The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.

urse Outcomes:

- 1. Explain operations in foreign exchange market.
- 2. Describe complexities of managing finance of multinational firm.
- 3. Understand the regulatory framework within which the operations can take place
- 4. Explain international Capital Budgeting and its use for MNCs
- 5. Describe currency and interest rate risk management.
- 6. Explain key elements and issues of International Taxation.

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-	aster of Business Administration (MBA)	21
. (8	- 3402 : INTERNATIONAL MARKETING	
0	bjectives	Criedits a
	The basic objective of this reurse is to acquaint the stadent procedural, institutional and decisional aspects of internatio	s with environmental
No	far- Unit-wise questions will not be asked. There will be will have 10 (Ten) computery short answer type questio B will have 8 (Eight) questions of 10 monte each, cut of to be answered. Time allowed - 3 Hrs. Marc.Marka:70, MW	2 (Two) Sections. Section A na of 2 marks each. Section
	International Marketing, Delivition, Concept and Beeling, Dis Tradh, Marketing and Business, Economic Siniteometri International Institutions - Weld Bank, MJ, UNCTAD, GA markets, Pase Truce Zones, Economic Communities, Constrain Facal and Non-facal Banket, Non-tanti Bankes, Tradin Agreements, Connecting Agreements and GBP India and W Policy, Direction and Dualitant of India's Export, Institu- geromotics, Economics Agreements and GBP India and W Policy, Direction and Dualitant of India's Export, Institu- geromotics, Economics and Documents - Registration of J Protection and Clearance of Goods for Exports, Shopping a Negotistion of Documents, Instruments Of Pymerics-Open Aco at Coldi-Export Pranotics International Marketing Ma: Iornational International Product Life Cycle, Promotion International Various Future of International Business, Marketing et Jusit Versi	bectern between international (of historiabural Marketing T7 Gueterne Union, Common to o International Marketing () Partners - Bibeteral Trade () Partners - Bibeteral Trade () Partners - Bibeteral Trade () Partners, Export Guetertons, mail Privetauman for Operation Agements, ECGC, Commonly Diptines, Export Guetertons, mil Transportation, Insurance () Stantage, Product Parky,
Sug	Igested Readings	
and in	Bhattacharya, B. (1991). Export Marketing: Strate Delhi: Global Business Press.	gies for Success. New
12/	John, Lalt M. (1980). International Marketing: S University of Delhi: Faculty of Management Studies.	tratégies for Success.
2	Keegan, Warren. (1995). Global Marketing Manago New Jersey: Prentice Hall Inc.	ment, Englewood Cliffs,
5.	Terpstra, Vem, and Sarathy. R. (1991). Internation Dryden Press.	al Marketing, Orlando:
6.	Walter, I., and Murray, T. (1988). Handbook of Intern York: John Wiley.	national Business. New
Da	The list of cases and specific references lockeding recent a announced in the class at the time of comencement of the 16/18	riches and reports will be course. \mathcal{L}
	•	le vin

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Course Outcomes:

Students will able to-

- 1. Explain Nature, importance and scope of international marketing
- Define International marketing management process Scanning and monitoring global marketing environment
- 3. Analyzes International Market Segmentation and Positioning
- Elaborate Screening and selection of markets, International market entry strategies
- Explain Major Product decisions-Product features and quality, Product design, labelling, packaging
- Explain Pricing for International Markets.
- Formulate Factors affecting international price determination; environment factors affecting international prices, International pricing process and policies
- Define structure of international distribution systems; Distribution channel strategy-International distribution
- 9. Explain International Promotion Strategies.

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aster of Business Administration (MBA)	13
43102 : SECURITY ANALYSIS AND PORTFOLIO MANA	GEMENT
jectives	
The objective of this paper is to impart knowledge to stude theory and practice of Security Analysis and portfolio man	ents regarding the adament
ourse Contents	Credits 3
56: Unit-whe questions will not be asked. There will be 2 (T) will have 10 (Ten) computeory short answer type questions o 8 will have 3 (Eight) questions of 10 marks each, out of whit to be answerd. Time allowed -3 Hrs. Max.Market: T0, Min, Park.	vo) Sections, Section A f 2 marks each, Section 25 (five) questions are
Investment- Return and Risk . Security market. New is	
Securities. Market indices. Share valuation, bond v	aluation. Government
securities. Non securities form of investment. Real esta market.	ala Investment. Money
Stock Market analysis- Fundamental and Technical An- theory. Introduction to portfolio management- Portfolio in optimum portfolio. Selection problem, Markowitz portfolio criterion(MVC). Portfolio of two risky accurities and the Efficient frontier, the relationship between the unlaw portfolio. Sharpe single index model. Capital Asset Characteristics lines. Factor models; Arbitrage Prior revision. Bond Portfolio Management Strategies. Perform	Investment process. An Uneory, Mean-variance res securities portfolio; araged and leveraged Pricing Model(CAPM); ang Theory, Portfolio
uggested Readings:-	
Bhalla, V.K. Investment management: Securities A Management. New Delhi: S.chand. Fisher, Donald E., and Jordan, Ronald J. Security / Management. New Delhi: PHI. Haupen, Robert H. Modern Investment Theory. Engle Wood Cl Chandra, Prasanna. Investment Management. New C The list of cases and specific references including	Analysis and Portfolio 61, New Jersey: PHI. Delhi: TMH.
announced in the class at the time of commencement of	Hand the
Course Outcomes:	
Students will able to –	
 Understand the of different finance 	
as money marke	
bonds, and stocks	s, and how to
buy and sell the	se assets in
financial markets.	
	anadian the
	anading the
0 0	anaging the
 Designing and m bond as well as equ 	

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ibio	ctives	
	The objective of this course is to acquaint the part techniques used in Micro Economic Theory and to knowledge in business decision-making. Emphasis noture of business firms in the context of globalizatio	enable them to apply this
lou	rse Contenta	Credits 3
tota	 Unit-wise questions will not be asked. There will be will have 10 (Ten) compulsory short answer type questions is will have 6 (Eight) questions of 10 marks, each, out of to be answered. Tens allowed ~ 3 Hrs.Max.Marks:70, M 	2 (Two) Sections. Section A ans of 2 marks each. Section
	Corocapia And Techniques, Natura And Scope Of Manage Economic Concepts, Demand Analysis Theory Of Demand UNITY Analysis - Cardinal And Ordinal, Production Function matrix. Theory of Cest, Types Of Cest, Cest Output Rete Markati Structure, Manapotty, Olipopoly, Monopola-Me, transfer pricing, Marco Economic Concepts- Na-donal I Economic Opticies. Nature, Phases, Theories, Inflation-Typ mecourse.	(Law, Election, Forecasting). One & Two Variabiles, Law of Idensities, Cest Curves, Pricing Pricing Precises-Dumping, Pricing Precises-Dumping.
Sug	gested Readings	alty
1	Baumol, William J. Economic Theory and Operations Ad	salysis. Prentice Hereit
2.	Chopra, O.P. Managerial Economics. Tata - MC C	Braw Hill.
	Dean, Joel. Managerial Economics. New Dalhi: Pr	rentice Hall,
	Adhikary, M. Business Economics. New Delhi: Ex	cel Books.
	Mehta, P.L. Managerial Economics. Himalaya Put	
ξ.,	Dwivedi, D.N. Managerial Economics, PHI,	1
	The list of cases and specific references includ announced in the class at the time of commencement	ing recent articles will be it of the course.
	Monrad 86011	for A

Course Outcomes:

On successful completion of this course, the students are expected to will be able to -

- Know basic concepts of managerial economics and how they are applied in different decisional situations.
- Know the different demand situations and critical variables determining the demand and how to estimate the demand and finally how elasticity of demand can be applied in taking the pricing decisions.
- understand how output and price decisions are taken by a firm in different market structure in order to maximize the profits beside different price tactics adopted by firm

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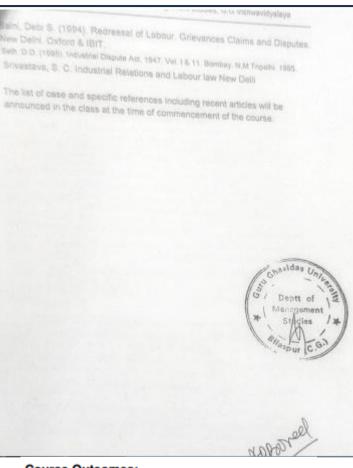
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G	Pe-104. BUSINESS ENVIRONMENT			
0	bjectives			
	The course develops ability to understand and scan business environment in order to analyse opportunities and take decisions under uncertainty.			
G	ourse Contents Credits 3			
N	Alt:- Unit-wave questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computerly shart answer type questions of 2 ments each. Section B will have 8 (Eight) questions of 10 marks each, out of which 5 (two) questions are to be answered. Time allowed - 2 Hrs. Mox. Marks: 70, Min. Pass Marks: 28.			
	Theoretical Frame Work of Business Environment, Canoept, Significance and Na-ture Blements of Environment - Internal and External. Economic Environment of Business Blementa and Bignificance. Economic System. Economic Private Planning Commission and NOC, Function, Role. Government Palicies - Insta-Intel Policy, Filoda Paley, Moretary Policy, EXM Policy, Loemsing Pelicy, Rate of Publics and Physics Sector in Economic Development. Publical and Legal Environment. MRTP: main provisions & amendments natalet to untur mode practices. FEMA-objectives, administration & main provisions & proteitos, Social And Cutture Environment Of Business. Social Responsibility Of Business. Social System and Social Institutions. Emerging Roral Sector in India. Consumeriem In India.			
Si	ggested Readings			
1	Shukla , M.B. Business Environment. Allahabad: Kitab Mahal.			
2	Adhikary, M. Economic Environment of Business. New Dethal Suitan Chand & Sons.			
1	Ahluwalia, LJ. Industrial Growth in India. New Deibl: Oxford University Press.			
4				
5.				
6	Cherunilam, F. Business Environment, munical: Himsinga Publishing House. The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.			
£	Stor HAVE			

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Course Outcomes:

On successful completion of this course, the learner will be able to –

- Comprehend the forces that shape business and economic structure and develop strategies to cope with the same.
- Evaluate the economic & political environmental dynamics to cope with the changing regulations affecting business and its profitability.
- Analyze the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.
- Understand the international influences on domestic business and measures to be taken for successful global business operations.

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BH	3303 MANAGEMENT TRAINING AND DEVELOPMENT
bje	ctives
	The purpose of this paper is to provide an in-depth understanding of the role of training in the HRD, and to enable the course participants to manage the training systems and processes.
laur	The Contents Credits 3 - Unit-wate questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computery short answer type questions of 2 marks each. Section I will have 6 (Eight) questions of 10 marks each, out of which 5 (sw) spectroms are to be answered. Time allowed. 3 Hirs Mark Merker yn yw mint 5 (sw) spectroms are
	Training Process- an Overview, Role, Responsibilities and Challenges to Training Managers, Organization and Management of Training Function. Training Meeds Assessment and Action Research. Instructional Objectives and Lesson Planning Losting Process Training Climate and Pedagogy. Developing Training Modulas Training calender / Borocume, Training Methods and Techniques, Facilities Planning, Training Aide, Training Communication, Training Evaluation, Training and Development in Index
Sug	gested Readings
1,	Beunet, Roger ed. (1958). Improving Training Effectiveness. Aldershot: Gower.
2	Buckley, R., & Caple, Jim. (1995). The Theory & Practice of Training. London: Kogan & Page.
3.	Lynton, R., and Pareek, U. (1990). Training for Development (2nd ed.). New Dethi: Vistaar.
4.:	Pepper, Allan D. (1984) Managing the Training and Development Function. Aldershot: Gower.
5.	Rae, L. (1986). How to Measure Training Effectiveness. Aldershot: Gower.
6.	Reld, M.A., etc. (1992). Training Interventions: Alderatio: Gover Development (3rd, ed.). London: IPM.
7.	Senge, P. (1992). The Fifth Disciplina: The Art and Practice of the Learning Organization. London: Century.
	The list of cases and specific references including recent articles will be announced in the class at the time of commancement of the course.
421	announced in the class at the time of communicement of the course. 36000000000000000000000000000000000000

Course Outcomes: After the course, the students are expected to have a good understanding of the concepts on training and development and apply them in practice

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	SEMES	TER - IV
ore -401	STRATEGIC MANAGEMEN	
Dojective		
The	objective of this course is to d eases and their impact on a fir	evelop understanding about strategic m.
Curse O	antenta	Gredits 3
will ft	ave 10 (Ten) compulsory short an have 8 (Fight) grossions of 10 m	d. There will be 2 (Two) Sections. Section A swer type questions of 2 marks each. Section arks each, out of which 5 (five) questions are has Marks 70, Min.Pass Marks: 28.
Over Prod Rola	ness policy- An introduction view of SM-meaning & definition of ease of Strategic management, of strategists in Strategic manage	mant.
Envil Orga orga Corp	nisational appraisal- internal nisational appraisal, Strategic advi	ining, method and techniques of Escanning analysis,methods and techniques of
Bual Strat Strat Strat Strat Impl	ness level strategins, faction for bu- legic analysis and choice- corpor- gic analysis, subjective factors in legy implementation- project im o-tural implementation. Behavioral s-mentation.	ate level strategic analysis, business level
1. Ara Jers	ey: Prentice Hall Inc.	riegic Management. Englewood Citts, Now *
Dell	# Tata McGrpw Hill,	996). Cases in Strategic Management. New 🔪 🧑
1 Chri	stensen, C. R. etc.(1987). Busine os: Richard D Invin.	ss Policy Cases (5 ^e edition). Homewood,
4. Hart	nel, G., and Prahlad, C. K. (1994). (ool Press.	Competing for the Future. Harvard Business
5. Cha	kravony , S. K. (1993). Managerial	Transformation Through Values. New Delhi:
6 Dav	id, Fred. (1997). Strategic Manager	nent (7 th edition). Eglewood cliffs, New Jer-
7. Drus Boo	Prentice Hall Inc. cker, Peter F. (1982) The Changing ks. PROJECT REPORT	g world of the Executive. New York: Time
The		of of the South sensester buyine internal and are to the marks of two parallel

Course Outcomes:

Student will-

- Explore participants to various perspectives and concepts in the field of Strategic Management.
- Develop skills for applying these concepts to the solution of business problems.
- Create mastery in analytical tools of strategic management.

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Marater of Busines	ss Administration (MBA)		1 3
	ELECTIVE C	101 TO FM-3105	Contra State
M-3101: MANAG	SEMENT CONTROL SYST	EM	
Objectives The objective management public organiz	control system us well as	e the students about the co its role in efficient manage	and an an
Course Contents		Credits	3
will have 10 (Te		w will be 2 (Two) Sections. S pe questions of 2 marks each ch, out of which 5 (five) quest ks:70, Min Pass Marks: 26	
Management Cor	ntrol- An Overview, Nature, Scop	e and Concept of Management C	formot
System, Organiza	donal Goals; Strategic planning	and implementations.	
Management C Procedures, Bu Accounting Asy Value for Money Management Cor Dusitative and Management Co part of Informatio Management Co part of Informatio	control Process- Programmi dgetary control: Analysis of sects of Control including r Analysis and Reporting: V introl Structure- Responsibility ofR Centre, Inter-Divisional T ance including Performance Ex Quantitative Investment Ca antrol- Motivation and Mora in Process.	Internal Audit and Control ariance Reporting. Centre: Responsibility Accourt ransfer Pricing: Measurement	i and stog: st of s of nan
uggested Readings			
Anthony, R.N. an Taraporevala, Chi	d Govindrajan V. Managem cago, Invin, 1995	ent Control Systems, 8° ed Havinh n	

Course Outcomes: On successful completion of this course, the students will be able to apply various concept of management control in different organizations.

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	Department of Management Buckes, G.O. Visiteeviliying	-
	The second second second second	
	1-3102 MANAGEMENT OF FINANCIAL INSTITUTIONS	
	Disclines.	-
	The objective of this course is to discuss the financial manage problems of financial institutions including a detailed atudy of the work the leading financial institution in India.	ament ang af
	ourse Contenta Credita	13
149	Intro- Undwise qualities will not be asked. There will be 2 (Two) Bections. Sec will have 10 (Tanjcompulsory short answer type qualities of 2 marke each. S Is will have 8 (Eight) questions of 10 marks each, out of which 6 (0ve) question to be anisoared. Time allowed - 3 Hrs. Mark Marks: 70, Min: Pass Marke: 26.	
	The Rale and Importance of Financial Institutions: Evaluating Role and Repurse of A and Lastillass of Financial Institutions; Interest rate analysis; Interest rate in Fin System, Yand Curve, Rale and Inflation; Liquidity and profetability of commercial D Banking Lass and Regulation. Provideor of RBIs Speration; Credit and Monetury Plan Insurance Companies. Thrift Institution: Development Danks; Role Of Develop Revelop in instantial Financing in Index, Financial Planning of Financial institution Vision of Organization of Different Financial Institutions in Index IBs Figure 2010; U.S. Multar Funds. International Appendix of Financial Institutions.	ancial lanks, using ument fight;
luj	ppeated Readings	101
	Inalia, V.K. (1998). Indian Finasial System. New Debi: Annul Pub. Pvt.Lnt.	*
	Dougell, Hersert E., and Gaumniz. Capital Markets and Institute Englewood Giffs, New Jansey: PHL	for the
1	Hempel, George H., and Yolwitz, Jass B. Financial Management Financial Institu-tions. Englewood Cliffs, New Jarsey. PHI.	of
	Kane, Joseph A. Development Banking. Toronto: Lexining ton books.	
	Pose, Peter B., and Econer, Donald. Financial Institutions. Ontario: Invit Dorsey.	
	V), Madou. Management of Pinancial Institution in India. New delth: Annot.	
	Bhole, L.M. Financial Institutions and Markets. TMI	
	The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.	st
	1	

At the end of the Course, Student will be able to:

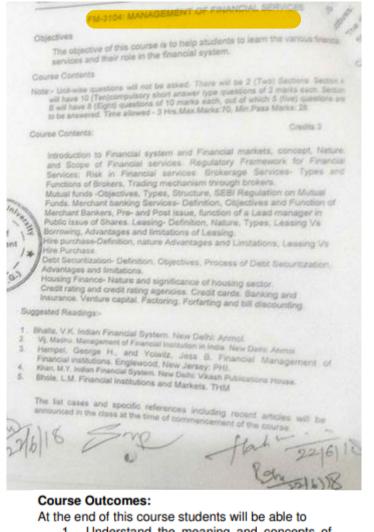
Understand the role and importance of financial institution. They are expected to manage the risk and returns of different financial institutions.

Courses Focus on Employability/Entrepreneurship/Skill Development

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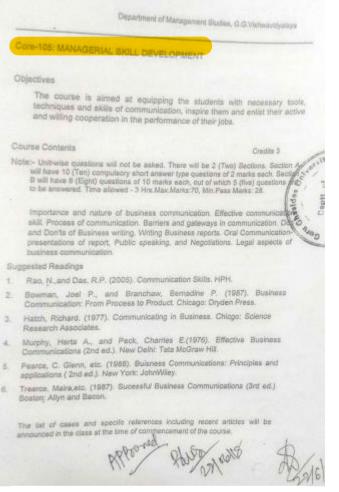


- Understand the meaning and concepts of financial markets and financial system.
- Understand the intricacies of managing different types of financial services

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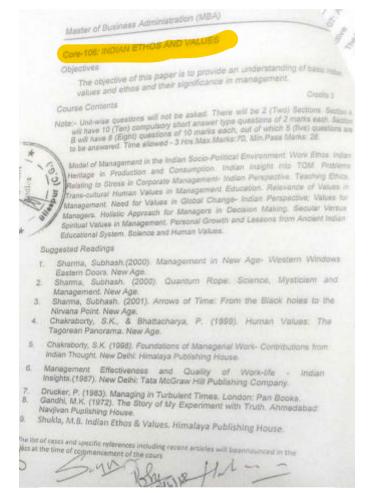
Course Outcomes:

On successful completion of this course, the learner are expected to understand the nature of communication and improve is communication skill

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Course Outcomes:

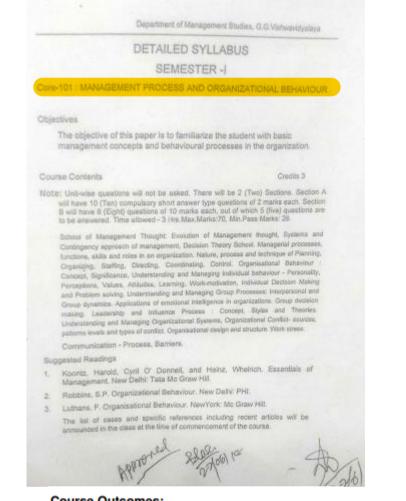
On successful completion of this course, the learner will be able to –

- Develop and understanding of Indian value system and its application in managerial practices and their perspectives.
- Practice value based management and ethical norms in business.

गुरू घासीदास विश्वविद्यालय केन्द्रीय विश्वविद्यालय अधिनियम 2009 क्र. 25 के अंतर्गत स्थापित केन्द्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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Course Outcomes:

On successful completion of this course, the learner will be able to -

1. relate the different aspects of the human behavior to the individual, group & organizational perspectives of the workplace.

2. apply the frameworks & tools effectively to analyze & approach various Organizational situations.

3. modify their own beliefs, assumptions, and behaviors with respect to how individuals, groups and organizations act in order to expand the options of approaches and increase the own effectiveness.

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	Core-102 : QUANTITATIVE METHODS	2 * / #
	Objectives The objective of the course is to make the basic, statistical and linear programming to basic, statistical and linear programming to however, is in their applications in business de	Greats 3
	and a shareful	a real distance Shallon it
	Course Contents Note:- Unit-wise questions will not be asked. There will b will have 10 (Tan) computative shurt answer type query B will have 6 (Eight) questions of 10 manos each, out to be answered. Time allowed - 3 Hrs.Max.Marka:70, M Mathematical bosts of managenial decision: Functions, A special Functions, A P & G.P. and their managenial applic a their applications. Frequency Distribution and Their am Probability Distributions. Binemial, Penson, Normal and Begression Analysis. Time Series Analysis and Forecasting Concepts, Model Formulation, Selucion Methods, Duelity, Guerististive Methods Package.	fin Papa Marka: 28 oplications of Functions, Some ration, Markow Chains alysis, Probability Theory and Exponential, Correlation and Linear Programming - Basic
	Suggested Readings	
3		
	Chatha, N.K. (1996). Statistics for Behavioral and Delhi: Reliance Publishing House.	Social Scientists New
	Chatha, N.K. (1956). Statistics for Behavioral and Delhi: Reliance Publishing House.	
1	Chadha, N.K. (1996). Statistics for Behavioral and Dehi: Relance Publishing House. Oupla, S.P., and Gupta, M.P. (1997). Business Statistics. New	Deini: Sultan Chana.
1	Chadha, N.K. (1996). Statistics for Behavioral and Dehi: Reliance Publishing House. Oupla, S.P., and Gupta, M.P. (1997). Business Statistics. New Kazmier, T. J., and Pohl, N. F. (1983). Basic Statis Economics. New York: McGraw Hill.	Geine Sultan Chant. tics for Business and
1 2 3.	Chadha, N.K. (1996). Statistics for Behavioral and Dehi: Reliance Publishing House. Gupta S.P. and Gupta, M.P. (1997). Business Statistics. New Kazmier, T. J., and Pohl, N. F. (1983). Basic Statist Economics. New York: McGraw Hill. Kelvin, Richard I., and Rubin David, S. (1995). Statist New Jersey: Prentice Hall Inc. Narag, A. S. (1995). Linear Programming and Deci Dehl: Suitan Chand.	Cethe Sultan Chana tica for Business and tics for Management. sion Making, New Ag
1 2 3 4 5 5 6 7 8	Chadha, N.K. (1996). Statistics for Behavioral and Deth: Relance Publishing House. Gopte, S.P., and Gupte, M.P. (1997). Business Statistics. New Kazmier, T. J., and Pohl, N. F. (1983). Basic Statis Economics. New York: McGraw Hill. Kelvin, Richard I., and Rubin David, S. (1995). Statist New Jersey: Prentice Hall Inc. Natag. A. S. (1995). Linear Programming, and Deco	Dethic Sultan Chana bics for Eusiness and sice for Management. sion Making, New Ma Dethic Macmillan London: Collier Me

Course Outcomes:

On successful completion of this course, the learner will be able to -

- 1. Apply statistical analysis in business decision making
- 2. Apply LP to business decision making

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C-stantuned o	f Managament Ebidias, G.G. Vishwavithyalaya
MAN HUMAN RESOURCE MAN	AGEMENT
encives	
	o sensitize students to the various facets of a an understanding of the various policies a management.
ourse Contents	Credita 3
will have 10 (Ten) compulsory short 5 will have 8 (Eloth) questions of 1	aked. There will be 2 (Two) Sections. Section A tamswer type questions of 2 marks each. Section 0 marks each, out of which 5 (5ve) questions are in Max.Marks?0, Min.Pass Merks; 28.
	uman Resource Management, Nature, feature, of Human Resource Management, Corporate Planning, HR Policy.
Succession Planning, Job Anal Role Description.	ysis, Job Enlargement, Job Enrichment and
Methods of Manpower Sear recruitment, Good Recruitment	ch- Recruitment & Selection, sources of structure policy, type of tests.
	er Training and Development. Procedure and Si C. Polential Evaluation. Job Evaluation & Wage Si C. F.
Grievance management.	Der / Der
Suggested Readings	0 2.000
 Aswathappa, K.(1997). Huma New Dethi Tata Mo.GrawHill. 	an Resource and Personnel Management.
 De Cenzo, & Robbins, S. P. ed.). New York: JohnWiley. 	(1994). Human Resource Management (5th
3. Dawar, Sudhir, Human Resour	
 Monappa, A., and Saiyadain, I New Dolhi: Tata Mo-Graw-Hill. 	M. (1966). Personnel Management (2nd ed.).
5. Reb. N., and Das, P.P. (2002). Ce	ises in Human Resource Management, HPH.
	c references including recent articles will be ne of commencement of the course.
	Abstored Aluffedd

Course Outcomes:

After the course the students are expected to know the basics of HRM and apply it for improving human resource management in an organisation

Courses Focus on Employability/Entrepreneurship/Skill Development

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ore	-204: FINANCIAL MANAGEMENT	
	ectives.	
-	The purpose of this course is to acquaint the students with the broad	
	framework of financial decision-mailong in business unit.	
Can	rse Contents Credits 3	
Vote	6- Unliverse questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computery short answer type questions of 2 marks each. Section 8 will have 8 (Eight) questions of 0 marks each out of which 5 (the) generations are to be enswered. Time allowed - 3 Hm. Max. Marks 70, Min. Pass Marks; 28.	
	Aims and objectives of Financial Management, Financial planning and financial forecasting, Finance function.	
	Time value of money, investment Decisions- Significance of capital budgeting decisions, types of capital excenditure projects, Techniques of Capital Budgeting.	
	Instruments of Long Term Finance; Cost of different sources of Long Term Capital, Weighted Average Cost of Capital,	
1	Operating and Financial Loverage. Capital structure decisions. Capital structure libeories and optimum capital structure.	
)	Management of working capital - Cash, Receivables and Inventory Management, Internal Financing and Dividend Policies- Types of Dividend Dividend Theories, Bonus shares.	
1	Financing the Infrastructure: Basic Issues	
Sug	ggested Readings	
1.	Home, Van, and James, C. (1997). Financial Management and Policy (10th ed.). New Delhi: Prentice Hall of India.	
2.	Hampton, John. (1997). Financial Decision Making. Englewood Cliffs, New Jersey: Prantice Hall Inc.	
3.4	Pandey, I.M. Financial Management. New Dethi: Vikas Publishing. Brealey, Richard A., and Myere, Stewart C. Principles of Corporate Finance (V ^{7h} ed.). New Dethi: Mc Graw Hill.	
6.	Sharan, V. Fundamentals of Financial Management. Peerson Education.	
	The fist of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.	
	18 - Physicille Here :	

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Department of Management Studies, G.G. Vishwavidyalaya

formatting of worksheet; sharing data with other desktop applications; strategies of creating error free worksheet.

Introduction to Accounting and Statistical Packages- Preparation of vouchers, Invoices and salary statements; Maintenance of inventory records; Maintenance of Accounting books and final accounts, Translal reports generation, practical knowledge on Wings Accounting and Wings Trade (Software). Usage of statistical packages for analyses in research-totax and Excel, SPBIS and SYSTAT.

Suggested Readings

- 1. Data, C. J. An Introduction to Database Systems. Massachusetts: Addison Wesley.
- Dienes, Sheila S. Microsoft Office- Professional for Windows 95. Delhi: BPB Publication.
- 3 Manufeld, Ron. The Compact Guide to Microsoft office. Dethi: BPB Publication.
- Summer, M. Computers concepts and uses (2nd ed.). Englewood Cliffs, New Jersey: Prentice Hall Inc.

The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.



Course Outcomes:

Student will

1. Understand various concepts related to financial management.

2. Able to use various tools and techniques in the area of finance

3. Develop analytical skills this which facilitate the decision making in Business situations.

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	SEMESTER-III
	OF THE PROPERTY OF THE AND MANAGEMENT
Core-301: DEC	CISION SUPPORT SYSTEMS AND MANAGEMENT
Objective	
The objective of t	the course is to develop the basic understanding of the decision avoant
system of the artil	icial intelligence for business organization.
Course Contents Cre	
will have 10 (Ten) B will have 8 (Eigh	ions will not be asked. There will be 2 (Two) Sections, Section A computery short answer type questions of 2 marks each. Section it) questions of 10 marks each, out of which 5 (the) questions are me adowed - 3 Hrs.Max.Marks:70, Min.Pass Marks: 28
Management Inform	nation System: Definitions; Basic Concepts Frameworks; Major
Trends in Techno	ology; Applications of Information Technology
System & D	esign: Systems Development initiative: Different
Methodologies-Lif	le Cycle & Prototype approach, Detailed study on Lile plementation; Case Study.
techniques; How o	en Making: Decision making process; Problem solving decisions are being supported; Decisions styles; Group eatures of various CBIS.
Forms of DSS tools,	System: An Overview: Relevance and scope of DSS abilities of DSS; Components of DSS; Classification of DSS; DSS Hentors - specific DSS; Constructing a DSS, Steps in lititation of decision building of DSMS; building of MBMS - nance testing.
Database management environment Data model	System: Sources of data: Data file environment: Database
	rectance or relational data base design in DRK
information system des	ent system: types of models function, time, certainty, e OR models, Dichotomous model of mind - Simon's model tign, simulation technique.
building of DGMS.	agement System: User Interface; Graphics
0100	tont the

Student will-

- Record the current issues of information technology and relate those issues to the firm.
- Reproduce a working knowledge of concepts and terminology related to information technology.
- Analyze how information technology impacts a firm.
- Describe the role of information technology information system in business.

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