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

Department : Department of Management Studies				
Programme Name : MBA				
	Academic Year : 2019-20			
List of	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	Operations 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)

गुरू घासीदास विश्वविद्यालय (केन्द्रीय विश्वविद्यालय अधिन्यम 2008 क्र. 25 के अंतर्गत खापित केन्द्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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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)

गुरू घासीदास विश्वविद्यालय (केन्रीय विश्वविद्यालय अधिनियम 2008 ज्ञ. 25 के अंतर्गत स्वापित केन्न्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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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	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
Sore-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

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

During 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 Info	rmation 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

Martin of Dural	and Administration (NPA)	20
master of Busin	ess Administration (MBA)	28
	ur Areas of Specializations are offered.	
1. Finance		
2. Marketing		
<ol> <li>Organizat</li> <li>International</li> </ol>	ional Behaviour and Human Resource Developm onal Business	ient
	ectives which are open will be announced by th	e Head of the
	efore the commencement of III semester. Current	
	f electives are open. There will be five courses in	
Electives. The	se, courses will be as follows:	
List of Elect	tive Courses	Credits
Finance		-
FM-3101 FM-3102	Management Control System	3
FM-3102 FM-3103	Security Analysis and Portfolio Management Management of Financial Institutions	3 3
FM-3103	Management of Financial Institutions	3
FM-3105	International Financial Management	3
Marketing		-
MM-3201	Consumer Behaviour	3
MM-3202	Advertising and Sales Promotion Management	3
MM-3203	International Marketing	3
MM-3204	Sales & Distribution Management	3
MM-3205	Marketing of Services	3
	I Behaviour and Human Resource Development	
OBH-3301	Management of Industrial Relations	3
OBH-3302 OBH-3303	Legal Framework Governing Human Relations Management Training and Development	3
OBH-3303	Human Resource Planning & Development	3
OBH-3305	Organizational Change and Intervention Strategies	3
		3
International E		3
	national Financial Management	3
	t Import Procedures, Documentation & Logistics	3
	s Foreign Trade Policy	3
	al Human Resource Management	3
Note : Eirst ti	hree elective courses are available in III semeste	r and rest two
	available in IV semester.	r and rest two
A student is requi	ired to opt total number of eight courses - Five in third semester	
semester. A stud	ent can opt three courses in third semester from any one particular	lar area of elective
and two courses	from the rest three areas. A student can opt two remaining e same area chosen in the third semester and one course from re-	electives in fourth
	ining Project Report (Core-303) will be of 100 marks and has to	
	the commencement of the third semester.	

three weeks from the commencement of the third semester. The Project Report (Core-AQ) will be of 200 marks (project Report 100 marks + Viva Voce. Examination 100 marks) and shall commence from third semester and the report shall be submitted towards the end of the fourth semester. A student will not be given any special permission to leave the Department for a long time to do the project, as he/she will be missing fourth semester classes. Preferably, market surveys, organization surveys in the local organizations can be done. A Board of Examiners consisting of infernal and external examiners will evaluate the report

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#### 29

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.

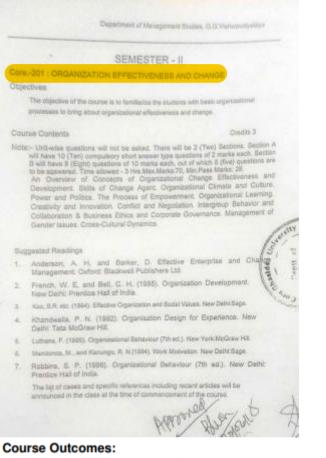
  - (i) Altended at least 75% or lectures delivered,
     (ii) Paid all the fees due,
     (iii) Obtained "No Dues" Certificate, form the Library & the Department,
     (iv) Submitted the field Project Report as prescribed by the Department,
     (v) Received "In-plant Training" as prescribed by the Department 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)

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



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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

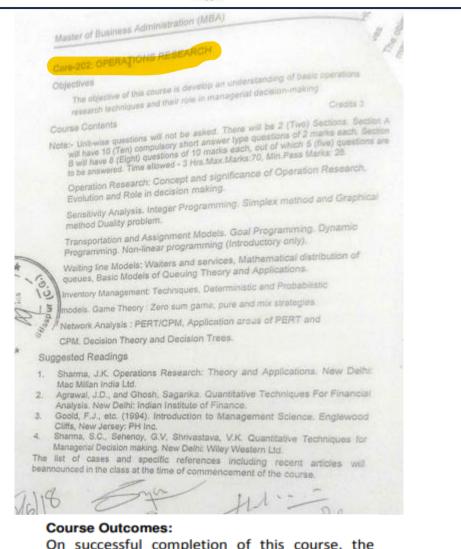
effectiveness of the organization.

Courses Focus on Employability/Entrepreneurship/Skill Development

## गुरू घासीदास विश्वविद्यालय (केन्रीय विश्वविद्यालय अधिनेयम 2009 ज्ञ. 25 के अंतर्गत स्थापित केन्न्रीय विश्ववेद्यातय) कोनी, बिलासपुर - 495009 (छ.ग.)



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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 organstional resources.

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the bo tectric planni	ACCOUNTING FOR MANAGERS sic purpose of this course is to develop an insight of postulates principles and use of accounting and utilisation of financial and accounting information for g. decision-making and control.	
The bo technic plannic	ues of accounting and utilisation of financial and accounting information for g. decision-making and control.	
technic plannic	ues of accounting and utilisation of financial and accounting information for g. decision-making and control.	
lourse Co		
	ttents Credits 3	
will he B will h	wise questions will not be asked. There will be 2 (Two) Sections. Section A er 10 (Ten) computiony short answer type questions of 2 marks each. Section use 8 (Eight) questions of 10 marks each, out of which 8 (five) questions are movement. Time allowed - 3 Hrs.Marks.Marks.70, Min.Page Marks. 28.	
princip Daran Copre Pases Access and It and P Budge	In Accounting- Cancept, Importance and Scope. Generally Accepted Accounting the Presentation of Financeial Statements with special reference to analysis of a Sheet and Measurement of Business income, Inventory Vakation and Editors, Financeia Statement Analysis, Funds Flow Analysis, The Statement of Char Management Accounting - Concept, Need, Importance and Scope and Records and Processes. Cost Ledger and Control Accounts, Records and Process Costing, Budget and Budgetary Control, Performance Budgeting, Zero-Base Management Costing and costing for Decision-Making, Standard Costing and neg Relevant Costing and Absorption costing.	C Depti of 2
	Readings	
Artho Richa	ny, R. N., and Resse, J. E. (1985). Accounting Principles( 6h ed.). Homewood, Illinois E.D. Invin,	
Dehi	strarys, S.X. and Dearden, J. (1996). Accounting for Managament Text and Gabes. New Vikas.	
	r, L. E., and Matulich, Serge. (1990). Financial Accounting. New York: Mo-Graw Hill.	
Builter	sec. N.L. and Ramanathan, A. R. (1992). Management Accounting (5th ed.), New Dehr. Diand.	
Acces	eer, Churles, etc. (1994). Principles of Financial and Management arting Englawood Cliffs, New Jansey: Prentice Hall Inc.	
Comp		
	dhu (1987) Financial and Management Accounting. New Debt. Annol Publications.	
a Shuki	a, M.E. Accounting for Managers, New Dehr, Kulyani Publishers,	
Thus I are the	al of saves and specific retreances inducting report articles will be announced in the class term of commencement of the course.	
	ppproved durt parts	
0	se Outcomes:	

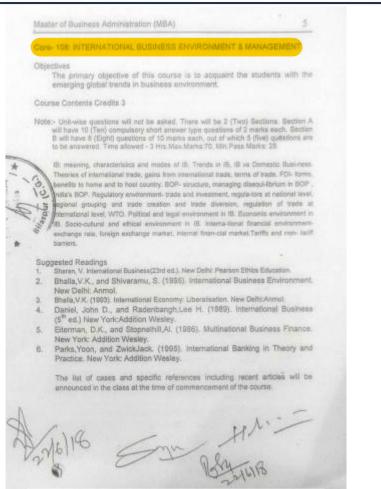
On successful completion of this course, the learner will be able to -

- 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

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



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Endies

Department of Management Bludies, G.G.Valtwavidyninys INTERNATIONAL FINANCIAL MANAGEMENT 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. new 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 Carlo Carlo 1 Sharan, V. Fundamentals of Financial Management. Pearson Education 2 Sharan,V. International Business. Pearson education. / Deptt c | Managem 3. International Financial Management (4<sup>th</sup> ed.), PHI. 4. Indian External Factor reforms. Oxford University Press. Billasput ic Shalla,V.K. International Financial Management (2<sup>nd</sup> 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.

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



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#### MARKETING AREA MM-3201 TO MM-3205 M-3201: CONSUMER BEHAVIOUR bjectives 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 Concepts On Buying Bahavlour. Psychograph And Lifestyle Reference Group Influence Diffusion Of Innovation And Opinion Leadership Family Decision Making, Industrial Buying Behaviour, Models Of Consumer Behaviour, Consumer Behaviour Audit, Consu met Behavibur Studies in India. Suggested Readings Assael, H. (1995). Consumer Behaviour and Manuting Action. Onic: South West 2. Engle, J. F., etc. (1993). Consumer Behaviour. Chicago: Dryden Press. Howard, John A., etc. (1989). Consumer Behaviours Marketing. Englewood Cliffs, New Jersey; Prentice Hall Inc. 3. Hawkins, D. L. etc. (1995). Consumer Behaviour: Implications for Marketing Strategy, Texas: Business. Mowen, John G. (1993). Consumer Behaviour. New York: MacMillian. 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



#### Course Outcomes:

 Environmental Influences on Consumer Behavior

A

- 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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Com	-205: MARKETING AND	
a uro	-205: MARKETING MANAGEMENT	
	The objective of mix	
	The objective of this course is to tectitate understanding of the conceptual transvois of marketing and as applications in decision making under various exceptual transvois of the Conceptual Conce	
	- wortheren	
Note	Credita 3	
	Chadle 3 will have 10 (Tex) compaisant sheet. There will be 2 (Two) Sections. Section A B will have 3 (Eight) questions of 10 marks each, out of which 5 (two) questions are to be answered. Time allowed - 3 Hrs Max Marks '70, Min. Pass Marks' 28	
	iniroduction: Concess blue	
	new concepts of marketing and, Marketing management philosophy.	
	Marketing Analysis: Marketing Environment of	
	and their impacts; Marketing organization and Market segmentation and; Consumer behaviour.	
		1000
	Marketing Research: Meaning, nature, scope, objectives of organization for marketing research, marketing research procedure. Limitations.	p-14m
	Product Decision: Concept of a product: Classification of product: Product line: Product mix: branding, packaging and labeling: Product life types, development of new product.	MA
	Pricing: Importance of pricing: Pricing policy considerations: Factor of affecting price policies, Pricing objectives, Different price policies, strategies, and methods of setting prices.	eput 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	24
	Hall and Amiles	1 1
	Courses Outcomes	

#### 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.)



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

The oburse is designed to acquaint the students with decision making a The source is designed to acquaint the audents wer decade many ac-scheduling control of production and operation functions in both manufactures services: productivity improvements in operations through injour engineering we man management exe. Effective and efficient flow repletationent and control of material management exe. reterence to both manufacturing and services organisations.

#### Course Contenta

5112

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 Hait 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

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



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

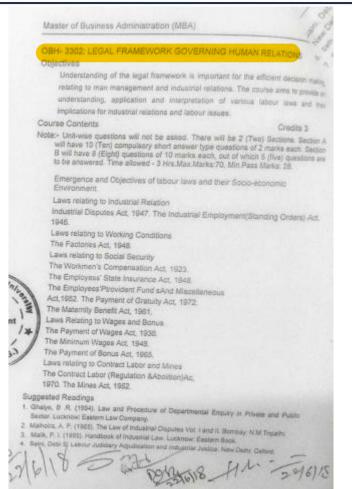
	ORGANISATION BEHAVIOURAND HUMANRESOURCE DEVELOPMENTAREA:
	QBH-3301 TO OBH-3305
08	H-3301 MANAGEMENT OF INDUSTRIAL RELATIONS
	ectives
	Organisational efficiency and performance are intricately interlinked with industrial relations. This course is attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.
Cól	rise Contents
	Credits 3
	E- Unit-wise 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 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. Pass Marks: 28
	Industrial Relations- Meaning, Concept and Evolution, Industrial Relations and The
	Emerging Socio-economic Scenario. Constitutional framework for Industrial Rela-
	tions industrial Relations and the State. Wefare: Industrial Relations & Trade
	Uniona; Trade Union and The Management. Role and Future of Trade Unions
	Discipline, and Grievance Management. , Dispute Resolution &
	CollectiveBargaining. Participative Management and Co-ownership.
	Productive Bargaining and Gain Sharing. Industrial Contict, Industrial Democracy, Industrial Relations and Technological Change. gested Readings Kochan, T.A. & Katz Henry. (1988). Collective Bargaining and Industrial Contect Deptt
Sug	gested Readings
1	Rela-tions (2nd ed.). Homewood, Illinois: Richard D Irish.
2	Mamkootam, K. (1982). Trade Unionism Myth and Reality. New Delhi " Studie Oxford University Press.
5.	Niland, J. R., etc. (1994). The Future of Industrial Relations. New Delhi: Sage.
4.	Papola, T. S., & Rodgers, G. (1992). Labour Institutions and Economic Development in India. Geneva: ILO.
5.	Virmani, B.R. Participative Management vs. Collective Bargaining, New Dehi.
4 T.	Ramaswamy, E. A. The Rayon Spinners The Strategic Management of Industrial Relations. New Delhi: Oxford University Press. Sciney Sviebb, Bestrice. (1981). Industrial Democracy. Melbourne: Lonaman The lag of case and specific references including recent articles with be announced in the class at the time of commencement of the course.

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

## 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

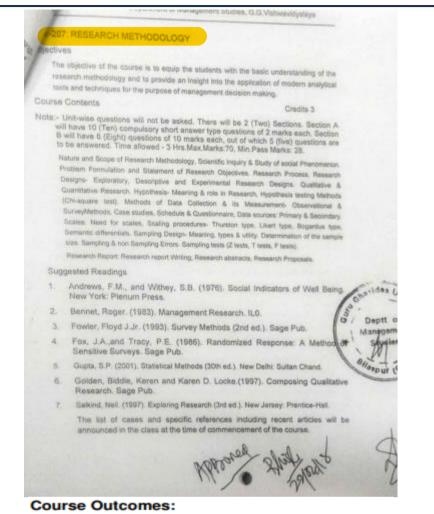
Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria - I (1.1.3)

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



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

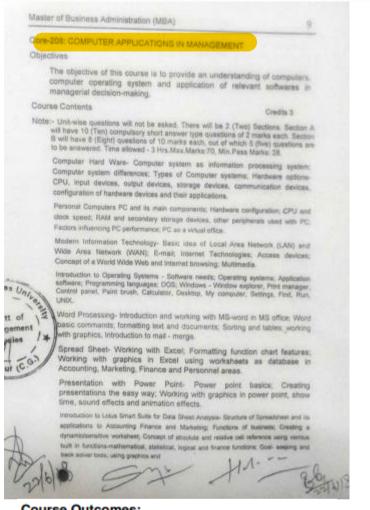


On successful completion of this course, the learner will be able to apply various research tools for carrying out effective research for decisions business.

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



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



#### Course Outcomes:

- 1. Identify various types of Information System for Business
- 2. Understand Information Technology Infrastructure
- 3. Define databases & identify types of Databases
- 4. Apply Information Systems in business
- Learn about E-Commerce & 5. its Applications
- Understand the Process of E-payments 6. Learn emerging trends in Computing Understand the need for Computer Security & Security Mechanisms.

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



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

Department of Management Studies, O.G. Valwavklyataya EDURES DOCUMENTATION & LOG 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, Containerlaation 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. Desai, H.B. (1988). Indian Shipping Perspectives. Dehit Anopam Publication 1.36 St 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

Courses Focus on Employability/Entrepreneurship/Skill Development

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



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

18-3404: INDIA'S FOREIGN TRADE POL	ICY.	
Oblectives.		
	ds is ledia's foreign linds, management	
and policy reliated issues in foreign made		
Course Contents	Credite 2	
Note:- Unit-was questions will not be asked. will have 10 (Ten) compulsoly short anew B will have 8 (Eight) questions of 10 mar to be answered. Time allowed - 3 Hrs.Ma	ver type questions of 2 morks each. Section iss each, out of which 5 (five) questions are	
	Spucture and Equilibrium of India's Balance of	
	ign trass. Directional Pattern Major expon	
	or trank problems and prospetite). Major - ops, Trade Control in India- Foreign Theile	
	and Expert Control Orders, import and Eligent	
Licensing System. Exchange Control in India.	Blanket Permit System. Import Subalitation and	
	Financial and Flacal, Dieterred Payment Bystem	
	Condit Insurance, Infrastructure of support for Commodity Boards/Product Export Development	
	of State Trading Organizations in Foreign Trade	
	nts, and Export and Trading House Schemen	
Multilatoraham and Bilateraliam in India's Intern	ational Business	
Suggested Readings		
<ol> <li>Bhalla,V.K. (2001). International Bus (8th ed.). Delhi: Anmol.</li> </ol>	liness Environment and Management	
. Bhashyam,S. (1968). Export Pro	motion in India. The Institutional	
Infrastructure. Delhi: Commonweatin		1.14
<ol> <li>Khanna, Sri Ram. (1986). Export Ma New Delhi: University of Dathi.</li> </ol>	rketing in India's New Manufacturers.	
Strategies.Dehr: Common wealth Put		
<ol> <li>Nayyar, Deepak. (1976). India's Exp. Cambridge University Press.</li> </ol>	ort and Export Policies in the 1980s.	
The list of cases and specific references includin	g recant articles undresons will be	
innounced in the class at the time of comencern	ant of the	-
ichig	g rocent articles entreports will be ant of the Mark of the	_
	DAW DAY	

### 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.

# गुरू घासीदास विश्वविद्यालय (केन्रीय विश्वविद्यालय अधिनेयम 2009 क्र. 25 के अंतर्गत खामित केन्न्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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

	Department of Management Bludse, O.G.Matwavidyslays
-	
CD	-3304 HUMAN RESOURCE PLANNING AND DEVELOPMENT
City	octives
	The objective of this paper is to develop a conceptual as well as a practical understanding of Human Resource Planning, Deployment and Development in organisations.
	se Contentas Credits 3
	<ul> <li>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 5 will have 8 (Eight) questions of 10 marks each, out of which 6 (Wey questions are be answered. The allowed - 3 Hos Mark Marks 70, Mn. Pass Marks 28.</li> </ul>
	Nacci level Margower Planning and Labour Markel Analysis. Organisational Human Resource Planning, Stock Taking, Work Force, Flow Mapping, Age and Grade Distribution Mapping. Models and Techniques of Manpower Demanst and Supply Vescasting, Behavioural Factions in Human Resource Planning- Wassage Analysis, Insertion, Resployment and Exit Strategies. Catreer Management and Career Planning. Informance Planning, Potentials Appraisal and Career Development. HRD Climate: Julium QWL and Management of Change, TOM and HRD Strategies. HRD in Strategie Upgenations, Human Resource Information System, Human Resource Valuation and cooputing. Competiency mapping and HR Audit.
Sugge	stad Readings
1. A	mur. M. (1991). Career Theory Handbook. Englewood Catt. Prentice Hall Inc.
2. B	elkaoul, A. R., and Belkaoul, J.M. (1995). Human Resource Valuation: A ulde to Strategies and Techniques. Greenwood: Quorum Books.
3. D.	ale, B. (1992). Total Quality and Human Resources: An Executive Guide. dord: Blackwell.
4. G	resnhaus, J. H. (1967). Career Management. New York: Dryden.
6. Ka De	variagh, M. J., etc. (1993). Human Resource Information System: velopment and Applications. Boston: PWS-Kent
7. The Out The list	bey, C., and Salama, G. (1995). Strategic Human Resource nagement Cxford: Blackwell. omson, P.R., and Mabey, C. (1994). Developing Human Resources for Butterworth-Helenemann. of cases and specific references including recent articles will be ed in the class at the time of commencement of course.
	6 N

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

 Analyze the theory and concepts of human resource planning and Development
 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.

# गुरू घासीदास विश्वविद्यालय (केन्द्रीय विश्वविद्यालय अधिन्यम 2008 क्र. 25 के अंतर्गत खापित केन्द्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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

OBH-3305: ORGANISATIONAL CHANG	E AND INTERVENTION STRATES
Objectives	2
The objective of this paper is to prepare facilitators using the knowledge and tech	
Course Contents	Creats 3
	er type questions of 2 marks each. Sector a each, out of which 5 (five) questions are
Organization Change an Overview. Appro	estes to Problem Diagnosis. Some Major
Techniques of Planned Change. Steps in C	D General OD Competencies, OD Skills
Designing Interventions - Interpersonal, Te OD. Ethics of OD Professional: Future of O	um, indergroup and Byeam. Evolution of 2.
Suggested Readings	
<ol> <li>Abad, Ahmad. etc. (1980). Developing Rela-tions. New Delhl: Sri Ram Centre.</li> </ol>	Effective Organization for Industrial
2. De, Nitish: (1568). Alternative Designs of Hu	nan Organizations London: Same
<ol> <li>French, W. H., and Bell, C. H. (1991). Delhi: Prentice Hall of India.</li> </ol>	Organisation Development, New
The list of cases and specific reference announced in the class at the time of com	a including recent articles will be nencement of course.

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



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

Department of Management Studies, G.G. Vanwavidyalaya

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.



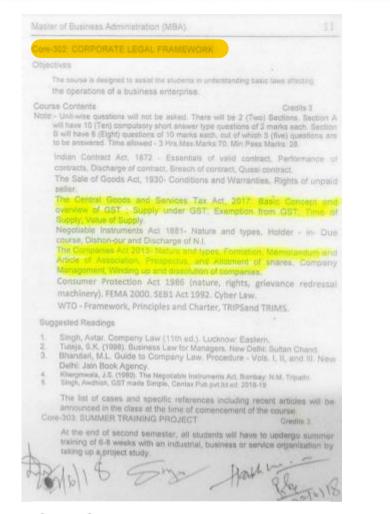
**Course Outcomes:** After the course, the students are expected to have a good knowledge and techniques of throughout the organisational changes and intervention strategies

Criteria - I (1.1.3)

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



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



#### Course Outcomes:

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

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



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

	M-3202 ADVERTISING BALES PROMOTION MANAGEMENT
0	tiocover.
	The purpose of this course is to develop an understanding about concepts, methods and strategies of sales promotion.
0	ourse Contenta Credita 3
214	cts:- Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computing short answer (ppe questions of 2 marks each. Section B will have 8 (Eighd) questions are to be answered. Time allowed - 3 Hrs. Mark Marks: 70, Min. Paas Marks: 28.
	Advertising - Retail, Natural, operative, Political, International, Public Bervice Advertising, Advertising's role is the Marketing process, Legal, Ethical and Social Adpects of Advertising Processe of communication: Two sites flow of communication, Advertising rolpicible esting and market positioning- Degmar Approach, Detormination of Target Audience. Building of Advantiating Programme-Measage, Hosolines, Capy, Lego, Businstein, Appeal layout, Campaign Planning: Media planning: Budgeling, Evaluation - Rationale of Teasing, Opinion and Applicat Tesis, Recognition, Recall, Advertising Organization: Beleticon, Compensation and Appraisal of an Agency, Electronic Media Buying, Advertising Campaign-Advertising Viv Consumer Behaviour, Sales Promotion And Marketing Mix, Nature And Types Of Sales Promotion: Consumer Behaviour And Sales Promotion: Transies Of Promotion; Sales Promotion - Impact On Sales; Evaluation of Sales premotion: Equipments; Strukting Internation - Impact On Sales; Evaluation of Sales premotion Parentics, Sales Promotion - Impact On Sales; Evaluation of Sales Promotion Advertising Viv Consumer Behaviour Sales Promotion of Sales Promotion; Transies Of Promotion; Sales Promotion - Impact On Sales; Evaluation of Sales Promotion Advertising Viv Consumer Behaviour And Sales Promotion Advertising Viv Consumer Behaviour Advertision Of Sales Promotion Advertising Viv Consumer Behaviour Advertision Sales Promotion Advertising Viv Consumer Behaviour Advertision Sales Promotion Advertising Viv Consumer Behaviour Advertision Sales Promotion Advertision Advertision Sales Promotion Advertision Ad
Si	ogested Readings
3	Alleri, and Charas, Dan. Promotion: A Guide to Effective Promotional" Planning, Strategies and Executions. New York: John Wiley.
2	Annael, Henry, (1987). Computer Rehaviour and Manuslavia and Manuslavia
2.	Blattberg, Robert C., and Scott, A. Neslin (1950), Sales: Promotion: Concept, Annopame Methods and Strategies, Englewood Citris, New Jossey: Prantice Hall Inc.
4	Management Chickens: Could Barty
٩.	Strang, Roger A. (1960). The Promotional Plansing Process. New York: Praeger.
5.	Text and Cases. Chicago: Commerce Communication
t.	Utanoff, Stanley M. (1985). Handbook of Sales Promotion. New York: Machine Law
	The last of cases and apecific references including recent articles and aports will be announced in the class at the time of commencement of the courses

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

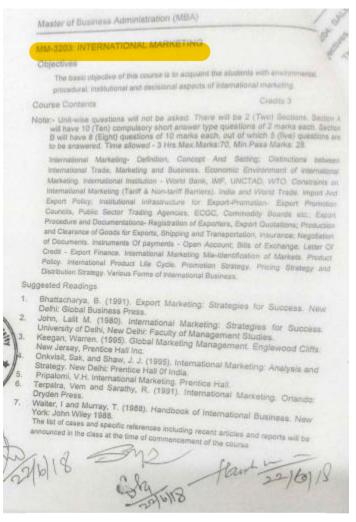
Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria – I (1.1.3)

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



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



Course Outcomes:

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

Develop the students' ability to devise marketing mix for international marketing

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



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

#### 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 (Ten) computercy effort 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 Http://doi.Marks/20, 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 Citite, New Jonue
- 2. Stanton, William J., etc. Management of Sales Force. Chicago: Invia
- Anterson, R. Professional Personal Selling, Engloweed Cilitis, New Jensey: 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 pourse.

#### Course Outcomes:

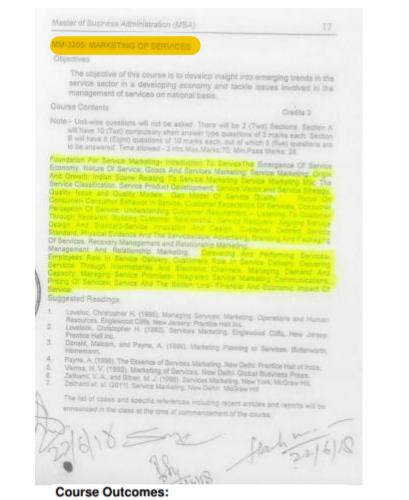
- Students will able to-
- 1. Distinguish importance of services marketing
- in the global economy
- 2. Evaluate, classify, imagine and plan the successful service marketing.

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.)



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



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

# गुरू घासीदास विश्वविद्यालय (केन्रीय विश्वविद्यालय अधिनेयम 2009 क्र. 25 के अंतर्गत खामित केन्न्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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

Credits 3     Note: - Unit-wine quasitions will not be asked. There will be 2 (Two) Steptions: Section A     will have 5 (Tan) computery short answer type quasitions of 2 marks each, such of which 5 (they quasitions are     to be answered. Time allowed - 3 Hrs.Max.Marks.70, Min.Pass Marks; 28.     Multinational Financial Management. An overview. Evolution of the Metmational     Monetary and Financial System. Long-rus Investment Decisions: The Foreign Investment     Decision. Policit: Risk Management. An overview. Evolution of the Metmational     Multinational Financial System. Long-rus Investment Decisions: The Foreign Investment     Decision. Policit: Risk Management. Multinational Capital Budgettip:-Application and     Interpretation. Cost. Capital and Capital Eductive of the Multinational Firm. Dividend     Policy of the Multinational Firm. Taxation of the Multinational Firm. Country Risk Analysis     Long-term Financial     Suggested Readings     Abdullah, F. A. (1987). Financial Management for the Multinational Firm.     Englewood Cliffs, New Jersey: Prentice H Inc.     Shalla, V. K. (2001). International Financial Management (2nd ed.).     New Delhi: Anreal.     Buckley, Adman. (1986). Multinational Financial Management. New Delhi: Open of     Cases (2nd ed.). Mami Florida: Kolb.     Shapiro, Alan C. (1995). Multinational Financial Management. New Delhi: Open of     Prentice Hall of C. (1995). Multinational Financial Management. New Delhi: Open of     Prentice Hall of C. (1995). Multinational Financial Management. New Delhi: Open of     Prentice Hall of India.     V. Sharan, International Financial Management, Prentice Hall of India, 4th     Edition, New Delhi.		Department of Managemoin Guidles, G.G.Withwavityataya
<ul> <li>Baddin to Badding Section 10 (1993). Alternational Management for the Multinational Financial Management for Multinational finance for Multinational Financial Management for Multinational Financi Manageme</li></ul>	1	INTERNATIONAL BUSINESS AREA
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<ul> <li>Clearly and the paper is to give students an overall view of the international functional system and how multihaliense corporations operate.</li> <li>Course Contents Credits Carlos 3</li> <li>New Have 30 (Tan) computatory shart answer type questions of 2 marks such. Section A with have 30 (Tan) computatory shart answer type questions of 2 marks such. Section A with have 30 (Tan) computatory shart answer type questions of 2 marks such. Section A with have 30 (Tan) computatory shart answer type questions of 2 marks such. Section A with have 30 (Tan) computatory shart answer type questions of 2 marks such. Section A with have 30 (Tan) computatory and Financial System. Long-out Investment Debisions: The Porsign Iwestment Debision. Public: Risk Maragement. An overview. Evolution of the International Management An overview. Evolution of the International Multitational Firm. Causing Risk Analysis. Long-out Investment Debisions: The Porsign Iwestment Debision. Public: Risk Maragement Anticontational File Budshing-parkitation and the Multitational Firm. Dividend Portey of the Multitational Firm Causing Risk Analysis. Long-out Investment Debisions: The Multitational Firm Debision for the Multitational Firm. Dividend Portey of the Multitational Firm. Causing Risk Analysis. Long-out Integrational Firm. Causing Risk Analysis. Long-out Integrating I Firm. Causing Risk Analysis. Long-out Integrating I Firm. Causing Risk Analysis.</li> <li>Suggested Readings</li> <li>Addultah, F. A. (1987). Firmencial Management for the Multitational Firm. Dividend Portey of Multitational Firm. Causing Risk Analysis. Long-out Integrational Firm. Causing Risk Analysis. Long-out Integrational Firm. Causing Risk Analysis. Long-out Integration of Cause (2nd ed.). Mark Jense, New York: Prentice Hall Integration of the Multitational Firm. Cause (2nd ed.). Mark Jense, Rose I.</li> <li>Buckley, Adnar (1986). Multitational Firmencial Management. New Debit: Guides Guides Firm. Prantice Hall of India. At a consection of the Cause Analysis. Long-</li></ul>	1	401: INTERNATIONAL FINANCIAL MANAGEMENT
Course Contents     Credits 3       Note- Unit-wise questions will not be asked. There will be 2 (Two) Bections. Section A will have 19 (Ten) computation that answer type questions of 2 marks each. Section 8 be answered. Time allowed - 3 Hra: Max.Marks.70, Min.Pase Marks; 28.       Materian Strategies     Materian Section 20 (Section	Ob	ectives
<ul> <li>Course Contents Credits 3</li> <li>Notic - Unit-wise questions will not be asked, There will be 2 (Two) Bections. Section A will have 10 (Tan) computery start answer type questions of 2 marks such. Section B will have 18 (Eight questions of 10 marks each, out of which 5 they are started to the answered. Time allowed - 3 Hrz.Max.Marks.70, Min.Pass Marks.28.</li> <li>Matinational Freuncial Management. An overview. Evolution of the International Manetary and Financial System. Long-run trivelement Decisions. The Foreign Investment Decision. Politic Risk Management. An overview. Evolution of the International Manetary and Financial System. Long-run trivelement Decisions. The Foreign Investment Decision. Cost. Capital and Capital Structure of the Mallinational Film. Dividend Policy of the Matinational Film. Country Risk Analysis Long-run market free Mallinational Film. Country Risk Analysis Long-run market free Mallinational Film. Country Risk Analysis Long-run Financial.</li> <li>Suggested Readings</li> <li>Abdullah, F. A. (1967). Financial Management for the Multinational Film. Englewood Clifts, New Jersey: Prentice H Inc.</li> <li>Bhalla, V. K. (2001). International Financial Management (2nd ed.). The started of India. Analysis Long-run et al. (2nd ed.). Mark Jersey. Prentice H Inc.</li> <li>Buckley, Adnam (1966). Multinational Financial Management. Cond ed.). The started of India.</li> <li>Shapiro, Alan C. (1995). Multinational Financial Management. New Deth: Graphical Function of India.</li> <li>V. Sharan, Informational Financial Management, Prentice Hall of India, 4th Edition, New Dethil.</li> <li>Shapiro, Alan C. (1995). Multinational Financial Management. New Dethil Graphica (1997). The list of cases and specific references including recent aticides will be announced in the class at the time of commencement of the course.</li> </ul>		The objective of this paper is to give atudents an overall view of the international financial system and how multivational corporations operate.
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<ul> <li>Substational Ferencial Management. An overview. Evolution of the International Numeratory and Financial System: Loop-run trivestment Decisions. The Foreign Investment Decisions. Position Fisck Management, Multinational Capital Budgeting-Application and Interpretation. Cost. Capital and Capital Structure of the Multinational Firm. Decision and Policy of the Multinational Firm. Taxation of the Multinational Firm. Country Risk Analysis Loop-tume Financing.</li> <li>Suggested Readings</li> <li>Abdultah, F. A. (1967). Financial Management for the Multinational Firm. Englewood Cliffs, New Jensey: Prentice H Inc.</li> <li>Bhalla, V. K. (2001). International Financial Management (2nd ed.). Analysis Loop-tume Financial.</li> <li>Buckley, Adman. (1986). Multinational Financial Management (2nd ed.). Analysis Cases (2nd ed.). Marmiller Financial Management. New Dethi: Anamol.</li> <li>Buckley, Adman. (1986). Multinational Financial Management. New Dethi: Anamol.</li> <li>Shapiro, Alan C. (1995). Multinational Financial Management. New Dethi: Analysis Cases (2nd ed.). Marmil Financial Management, Prentice Hall of India, 4th Edition, New Dethi.</li> <li>Shapiro, Alan C. (1995). Multinational Financial Management, New Dethi: Analysis Cases (2nd ed.). Marmilian Financial Management, Prentice Hall of India, 4th Edition, New Dethi.</li> <li>Shapiro, Vindia's External Sector Reforms. New Dethi: OUP. The list of cases and specific references including recent atrices will be announced in the class at the time of commencement of the course.</li> </ul>	Net	- Unit-wise questions will not be asked. There will be 2 (Two): Sections. Section A will have 10 (Tan) computacy shart answer type questions of 2 marks each. Section 8 will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions are to be answered. Time allowed -3 Hirs.Marks. Marks 70. Min Pase Marks 7.
<ol> <li>Abdultah, F. A. (1987). Financial Management for the Multinational Firm. Englewood Cliffs, New Jersey: Prentice H Inc.</li> <li>Bhalla, V. K. (2001). International Financial Management (2nd ed.). Shallar U. New Delhi: Anmol.</li> <li>Buckley, Adnan. (1986). Multinational Finance. New York: Prentice Hall Inc.</li> <li>Buckley, Adnan. (1986). Multinational Finance. New York: Prentice Hall Inc.</li> <li>Shapiro, Alan C. (1995). Multinational Financial Management. New Delhi: One of the Shapiro, Alan C. (1995). Multinational Financial Management. New Delhi: One of the Shapiro, Alan C. (1995). Multinational Financial Management. New Delhi: One of the Shapiro, Alan C. (1995). Multinational Financial Management, New Delhi: One of the Shapiro, Alan C. (1995). Multinational Financial Management, Prentice Hall of India.</li> <li>V. Sharan, International Financial Management, Prentice Hall of India, 4th Edition, New Delhi.</li> <li>Shapan, 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.</li> </ol>		Monetary and Francial Management. An overview. Evolution of the International Monetary and Francial System. Long-run Investment Decisions: The Foreign Investment Decision. Polific Rick Management. Muthational Capital Budgeting-Application and Interpretation. Cost. Capital and Capital Structure of the Muthational Firm. Dividend Policy of the Muthational Firm. Taxation of the Muthational Firm. Dividend
<ol> <li>Bhalla, V. K. (2001). International Financial Management (2nd ed.). Shallar, V. K. (2001). International Financial Management (2nd ed.). Shallar U. New Delhi: Annul.</li> <li>Buckley, Adrian. (1966). Multinational Finance. New York: Prentice Hall Inc. Studies (2nd ed.). Marni Series (2nd ed.). Marni Financial Management. New Delhi: Grassical Card ed.). Marni Financial Kolo.</li> <li>Shapiro, Alan C. (1995). Multinational Financial Management. New Delhi: Grassical Card ed.). Marni Financial Management, Prentice Hall of India. 4th Edition, New Delhi.</li> <li>Sharan, V. India's External Sector Reforms. New Delhi: OUP. The lat of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.</li> </ol>	Sug	gested Readings
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<ul> <li>Cases (2nd ed.). Mlami Florida: Kob.</li> <li>Shapiro, Alan C. (1995). Multinational Financial Management. New Delhi: On the second s</li></ul>	2	Bhalla, V. K. (2001). International Financial Management (2nd ed.). Ghesides U.
<ul> <li>Cases (2nd ed.). Mlami Florida: Kob.</li> <li>Shapiro, Alan C. (1995). Multinational Financial Management. New Dethi: On the prentice Hall of India.</li> <li>V. Sharan, International Financial Management, Prentice Hall of India, 4th Edition, New Dethi.</li> <li>Sharan, V. India's External Sector Reforma. New Dethi: 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.</li> </ul>	2	Buckley, Adrian (1986), Multinational Finance, New York: Prentice Hall Inc. 9 / Deptt of
<ul> <li>C V Sharan, International Financial Management, Prentice Hall of India, 4th Edition, New Dethil.</li> <li>7. Sharan, V. India's External Sector Reforms. New Dethil: 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.</li> </ul>	4	Kim, Suk, and Kim, Seung. (1993). Global Corporate Finance: Text and Measgemen Cases (2nd ed.). Miami Florida: Koto.
<ol> <li>Sharan, V. India's External Sector Reforma. 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.</li> </ol>	5.	Shapiro, Alan C. (1995). Multinational Financial Management. New Dehi: Analy C. Prentice Hall of India.
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The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.	7.	Sharan, V. India's External Sector Reforms. New Delhi: OUP.
Aller of a solution		The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.
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#### Course Outcomes:

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

# गुरू घासीदास विश्वविद्यालय (केन्द्रीय विश्वविद्यालय अधिन्यम 2008 क्र. 25 के अंतर्गत खापित केन्द्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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

18 - 3402 : INTERNATIONAL MARKETING	
Chiectives	at in a
	Credits a
The basic objective of this course is to acquaint the elipted procedural, institutional and decisional aspects of interruptio	is with environmental,
Note: Universe constitute will get be using the	cal maneting.
Note:- Unit-wise questions will not be asked. There will be 2 Will have 10 [Ten] computery short answer type questo B will have 5 [Eight] questions of 10 matts each, out of to be answered. Time allowed - 3 Hrs.Mac.Marke.20, Mic	mit of 2 marks each. Section which 5 (five) questions are 1.Fats Marks: 28.
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Policy. Direction and Quantum of India's Gamma land	orld Trade, Import And Export
Production and Cleanance of Goods for Exports. Shipping a Negotiation of Documents. Instructures Of Payments- Open Acc of Codds. Export Exercise	
International Product Life Cycle. Promotion Dirategy: Pricing Bear Various Forms of International Businese. Marketing of Joint Vens	
Suggested Readings	construction of the second
Bhattacharya, B. (1991). Export Marketing: Strate Delhi Global Business Press.	gies for Success. New
Johri, Lalit M. (1980). International Marketing: S University of Delhi: Faculty of Management Studies.	tratégies for Success.
Keegan, Warren, (1995). Global Marketing Manager New Jersey. Prentice Hall Inc.	ment. Englewood Cliffs,
Terpstra, Vern, and Sarathy, R. (1991). Internation Dryden Press,	al Marketing, Orlando:
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# गुरू घासीदास विश्वविद्यालय (केंद्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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

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## गुरू घासीदास विश्वविद्यालय (केन्रीय विश्वविद्यालय अधिनेयम 2009 ज्ञ. 25 के अंतर्गत स्थापित केन्न्रीय विश्ववेद्यातय) कोनी, बिलासपुर - 495009 (छ.ग.)



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

# 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.

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



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

aster of Business Administration (MBA)	13
M-3102 : SECURITY AMALYSIS AND PORTFOLIO MANA/	DEMENT
pjectives	
The objective of this paper is to impart knowledge to stude theory and practice of Security Analysis and portfolio mane	rils regarding the sgement.
Course Contents	Credits 3
Idde:- Unit-wise questions will not be asked. There will be 2 (Tw will have 10 (Ten) computery short entwert type questions of 9 will have 3 (Elippid questions of 10 marks each, out of whild to be enswered. Time allowed - 3 the Max Marks: 70, Min. Page 10 Min. Page 10 (1997) (19	2 marks each. Section
Investment- Return and Risk . Security market. New iss	ue market Listing of
Securities. Market indices. Share valuation, bond ve	Justion. Government
securities. Non securities form of investment. Real estat market.	
Stock Market analysis- Fundamental and Technical Ana theory. Introduction to portfolio management- Portfolio in optimum portfolio. Selection problem, Markowitz portfolio I oriterion(MVC). Portfolio of two risky accurities and three Efficient frontier, the relationship between the unlave portfolio. Sharpe single index model. Capita Asset F Characteristics lines. Factor models, Arbitrage Priot revision. Bond Portfolio Management Strategies. Perform	vestment process. An heory, Mean-variance es securities portfolio; raged and leveraged fricing Model(CAPM); ing Theory, Portfolio
Suggested Readings:-	
<ol> <li>Bhalla, V.K. Investment management: Securities Al Management. New Delhi: S.chand.</li> <li>Fisher, Donald E., and Jordan, Ronald J. Security A Management. New Delhi: PHI.</li> <li>Haugen, Robert H. Modern Investment Theory. Englis Wood Cit 4. Chandra, Prasarina. Investment Management, New Di</li> </ol>	nalysis and Portfolio
The list of cases and specific references including a announced in the dass at the time of commencement of 1	ecent articles will be the course.
A618 5m2 -	Hand 1
Course Outcomes:	
Students will able to –	
1. Understand the	characteristics
of different financi	al assets such
as money market	
bonds, and stocks	
buy and sell thes	
financial markets.	

 Designing and managing the bond as well as equity portfolios in the real word.

## गुरू घासीदास विश्वविद्यालय (केन्नीय विश्वविद्यात्य अधिनियम 2009 ज्ञ. 25 के अंतर्गत खावित केन्नीय विश्वविद्यात्य) कोनी, बिलासपुर - 495009 (छ.ग.)



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

Dbie	ctives	
	The objective of this course is to acquaint the participants with concer- techniques used in Micro Economic Theory and to enable then to a knowledge in business decision-making. Emphasis is given to change noture of business firms in the context of globalization.	
Cou	rse Contenta Credita	5
Note	e- Unit-was questions will not be asked. There will be 2 (Two) Sections. S will have 10 (Ten) compulsory abort answer type quasilians of 2 marks each B will have 5 (Eight) quasilons of 10 marks each, out of which 5 (Rve) ques to be answered. Time allowed - 3 His. Max. Marks: 70, Min. Pass Marks: 28.	ection A
	Concepts And Techniques, Nature And Scope Of Managerial Economics. Fund Economic Concepts. Demand Analysis Theory Of Demand (Law, Electricity, Fon Unity Analysis- Castinal And Ordinal, Production Function, One & Two Variable marrier. Theory of Cost, Types Of Cost, Cost Output Rela-Itonship, Cost Carve Martual Ebucture, Manopoly, Oligopoly, Monopola-Ite, Pricing Precises- reander pricing. Marce Economic Concepts: Na-floral Income Concepts GO Economics Cycline-Nature, Phases, Theories, Infation-Types, Importance, Role measures.	Hasting). 4, Law of 9. Pricing Dumping, 10. Dumping,
Sug	ogested Readings	Ally #
٩.,	Esumel, William J. Economic Theory and Operations Analysis. Prentice Here	5-1
	Chopra, O.P. Managerial Economics. Tata - MC Graw Hill.	5 5 5
	Dean, Joel Managerial Economics. New Dalhi: Prentice Hall.	
E.	Adhikary, M. Business Economics, New Deihi: Excel Books,	C - C
	Mehta, P.L. Managerial Economica. Himalaya Publishing House.	1300
£.,	Dwivedi, D.N. Managerial Economics, PHI.	
	The list of cases and specific references including recent articles announced in the class at the time of commencement of the course.	will be
	ANDWER SELENCE	A

#### Course Outcomes:

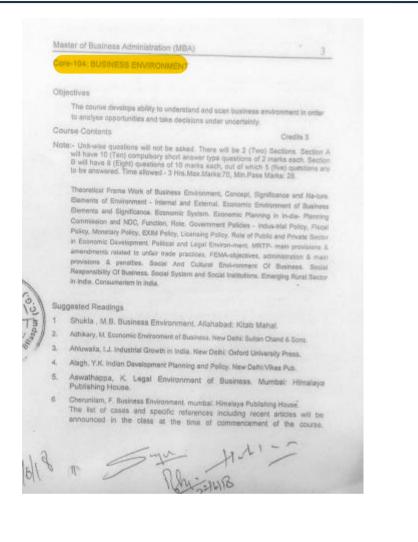
On successful completion of this course, the students are expected to will be able to -

- 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

## गुरू घासीदास विश्वविद्यालय (केटीय विश्वविद्यात्य अधिन्यम 2009 ज्ञ. 25 के अंतर्गत त्यापित केट्रीय विश्वविद्यात्य) कोनी, बिलासपुर - 495009 (छ.ग.)



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



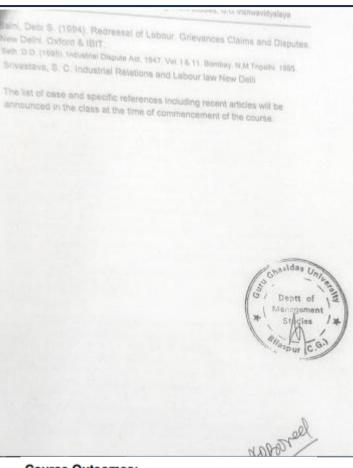
Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria - I (1.1.3)

## गुरू घासीदास विश्वविद्यालय (केन्रीय विश्वविद्यालय अधिनेयम 2009 ज्ञ. 25 के अंतर्गत रचापित केन्न्रीय विश्ववेद्यातय) कोनी, बिलासपुर - 495009 (छ.ग.)



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



#### 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.

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



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

	or of Business Administration (MBA) 19
Dbje	3303 MANAGEMENT TRAINING AND DEVELOPMENT
	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.
Cau Note	the Contents Credits 3 - Unit-wate 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 to be answered. Time allowed 3 Fire Mark Mark Mark Mark Mark Mark The allowed 3 Fire Mark Mark Mark Mark Mark Mark Mark Mark
	Training Process- an Overview, Role, Responsibilities and Challenges to Training Managers, Organization and Management of Training Punction, Training Assessment and Action Research Instructional Objectives and Lesson Planning, Lesining Process, Training Clenate and Pedagogy, Developing Training Modulas, Training Aide, Training Communication, Training Evaluation, Training Aide, Training Communication, Training Evaluation, Training and Development to India.
Sug	gestod Readings
1	Beunet, Roger ed. (1988) 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.	Ree, L (1986). How to Massure Training Effectiveness. Alderahot: Gower.
6.	Reld, M.A., etc. (1992). Training Interventions: Managing Employee 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.

**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

Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria – I (1.1.3)



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

SEMESTER	: - IV
Core -401: STRATEGIC MANAGEMENT	
OD(RESIVES	
The objective of this course is to develop processes and their impact on a firm.	p understanding about strategic
Course Contenta	Credits 3
cole:- Unit-wise questions will not be asked. The will have 10 (Yen) computery short answer to B will have 8 (Eight) questions of 10 marks & to be answered. Time allowed - 3 Him Max Ma	ach, out of which 5 (five) questions are
Business policy- An introduction Overview of SM- meaning & definition of strate Process of Strategic menagement. Role of strategics in Strategic management.	
Strangic Intern -vision, mosion, goal & object Environment appraisal- sectors of scanning, n Organisational appraisal, Strategic advantage Corporate level strategiese grind strategies, gies, retrenchment strategies, grind strategies, guiness tevel strategies, factors for business Strategic analysis, aubjective factors in strategi Strategic analysis, subjective factors in strategi Strategic analysis, subjective factors in strategic Strategic analysis, subjective factors in strategic	method and techniques of Escanning, ysis,methods and techniques of profile, stability strategies, expansion strate- strategies, vel strategic analysis, business level jo choice, nutrion, Proceedural implementation,
Imple-mentation. Strategy evaluation and control- Evaluation te	mentation. Functional and operational
Suggested Reading 1. Area01, H ligor. (1954). Implanting Strategic I Jersey Prentice Hall Inc. 2. Buthingia, S. B., and Ahneya, M. B. (1956). C Dath: Tata McGraw Hill. 2. Christenaet, C. R. 40(1957). Ilusiness Pol Illinios: Richard D Invin. 4. Hums, G., and Pränklad, C. K. (1994). Compet	Management. Englewood Cliffs, New + M Cases in Strategic Management. New Noy Cases (5 <sup>n</sup> willion). Homewood,
School Press. 5. Chakraverty , S. K. (1993). Managerial Transfe	ormation Through Values. New Delhi:
<ol> <li>Saga.</li> <li>Saya.</li> <li>Savid, Fred. (1967). Strategic Management (7 sey: Prendoo Hall Inc.</li> <li>Drucker, Peter F. (1982). The Changing work Books.</li> <li>CP-402. PROJECT REPORT</li> </ol>	and the second
The final project will be evoluated at the end of the enternal examiners. This would be equivalent to it	a fourth estimates by the internal and the marks of two pages

#### 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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about the concept of ent management of Credits 3 ( Sections, Section A markie section Section A for the section are Aarks: 28
about the concept of ent management of Gredits 3 (Sections, Section A marks each, Section S(Me) questions are Janes 28.
about the concept of ent management of Gredits 3 (Sections, Section A marks each, Section S(Me) questions are Janes 28.
Credits 3 Sectional Section A marks each Sectors 5 (five) questions are Janks: 25
Credits 3 Sectional Section A marks each Sectors 5 (five) questions are Janks: 25
Credits 3 Sectional Section A marks each Sectors 5 (five) questions are Janks: 25
Credits 3 Sectional Section A marks each Sectors 5 (five) questions are Janks: 25
Sectional Section A marks each. Section 5 (five) questions are Aarks: 26.
5 (five) questions are Aarks: 26
Janagement Control
M.
rganization. lanning and and Control and ng. ibidly Accounting: Massurement of ural aspects of uence; Human ase Studies on
ems, 8 <sup>to</sup> ed.
the top

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



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

	Department of Management Br	
1	1-3102 MANAGEMENT OF FINANCIAL INSTITU	TIOND
2	(activas)	the state of the s
	The objective of this course is to discuss problems of financial institutions including a deb the leading financial institution is India.	the study of the working of
	une Corcente	Credits 3
	to:- Unit-wise quantities will not be asked. There will be will have 10 (Taciporepulsory whert answer type qued is will have 6 (Eight) quasiliana of 10 marks each, out to be answerd. Three allowed - 3 Hrs.Max.Marks.70, 5	of which 5 (five) questions are
	The Role and Importance of Financial Institutional Evaluation United States of Financial Institutions, Interest rate and	
	System, Yard Curve: Fisk and Inflation, Liquidity and ph	
	Banking Law and Regulation. Provision of RBIs Operation	
	issurantia Companies. Thrift Institution: Development Naring in industrial Financial in Indie, Financial Plat Vonting and Organization of Officent Financial Institute UC. Million Funds. Vonembers/Appetts of Financial Institu-	nning of Financial Institutions
1	ignated Readings	1011
	Bhalla, V.K. (1998). Indian Finanial System. New Dehi:	
	Dougall, Herbert E., and Gaumnitz. Capital I Englewood Cliffs, New Jansey: PHL	Markets and Institutions
	Hempel, George H., and Yciwiz, Jass B. P. Financial Institu-tions. Englewood Cliffs, New Jars	inancial Management of
	Kane, Joseph A. Development Banking. Toronto: (	exisien too hooks
	Pose, Peter B., and Ecoper, Dunald. Financial Institutions. Q	Wartin: Inein Dischera
	V), Madhu. Management of Financial Institution in India.	Name dallin format
	lingle, L.M. Financial Institutions and Markets. TM	and and product
	The list of cases and specific references including neo announced in the class at the time of commencement	and a statut of a second
	R	Provendente
		W.
		1000

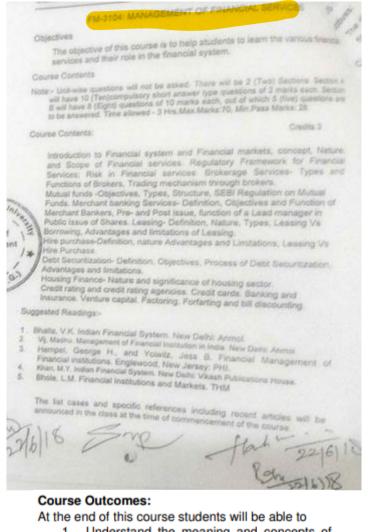
At the end of the Course, Student will be able to:

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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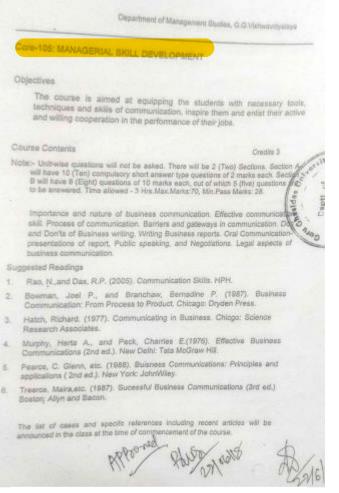


#### Understand the meaning and concepts of financial markets and financial system.

 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



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

	A desimilatration (MBA)	E.
	Master of Business Administration (MBA)	8.
	Core-105: INDIAN ETHOS AND VALUES	7 2
	Core- Investment of the second	
	Objectives The objective of this paper is to provide an understanding of basic to values and ethos and their significance in management. Values and ethos and their significance in management. Croots	
	Course Contents	and an a
( the line / + )	Course Contents Note:- Unit-wise questions will not be asked. There will be 2 (Two) Sections is with have 8 (Eight) computery short answer type questions of 2 marks each with have 8 (Eight) questions of 10 marks each, out of which 3 (five) quest by where 8 (Eight) questions of 10 marks each, out of which 5 (five) quest is be answered. Time allowed - 3 Hin Max Marks:70, Min Pase Marks: 24 Model of Management in the Indian Socio-Political Environment Work Etnos Heritage is Production and Consumption Indian Insight mit TOM Pe Relating to Stress in Corporate Management, Education, Relevance of Val Itanagement, Need for Values in Management, Education, Relevance of Val Managers, Holktic Approach for Managers in Decesion Maning Secure V Spinitual Values in Management, Personal Growth and Lessons from Ancient Is Environment Values.	i Indian ablems Ethics ues in es for itraca
5	Suggested Readings	
1 2 3. 4.	Management. New Age. Sharma, Subhash. (2001). Arrows of Time: From the Black holes to th Nirvana Point. New Age.	ind Ne
5	Chakraboty, S.K. (1998). Foundations of Managerial Work- Contributions from Indian Thought. New Delhi: Himataya Publishing House.	
	Management Effectiveness and Quality of Work-life - Indian Insights (1987). New Delhi: Tata McGraw Hill Publishing Company.	
7. 1 8. 0 N	Drucker, P. (1983). Managing in Turbulent Times. London: Pan Books. Gandhi, M.K. (1972). The Story of My Experiment with Truth. Atmodabad Navivan Puplishing House. Shukla, M.S. Indian Ethos & Values. Himalaya Publishing House.	
The list o	of cases and specific references including recent articles will beamsourced in the	
C	Sur Brane HA-	

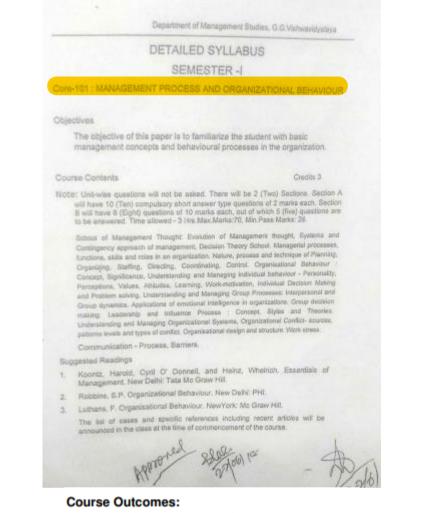
#### Course Outcomes:

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.
- 2. Practice value based management and ethical norms in business.



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



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.

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

 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.



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

	Muster of Business Administration (MINOV Core-102 : QUANTITATIVE METHODS
	Objectives The objective of the course is to make the students familiar with some basic, statistical and linear programming techniques. The main focus basic, statistical and linear programming techniques. The main focus basic, statistical and linear programming techniques. Creatis 3
	Contact Contact Contact Contact Contact
	Course Contents Note:- Unlivere questions will not be asked. There will be 2 (196) sections account a section of will have 5 (Tap) computancy shart answer (upe questions of 2 maris each. Section will have 5 (Eight) questions of 10 marise each, out of which 5 (five) questions are a will have 5 (Eight) questions of 10 marise each, out of which 5 (five) questions are a will have 5 (Eight) questions of 10 marise each, out of which 5 (five) questions are a will be answered. Time allowed - 3 him. Max Marker 28, to be answered. Time allowed - 3 him. Max Marker 29, Marker 20, Marker 20, and their managarial applications of Functions. Some special Functions: A P & G.P. and their managarial application. Matrices: Marker Champ and 8 their applications. A requercy Disvibution and Their analysis. Probability Theory and 8 their applications. Requercy Disvibution and Their analysis. Probability Theory and 8 repeated by Distributions. Binomial, Poisson, Normal and Exponential Correlation and Regression Analysis. Time Series Analysis and Forecasting. Linear Programming - Basic Concepts, Model Formulation, Solution Methods, Duality Introduction to some Basic Question Methods Package.
	Successfed Readings
	Chasha, N.K. (1996). Statistics for Behavioral and Social Scientists. New Delhi: Reliance Publishing House.
2	Oupla, S.P., and Gupta, M.P. (1997). Business Statistics. New Delhe Sultan Chand.
3	Kazmier, T. J., and Pohl, N. F. (1988). Basic Statistics for Business and Economics. New York: McGraw Hill.
4.	Kelvin, Richard I., and Rubin David, S. (1995). Statiatics for Management. New Jersey: Prentice Hall Inc.
5.	Dehk Suitan Chand.
8.7.	Sharma, J.K. (2001). Fundamentals of Operations: Research. New Daths: Macmillion 4000 Terry, Sinetch. (1990). Business Statistics by Examples. London: Collier Me Million Publishers.
8.	Shrivestava, Shenoy, and Sharma. (2004). Quantitative Techniques for Stolay
	The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course
	and as the corase

#### 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



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

HIMA	N RESOURCE MANAGEM	ENT	
SPRETVER.			
managing p		Itze students to the various facets of indenstanding of the various policies agement.	
ourse Contents		Credita 3	
will have 10 ( 5 will have 8	(Ten) compulsory short answe	here will be 2 (Two) Sections. Section A r type questions of 2 marks each. Section s each, out of which 5 (Swe) questions are Marks 70, Min.Pase Merks: 28.	
ob-jectives.		Resource Management, Nature, feature, an Resource Management, Corporate ng, HR Policy.	
Succession Role Desc	n Planning, Job Analysis, Ju ription.	ob Enlargement, Job Enrichment and	
	of Manpower Search- Re t, Good Recruitment policy,	ecruitment & Selection, sources of type of tests.	ersity
Types of Per Determinatio	rformance Appraisal and Potentiu on.	ing and Development. Procedure and	ptt of
Grievance	i management.	12	v å
Suggested Rea	idings	lo	200
	pa, K.(1997). Human Res i Tata Mo.GrawHill	source and Personnel Management	1º
	o, & Robbins, S. P. (1994) York: JohnWiley,	Human Resource Management (50	h
1. Dawar, Si	udhir. Human Resource Ma		
New Dah	t Tata Mo-Graw-Hill.	<ol> <li>Personnel Management (2nd ed.)</li> </ol>	).
5. R#6; N., ar	nd Das, P.P. (2002). Cases in I	fuman Resource Management, HPH.	
	of cases and specific refer d in the class at the time of or	ences including recent articles will be ommencement of the course.	6
		Bray Hulf beroragy	

#### **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

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



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

ore	-204: FINANCIAL MANAGEMENT	
)bje	otives.	
	The purpose of this course is to acquaint the students with the bross framework of financial decision-mationg in business unit.	đ
Cau	rse Contents Credits	2
Vote	c- Unit-wave questions will not be asked. There will be 2 (Two) Sections. 5 will have 10 (Two) computacy short answer type questions of 2 marks each 8 will have a (Eight) questions of 10 marks each to out of which 5 (Ive) costs to be enswered. Time allowed - 3 Hrs. Marks 70, Min. Pass Marks: 28	E Section
	Aims and objectives of Financial Management, Financial plann financial forecasting, Finance function,	ing and
	Time value of money, investment Decisions- Significance of capital budgeting of types of capital excenditure projects, Techniques of Capital Budgeting.	Secisions,
	Instruments of Long Term Finance; Cost of different sources of Lor Capital, Weighted Average Cost of Capital.	ng Tienm
1	Operating and Financial Leverage. Capital structure decisions, structure theories and optimum capital structure.	Capital
	Management of working capital - Cash, Receivables and Ir Management, Internal Financing and Dividend Policies- Types of D Dividend Theories, Bonus shares,	
1	Financing the Infrastructure: Basic Issues	
Sug	Igested Readings	
1.	Home, Van, and James, C. (1997). Financial Management and Poli ed.). New Deth: Prentice Hall of India.	ay (10th
2.	Hampton, John. (1997). Financial Decision Making. Englewood Cill Jersey: Prantice Hall Inc.	ffa, New
54 5	Pandey, I.M. Financial Management. New Dehi: Vikas Publishing. Breatey, Richard A., and Myere, Stewart C. Principles of Corporate (V <sup>III</sup> ed.). New Dehi: Mc Graw Hill Sharan, V. Fundamentals of Financial Menagement. Pearson Educator	
	The list of cases and specific references including recent articles will be announced in the class at the tinte of commencement of the course.	
	B Son HAT	



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

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.



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

	SEMESTER-III
	Core-301: DECISION SUPPORT SYSTEMS AND MANAGEMENT
	Core-301: DECISION SUPPORT STSTERS AND INCOMENTATION
	INFORMATION SYSTEM
C	Dijective The objective of this course is to develop the basic understanding of the decision appro
	aystem of the artificial intelligence for business organization.
2	ourse Contents Credits 3 te:- Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section /
0	ec- One-mise questions with not on answer type questions of 2 marks each. Section will have 8 (Eight) questions of 10 marks each, out of which 5 (five) questions and to be answered. Time allowed - 3 Hrs. Max. Marks: 70, Min. Pasa Marks: 28
	Management Information System: Definitions; Basic Concepts Frameworks; Major
	Trends in Technology; Applications of Information Technology
	System & Design: Systems Development initiative: Different
	Methodologies-Life Cycle & Prototype approach, Detailed study on Life Cycle design & implementation; Case Study.
	Managerial Decision Making: Decision making process; Problem solving techniques; How decisions are being supported; Decisions styles; Group decision making; Features of various CBIS.
. 3	Decision Support System: An Overview: Relevance and scope of DSS characteristic and capabilities of DSS; Components of DSS; Classification of DSS; forms of DSS tools: Decision
d	forms of DSS tools, DSS Hentors - specific DSS; Constructing a DSS, Steps in asigning a DSS identification of down
	esigning a DSS identification of decision building of DSMS, building of MBMS - referentiation performance testing.
ÈÀ	stabase management System: Sources of data: Data file environment: Database vironment; Data models relevance of environment; Data
i	wroment, Data models relevance of relational data base design in DSS.
k	del Base Management
n	del Base Management system: types of models function, time, certainty, certainty, risk structure OR models, Dictionment of the structure of the second structure of the secon
H	certainty, risk, structure OR models, Dichotomous model of mind - Semon's model normation system design, simulation technique.
	Generation Management Such
51	Generation Management System: User Interface; Graphics
	1 Imi
	18 The fort
b	10 - 10 00
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	- 1611S

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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