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					
Progr	Programme Name : MBA				
	Academic Year : 2020-21				
List of	List of Courses Focus on Employability/ Entrepreneurship/Skill Development				
Sr. No.	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)

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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

27

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

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

At the end of second semester, all students will have to undergo summer training of 4-6 weeks with an industrial, business or service organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the executive in organizations as approved by the Department from time to time. Each student will be required to submit a project report to the Department from time to time. Each student will be required to submit a project report to the budget be underskane during this period within three weeks of the commencement of the third semester for the purpose of evaluation in the third semester. Confidential reports of the student'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 Information	System 3
	Core-302 Corporate Legal Frame Work	3
7	Core-303 Summer Training Project	3
	Plus Five elective courses	15
	Total Semester Credit	24
1		Credits
1	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

Master of Bu	siness Administration (MBA)	28
1. Financi 2. Marketi	ing	
 Organiz Interna 	ational Behaviour and Human Resource Developr tional Business	nent
The actual Department three areas	electives which are open will be announced by the before the commencement of III semester. Current of electives are open. There will be five courses	tly only the first
Electives. I	hese, courses will be as follows: ctive Courses	Credits
	ctive Courses	Credits
Finance FM-3101	Management Control System	3
FM-3102	Security Analysis and Portfolio Management	
FM-3102	Management of Financial Institutions	3 3 3
EM-3104	Management of Financial Services	3
FM-3105	International Financial Management	3
Marketing	international international international	•
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
Organizatio	nal Behaviour and Human Resource Development	
OBH-3301		
OBH-3302	Management of Industrial Relations Legal Framework Governing Human Relations	3 3
OBH-3303	Management Training and Development	3
OBH-3304	Human Resource Planning & Development	3
OBH-3305	Organizational Change and Intervention Strategies	3
		5
Internationa		
	ernational Financial Management	3
IB-3402 Inte	ernational Marketing	3
	ort Import Procedures, Documentation & Logistics	3
	ia's Foreign Trade Policy	3
IB-3405 GI0	bal Human Resource Management	3
	three elective courses are available in III semest	er and rest two
	e available in IV semester.	
	quired to opt total number of eight courses - Five in third semester udent can opt three courses in third semester from any one partic	

Master of Business Administration (MBA)

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

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

Department of Management Studies, G.G.Vishwavidyalaya

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

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

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

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

next semester.

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

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

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

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

Master of Business Administration (MBA)

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

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

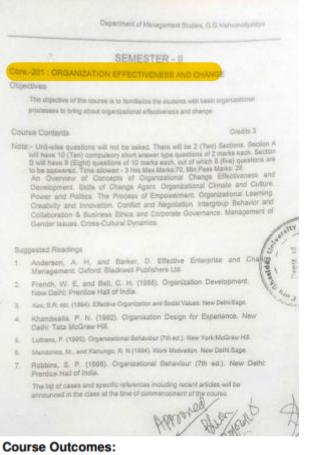
 - (i) Altended at least 75% or lectures delivered,
 (ii) Paid all the fees due,
 (iii) Obtained "No Dues" Certificate, form the Library & the Department,
 (iv) Submitted the field Project Report as prescribed by the Department,
 (v) Received "In-plant Training" as prescribed by the Department and
 (vi)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

Criteria – I (1.1.3)

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

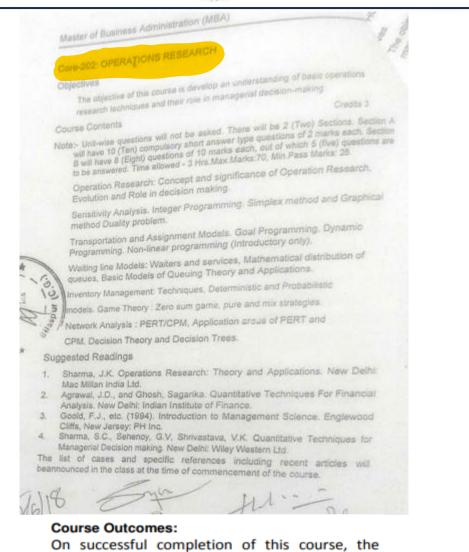
effectiveness of the organization.

Courses Focus on Employability/Entrepreneurship/Skill Development

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

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		-
here	2 ACCOUNTING FOR MANAGERS	
tech	basic purpose of this course is to develop an intright of postulates,principles an riques of accounting and utilisation of financial and accounting information fo ning, decision-making and control.	
ourse C	Contenta Credita 3	
will t B wi	Ni-wise questions will not be asked. There will be 2 (Two) Section. Section / new 10 (Ten) computery short answer type questions of 2 marks each. Section il have 8 (Eight) questions of 10 marks each, out of which 5 (We) questions an amwered. Time allowed - 3 Hirs.Max.Marks;70, Min,Pase Marks; 25.	m
prin Ban Chip Fai A and and But	Includ Accounting- Concept, Importance and Scope. Generally Accepted Accounting- open. Preparation of Financial Statements with special reference to andyres of mediation. Financial Statement of Business income, Inventory Valuation of mediation. Financial Statement Analysis, Funds Flow Analysis, The Statement of Open- ers, Manugement Accounting - Concept, Need, Importance and Scope. Open- curring Records and Processes. Cost Ledger and Control Accounts. Records and Importance Triancest and Cret Accounts. Overhead Cost and Control. A Process Costing, Budget and Budgetary Control. Performance Budgeting. Zero-Bat Spotting, Relevant Costing and costing for Decalor-Matking. Standard Costing en ance Analysis. Manginal Costing and Appropriate Costing.	Constitute Chr.
	ad Readings	
	herey R. N., and Reece, J. E. (1995). Accounting Principles (6h ed.). Homewood, Illind hard D. Iwin	**
24	etiacharya, 5.9C, and Dearden, J. (1996). Accounting for Managament Text and Gases. No Fe Vikas.	EM.
2 796	tger, L. E., and Matulich, Serge. (1990). Financial Accounting. New York: Mo-Graw Hil.	
5.0	generic Is L. and Ramanathan, A. R. (1992). Management Accounting (5th ed.). New Del text Diand.	n:
AD	regiser, Charles, etc. (1994). Principles of Financial and Management muniting Englawood Ciffs, New Jensey: Prentice Hall Inc.	
Có.	edies, Beiverit, etc. (1954). Financial and Managerial Accounting. Boston: Houghton Mill monthy.	lin-
	Madhu (1997) Financial and Management Accounting. New Debt: Annol Publications.	
a 86	usta, M.E. Accounting for Managers. New Dehr. Kulyani Publishers.	
The	what of conservation appendic reterences including recent articles will be announced in the data take of commencement of the course.	5

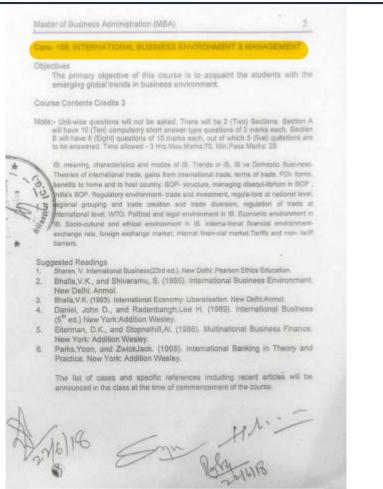
On successful completion of this course, the learner will be able to -

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

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Course Outcomes:

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

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

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Gha-Idas

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Endies

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

Course Outcomes:

- 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.

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MARKETING AREA:

MM-3201 TO MM-3205

CLUT, CONTO

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

Credits 3

Note:- Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computions short answer type questions of 2 marks each. Section B will have 8 (Eight) questions of 10 marks nach, out of which 5 (five) questions are to be answered. Time allowed - 3 Hrs.Max.Maris.70, Min Pass Marks: 28.

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

Suggested Readings

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

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



Course Outcomes:

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

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Corp-205: MAN	Int Bitudies, G. G. Vistowavidysinya
Core-205: MARKETING MANAGEMENT	and a second sec
The objective of this course is to testitate understands maximizing and as applications in decision making under	
marketing and its applications in	up of the conceptual tramework of
	A REALING AND
Note:+ Une-wine museum	Credits 3
Note:- Unit-where questions will not be asked. There will have 10 (Ten) computery short answer type B will have 3 (Eight) questions of 10 marks each to be answered. Tarte allowed - 3 Hrs.Mix/Marks Introduction: Concern M-3	, out of which 5 (five) questions are
Introduction: Concept, Nature, Scope and S new concepts of marketing and, Marketing ma	the state of the s
Marketter and	magement preosopry.
Marketing Analysis: Marketing Environment and their impacts; Marketing organization Consumer behaviour.	: Macro and Micro components and Market segmentation and;
Marketing Research: Meaning, nature, scop	1.1101
marketing research, marketing research proce	t, objectives of organization for the during of the during the dur
Product Decision: Concept of a product; Ol line; Product mix; branding, packaging an development of new product.	assification of product Policius
Pricing: Importance of pricing; Pricing p affecting price policies, Pricing objectiv strategies, and methods of setting prices.	
Distribution Management: Concept of distribution wholesaling and retailing. Management of physical	
Product Promotion. Promotion mix. Advertisil Selling and publicity. Promotion decision.	ng, Sales Promotion, Personal
Suggested Roadings	
1. Kotler, Philip, and Gray, Arm Strong. Principle	es of Marketing.
2. Rama Swamy, VS. and Namakumari S., Mark	eting Management.
 Stanton Williams, J. Fundamentals of Marketi 	ng.
The list of cases and specific references includin mynourbed an the class at the time of commencer	g recent articles will be france of the course of the cour
	However August

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 (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.)

DATICINS MANALEME The oburse is designed to acquaint the students with decision making a The source is designed to acquaint the audents wer decard many scheduling control of production and operation functions in both manufacture services: productively improvements in operations through injour engineering we man management exe. Effective and efficient flow repleciationent and control of material management exe. reterence to both manufacturing and services organisations. Credits 3 Course Contenta 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

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

5112

Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria - I (1.1.3)

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



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	ORGANISATION BEHAVIOURAND HUMANRESOURCE DEVELOPMENTAREA:
_	OBH-3301 TO OBH-3305
0B	H-3301 MANAGEMENT OF INDUSTRIAL RELATIONS
	ectives
	Organisational efficiency and performance are intricately interlinked with
	industrial relations. This course is sitempt to appreciate the conceptual and
	practical aspects of industrial relations at the macro and micro levels.
-	
	Jise Contents Credits 3
Not	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 E 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 Role-
	uona industrial Relations and the State. Weifard: Industrial Relations & Trade
	Unional Trade Union and The Management. Role and Future of Trade Unions
	Discipline, and Grevance Management. , Dispute Resolution &
	CollectiveBargaining. Participative Management and Co-ownership.
	Productive Bargaining and Gain Sharing. Industrial Conflict, Industrial Democracy, Industrial Relations and Technological Change.
Sug	gested Readings Kochan, T.A. & Katz Henry. (1988). Collective Bargaining and Industria
1	Kochan, T.A. & Katz Henry. (1988). Collective Bargaining and Industria Rela-tions (2nd ed.). Homewood, Illinois: Richard D Irish. Managen
2	Mamkootam, K. (1982). Trade Unionism Myth and Reality. New Delhi Studie Oxford University Press.
5.	Niland, J. R., etc. (1984). 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. Partcipative Management vs. Collective Bargaining, New Dehi.
£ 7.	Ramaswamy, E. A. The Rayon Spinners The Strategic Management of Industrial Relations. New Delhi Codord University Press. Sciney Sviebb, Bastrice. (1991). Industrial Democracy. Methourne: Lonsman The lag of case and specific references including recent articles wit 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

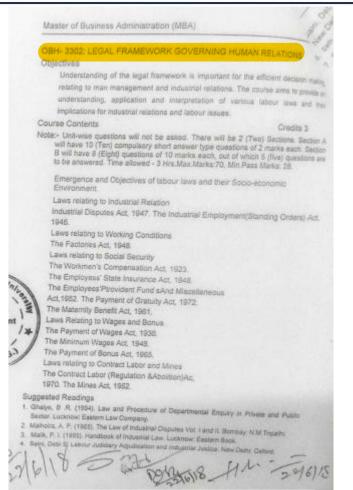
Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria – I (1.1.3)

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



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

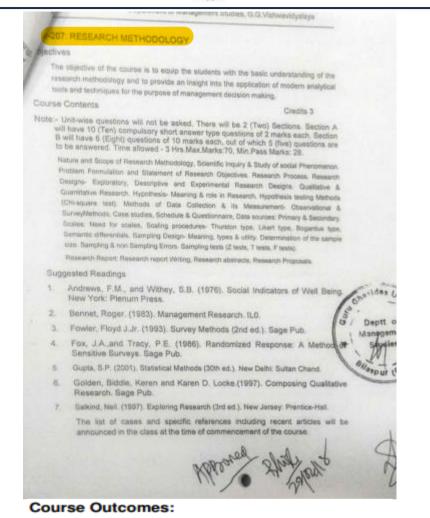
Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria - I (1.1.3)

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



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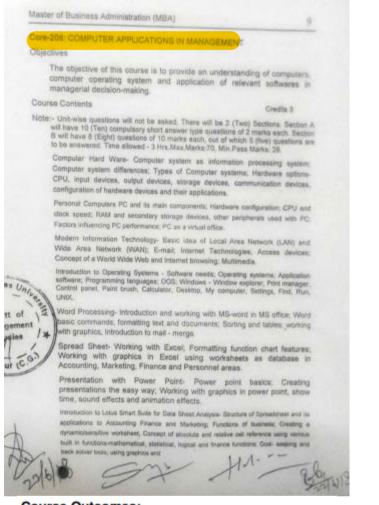


On successful completion of this course, the learner will be able to apply various research tools for carrying out effective research for decisions business.

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Course Outcomes:

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

गुरू घासीदास विश्वविद्यालय (केंद्रीय विस्तविवालय अधिन्यम 2008 क्र. 25 के अंतर्गत स्वापित केंद्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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Department of Management Studies, O.G. Valwavklyataya 03: EXPORT-IMPORT PROCEDURES DOCUMENTATION & LOGIST 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 Carge. 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. Delhi: Anopam Publicatio 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 गुरू घासीदास विश्वविद्यालय (केदीय विश्वविद्यालय अधिन्यम 2009 ज्ञ. 25 के अंतर्गत खामित केदीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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-		and the second states	
18-	3404: INDIA'S FOREIGN TRADE POLICY		
Ob	gecoves		
	To acquent the students with recent trends in india's foreign trade, m and policy retained issues in foreign trade in the global context.	eregenerit	
Co	urse Contents	Crodite 2	
No	Xer- Unit-wase questions will not be asked. There will be 2 (Two) Sections of 2 months will have 10 (Ten) compulsion what answer type quantions of 2 months B will have 8 (Eight) quantitions of 10 marks each; out of which 5 (Five to be answered. Time allowed - 3 Hra. Mac. Marker 70, Min. Page Marks.	ceach Section questions are	
	India's Foreign Trade in the Oxford Context. Structure and Equilibrium of in Paymenta. Recent Transk in India's foreign trade. Directions Pattern commodities-Thrust area commodilies (their transf. Directions and an exceptions Maps legant Commodily Groups, Trade Context in India (Sevelopment and Regulation) Act, Impart and Expert Context Orden, India (Sevelopment and Regulation) Act, Impart and Expert Context Orden, India (Sevelopment and Regulation) Act, Impart and Expert Context Orden, India (Sevelopment and Regulation) Act, Impart and Expert Context Orden, Imp Looning System, Exchange Context in India, Barnett Parmit System Import Expert Promotion Receives Export Insurantize Commodily Bosenia/Protect Exp Automatic Specific Service Institutions, Role of Blase Trading Organizations of Expert Promotion, Seven Institutions, Role of Blase Trading Organizations of Expert Promotion, Seven Institutions, Role of Blase Tading Organizations of Multiportalism and Blasteralian in India's Institutional Reserves.	Major export supertial. Major Foreign Trade and Export Subattukon and Payment Gyatam as of support for of Development of Exercipe Trade	
Sug	ggested Readings		
8	Shalla,V.K. (2001). International Business Environment and (8th ed.). Dehi: Annol.	Managament	
1	Bhashyam,S. (1968). Export Promotion in India: The Infrastructure. Delhi: Commonweath Pub.	Institutional	
3.	Khanna, Sri Ram. (1986). Export Marketing in India's New Ma New Delhi: University of Dathi.	etufacturers.	
4.	Jain, S. K. (1988) Export Performance and Export Strategies.Delhi: Common wealth Pub.	Marketing	
5.	Nayyar, Deepak. (1976). India's Export and Export Policies in Cambridge University Press.	1 the 1960s.	
The	list of cases and specific references including recard articles and reports ounced in the class at the time of comprogram of the	tach ~-	1

Course Outcomes:

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

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	Department of Management Bludies, G.G.Maheavidyalaya
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	Copyedives
	The objective of this paper is to develop a conceptual as well as a practical understanding of Human Resource Planning, Deployment and Development in organizations.
	Curse Contentas Credits 3
	Cte:- Unit-wate questions will not be tasked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computitory short answer type questions of 2 marks each. Section 5 will have 6 (Eight) questions of 10 marks sech, out of which 5 (five) questions are to be answered. Time allowed - 3 Hrs. Mar. Marks 70, Min. Pass Marks 79.
	Macro level Manpower Planning and Labour Market Analysis. Organisational Human Plansurce Planning, Block Taking, Won Force, Flow Mapping, Age and Grade Distribution Mapping, Models and Techniques of Manpower Demand and Supply Forecastly, Behavoural Factors in Human Resource Planning- Wassage Analysis, Planster, Redeployment and Exil Strategies, Caher Management and Caher Planning, Purformance Planning, Potentials Appraisal and Caher Development. HRD Climate, Culture, QM, and Management of Change, TGM and HRD Strategies, HRD in Strategies Organisation, Human Resource Information System, Human Resource Valuation and Accounting, Competition and HR Audi.
54	ggestad Readings
16.	Arthur, M. (1991). Career Theory Handbook. Englewood Catt. Prentice Hall Inc.
2.	Selkaoul, A. R., and Belkaoul, J.M. (1995). Human Resource Valuation: A Guide to Strategies and Techniques. Greenwood: Quorum Books.
3.	Dale, B. (1992). Total Quality and Human Resources: An Executive Guide. Oxford: Blackwell.
4.	Greenhaus, J. H. (1967). Career Management. New York: Dryden.
6,	Kavanagh, M. J., etc. (1993). Human Resource Information System: Development and Applications. Boston: PWS-Kent.
t. The sho	Mabey, C., and Salama, G. (1985). Strategic Human Resource Management Cxford: Blachwell. Thomson, P.R., and Mabey, C. (1984). Developing Human Resources Mon Cadord Butterworth-Heinemann. List of cases and specific references including recent articles will be unoed in the class at the time of commencement of course.
	is N

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

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

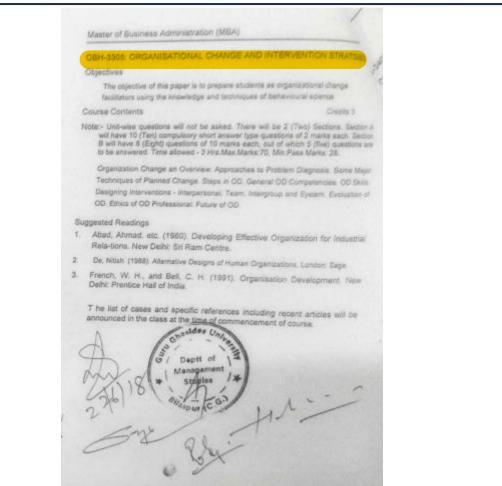
3. Relate and apply models and methods used in forecasting.

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

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Department of Management Studies, G.G. Verwavidyalaya

igested Readings

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



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

Criteria - I (1.1.3)

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Core-362: CORPORATE LEGAL FRAMEWORK	
Objectives	
The source is designed to assist the students in unterstand the operations of a business enterprise.	ing basic laws attecting
Course Contents Note - Unit-wise questions will not be asked. There will be 3 will have 10 (Ten) computisory short antwer type questio B will have 6 (Eight) questions of 10 marks each, out of to be answired. Time allowed - 3 Hrs. Marks 70, MV	ns of 2 marks each. Section which 5 (five) questions are
Indian Contract Act. 1872 - Essentials of valid contracts, Discharge of contract, Breach of contract, & The Sale of Goods Act, 1930- Conditions and Wa seller.	Quissi contract.
The Central Goods and Services Tax Act, 20 overview of GST - Supply under GST Exempl Supply, Value of Supply Negotiable Instruments Act 1881- Nature and 1 course, Olshon-our and Discharge of N.I. The Component Act 2013- Nature and Lyces, Form Article of Association, Protoectus, and Allothe Management, Winding up and duscehanno to domp Consumer Protection Act 1985 (nature, righ machinery), FEMA 2000, SEB1 Act 1992, Cyber I WTO - Framework, Principles and Charter, TRIP Suggested Readings 1. Singh, Avtar, Company Law (110-ad.), Lucknow: 2. Tutinja, S.K. (1980), Business Law for Managem. New	ton from GST Time of hypes. Holder - In- Due tation, Memplandum and int of shares, Company imes ts, grievance redressal law. Sand TRIMS.
 Bhandari, M.L. Guide to Company Law Procedur Dehi: Jain Bock Agency. Khergmista, J.S. (1999). The Negotable Instrumenta Art. Singh, Avidhian, GST made Simple, Centar Pae.pvt.lit.ed. 	e - Vols. I, II, and III. New
The list of cases and specific references include announced in the class at the time of comencemer Core-303, SUMMER TRAINING PROJECT	ng recent articles will be it of the course Gredite 3
	have to updergo summer or service organization by

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.)



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Department of Management Studies, G.O.Vishwashdyelaya VERTISING SALES PROMOTION MANAGEMENT The purpose of this course is to develop an understanding about concepts, mathods and strategies of sales promotion. Course Contents Condits 3 Note: - Unit-wave questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computions short answer type questions of 2 marks each. Section B will have 8 (Eight) questions of 10 marks each, out of which 8 (five) questions are to be answered. Time allowed - 3 Hrs.Max.Marks:70, Min.Pass Marks: 28. Advertising - Retail, Natural, operativo, Political, International, Public Service Advertising Advertising's role in the Marketing process, Legal, Ethical and Social Aspects of Advertising. Process of communication; Two slips llow of communication, Advertising interchile sating and market positioning. Gagmar Approach, Determination of Target Audience. Building of Advartiality Programme-Measage, Headlines, Copy, Logo. Rastration, Appeal layout, Campaign Planning; Media planning; Budgeting, Evaluation -Rationale of Testing: Opinion and Apsilude Tests, Recognition, Recall, Advertising Organization: Belection, Compensation and Appraisal of an Agancy, Electronic Media Buying: Advertising Cempaign-Advertising Vel Consumer Behaviour, Sales Promotion And Marketing Mile, Nature And Types Of Balos Promotion; Consumer Behaviour And Seles Promotion, Theories Of Promotion; Sales Promotion - Impact On Sales; Evaluation Of Sales promotion Experiments; Strategic Issues in Designing Promotional Strategies; Bulletantive Finding Anti Issues On Coupana. Suggested Readings 1. Allori, and Charas, Dan. Promotion: A Guide to Effective Promotion Ghasldes Planning, Strategies and Executions. New York: John Wiley. 2. Assael, Harry (1987). Consumer Behaviour and Markeling Action. Boster: Kant Strategies and Benthold Strategies and Strategi Planning, Strategies and Executions, New York: John Wiley Deptt o Methods and Strategies, Englewood Criffs, New Jersey: Prantice Hall Inc. Schaltz, Don E., and William, A Robinson. (1982). Sales promotion Management. Chicego: Cnain Books. Stung, Roger A. (1960). The Promotional Planning Process. New York: Pranger. 2. Totten, John C., and Block, Martin P. (1987). Analysing Sales Promotion: Text and Gases. Chicago: Commerce Communication. 5. Usenolf, Stanley M. (1985). Handbook of Sales Promotion. New York: McGraw Hill. \mathbf{r} The list of cases and specific references including recent articles and aports will be announced in the class at the time of commencement of the course.

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

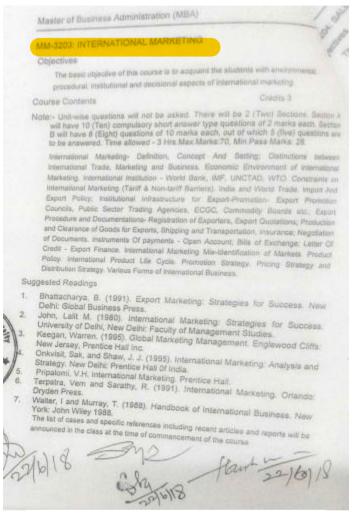
Courses Focus on Employability/Entrepreneurship/Skill Development

Criteria - I (1.1.3)

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Course Outcomes:

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

marketing mix for international marketing

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 Studies, G.O. Vishwavid yearys

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 Cantonte

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

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

Suggested Readings

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

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

Course Outcomes:

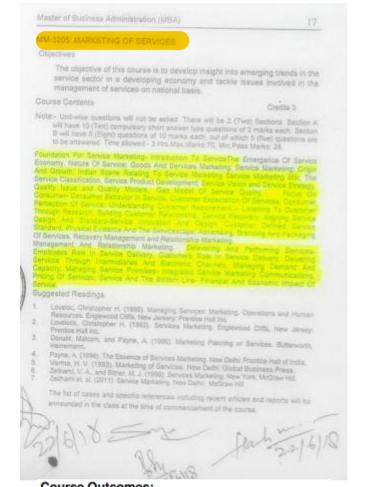
- Students will able to-
- 1. Distinguish importance of services marketing
- in the global economy
- 2. Evaluate, classify, imagine and plan the successful service marketing.

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

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Course Outcomes:

Students will able to-

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

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

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

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)	INTERNATIONAL BUSINESS AREA
1	IB-3401 to IB-3405
	401: INTERNATIONAL FINANCIAL MANAGEMENT
	ectives
	The objective of this paper is to give atudents an overall view of the international financial system and how multivistional corporations operate.
Cou	ree Contenta Gredita 3
Net	- Unit-wise questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Tan) computery 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. Alex Marks 70. Min Pass Marks 20.
	Multinational Financial Management: An overview. Evolution of the International Munitary and Financial System. Long-run Investment Decisions, The Foreign Sweetment Decision. Politic: Risk Management, Multinational Capital Budgeting-Application and Interpretations. Cost: Capital and Capital Structure of the Multinational Firm, Dividend Policy of the Multinational Firm, Taxation of the Multinational Firm, Country Risk Analysis Long-term Financing.
Sug	gested Readings
10	Abdullah, F. A. (1987). Financial Management for the Multinational Firm. Englewood Cliffs, New Jersey: Prentice H Inc.
2.	Englewood Cliffe, New Jensey: Prentice H Inc. Shalla, V. K. (2001). International Financial Management (2nd ed.). Buckley, Adnam (1996). Mutinational Finance. New York: Prentice Hall Inc. Kim, Suk, and Kim, Seung. (1993). Global Concerna Elements V. L. Measement
3	Buckley, Adman. (1986). Multinational Finance. New York: Prentice Hall Inc.
1	Cases (2nd ed.). Miami Florida: Kolb. Studies - Mande - Text and Studies
5.	Shapiro, Alan C. (1995). Multinational Financial Management. New Delhi englishing C. A. Prentice Hall of India.
R.,	V. Sharan, International Financial Management, Prentice Hall of India, 4th Edition, New Dethi.
7. () 	Sharan, V. India's External Sector Reforms. New Delhi: OUP.
	The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.

urse Outcomes:

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

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-140	ter of Business Administration (MBA)	2
18 -	1402 INTERNATIONAL MARKETING	
	ictives	Credits 3
	The basic objective of this course is to acquaint the student	
	procedural, institutional and decisional aspects of internatio	is with international
	 Unit-wise questions will not be asked. There will be will here 10 (Ten) computery short answer type question B will have 8 (Eight) questions of 10 marks each, cut of to be answered. Time allowed - 3 Hrs. Mark Marks 70, Mix 	2 (Two) Sections. Section ms of 2 marks each. Section
	International Marketing, Gelonion, Concept and Betting Dis Trade, Marketing and Business, Economic Environment Internanzual Vestilation, Vedd Barer, Narf, URCTAD, Gar mathetis, Pres Trade Zones, Economic Communities, Constant Facal and Nor-facad Barriser, Non- sett Barriers, Trade Agreements, Concensoldy Agreements and GBP india and NP Policy, Direction and Quarthan al Volkis Econom, method promotion, Excort Providen Counsils, Pratic Sector Tradeg Barante etc. Procedure and Documents Reports Shipping a Negotiation of Charanse of Goods (Private Sector Tradeg Restrict etc. Procedure and Documents Reports, Shipping a Negotiation of Counsels, Instruments Of Provinces, Open Aco of Credit-Expert Finance, International Neurology Pricing Sec Various Forms of Instruments Business, Marketing of Justi Vani	brothers between Hermations (of Hermational Westions) 17. Guetome Union, Commo teo on International Meetening (9. Partners - Blateral Trad old Trade, import And Esperi met Privatanture for Export Agencies, ECOC Commonth Depringen, ECOC Commonth Depringen, ECOC Commonth Transportation, impurso activity, Biol Eschange, Lense Dim of Marenta, Product Porcy,
ugge	ested Readings	
	Bhattacharya, B. (1991). Export Marketing: Strate Delhi: Global Business Press.	gies for Success. New
1:	Nohrl, Lalit M. (1980) International Marketing: S Iniversity of Delhi: Faculty of Management Studies.	itratègies for Success.
1	Geogan, Warren. (1995). Global Marketing Manago New Jersey: Prentice Hall Inc.	ment Englewood Cliffs,
T	erpstra, Vern, and Sarathy, R. (1991). Internation Inyden Press,	al Marketing, Orlando:
Y	Valler, I., and Murray, T. (1986). Handbook of Inter ork: John Wiley.	national Business. New
T	he list of cases and specific references including rotant a mounced in the class at the time of comencement of the G/18	indicates and reports will be course.

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Course Outcomes:

Students will able to-

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

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aster of Business Administration (MBA)	13
M-3102 : SECURITY ANALYSIS AND PORTFOLIO M	ANAGEMENT
3bjectives	
The objective of this paper is to impart knowledge to a theory and practice of Security Analysis and portfolio	students regarding the management.
Course Contents	Credits 3
Note:- Unit-wise questions will not be asked. There will be a will have 10 (Ten) computery short enswer type questio 8 will have 5 (Epst) questions of 10 marks each, out of 10 be enswered. Time allowed - 3 Hrs. Mark.Marks170, Mb	ins of 2 marks each. Section
Investment- Return and Risk . Security market, Ne	w insue markes. Listing of
Securities. Market indices. Share valuation, bon	nd valuation. Government
securities. Non securities form of investment, Real market.	estate Investment, Money
Stock Market analysis- Fundamental and Technica theory. Introduction to portfolio management- Portfo	I Analysis. Efficient Market
optimum portfolio. Selection problem, Markowitz port	folio theory. Meanwadance
criterion(MVC). Portfolio of two risky accurities and	d three securities portfolio:
Efficient frontier, the relationship between the un	nleveraged and leveraged
portfolio. Sharpe single index model. Capital As Characteristics lines. Factor models; Arbitrage	set Pricing Model(GAPM);
revision. Bond Portfolio Management Strategies. Per	Pricing Theory, Portfolio
Suggested Readings:-	
 Bhalla, V.K. Investment management: Securitis Management. New Delhi: S.chand. Fisher, Donald E., and Jordan, Ronald J. Secu Management. New Delhi: PHI. Haugen, Robert H. Modem Investment Theory. Engle We Chandra, Prasanna. Investment Management. Net Chandra, Prasanna. 	rRy Analysis and Portfolio os Cill, New Jersey, PHI, ew Delhi, TMH,
The list of cases and specific references inclus announced in the class at the time of commenceme Albert State Sta	And recent articles will be not the course.
•()	2371118
Course Outcomes:	
Students will able to –	
 Understand the 	e characteristics
of different fina	incial assets such
	ket instruments,
bonds, and sto	cks, and how to
buy and sell t	hese assets in
financial markets	
2. Designing and	managing the
bond as well as e	
bond as well as e	equity portionos

in the real word.

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	- 103; MANAGERIAL ECONOMICS	
Deje	ctives	
	The objective of this course is to acquaint the participant techniques used in Micro Economic Theory and to enable knowledge in business decision-making. Emphasis is give nature of business firms in the context of globalization.	
	rse Contonte	Credits 3
Note	c. Unit-leave questions will not be seked. There will be 2 (Two will have 10 (Terl) computery short arrawer type questions of B will have 8 (Eight) questions of 10 marks seek, out of which to be answered. Time allowed - 3 Hrs. Max.Marks.70, Min.Pass.	2 marks each. Section
	Concepts And Techniques, Nature And Scope Of Managerial Ec Economic Concepts, Demand Analysis Theory Of Demand (Law, Utility Analysis- Castinal And Ontinut, Production Function, One A muums, Theory of Cast, Types Of Cast, Cast Culput Reteritonsh Narkat Structure, Manapoli, Oligopoly, Manapolis-Ic, Prid transfer scieng, Macro Economic Concepts-Na-tional Income Economic Cycliss-Nature, Phases, Theories, Inflation-Types, Im mecoures.	Elesticity, Forecasting), 5 Two Variables, Law of 49, Cost Curves, Pricing ng Practices-Dumping, Costours, COB, output
Sug	opested Readings	sitty x
٩.	Baumel, William J. Economic Theory and Operations Analysis	Prentice Hand
2.	Chopra, O.P. Managerial Economics. Tata - MC Graw H	-10 02/ 01
2	Dean, Joel Managerial Economics. New Delhi: Prentice	
4	Adhikary, M. Business Economics. New Delhi: Excel Bo	ooks E
50	Mehta, P.L. Managerial Economics. Himalaya Publishin	
£.,	Dwivedi, D.N. Managerial Economics, PHI.	
	The list of cases and specific references including re announced in the class at the time of commencement of th	cent articles will be 9 course.
	APPANed 280011 77401	A

Course Outcomes:

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

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

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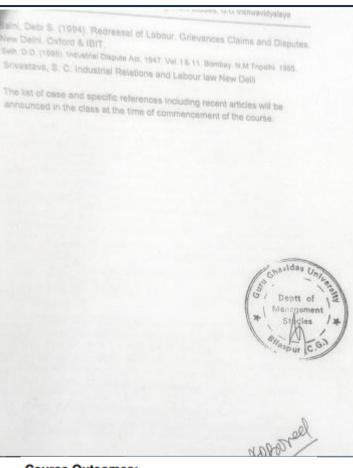
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G	210-104: BUSINESS ENVIRONMENT
0	bjectives
	The course develops ability to understand and scan business environment in order to analyse opportunities and take decisions under uncertainty.
Ci	ourse Contents Credits 3
N	28:- Un8-wave questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computionly short answer type questions of 2 marks each. Section B will have 8 (Eight) questions of 10 marks each. Section are to be answered. Time allowed - 2 Hrs. Max. Marks: 70, Min. Pase Marks: 28.
	Theoretical Finance Work of Business Environment, Gancept, Significance and Na-ture, Bennemis of Environment - internal and External. Economic Environment of Susiness Bernena and Significance. Bioenomic System, Economic Planning in India- Planning Commission and NDC, Function, Rote, Gowmment Policies - Intra-bial Policy, Frank Policy, Moretary Policy, EXM Policy, Loomsing Policy, Role of Publics and Private Sector in Economic Development, Policical and Legal Environment, NRTP- main provisions & amendmente ratated to undue trade procision. FEMA-objectives, administration & main provisions & prositios, Social Culture Environment, Of Business, Social Responsibility Of Business, Social System and Social Institution, Emarging Royal Sector in India. Consumerium in India.
Su	ggested Readings
1	Shukla , M.B. Business Environment, Allahabad; Kitab Mahal
2.	Adhikary, M. Economic Environment of Business. New Debit Sutan Chand & Sons.
1	Ahluwalia, I.J. Industrial Growth in India. New Debi: Oxford University Press.
4	Alagh, Y.K. Indian Development Planning and Policy. New Dahl/Viles Pub.
5.	Aswathappa, K. Legal Environment of Business. Mumbel: Himalaya Publishing House.
8	Cherunilam, F. Business Environment, murtibal: Himalaya Publishing House. The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course.
f	T This HAVE

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Course Outcomes:

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

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

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814	3103 MANAGEMENT TRAINING AND DEVELOPMENT
bje	dives
	The purpose of this paper is to provide an in-depth understanding of the role of training in the HRD, and to enable the course participants to manage the training systems and processes.
laur	the Contents Creates 3 - Unit-wate questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computery short answer type questions of 2 marks each. Section 1 will have 6 (Eight) questions of 10 marks each, out of which 5 (Swill gostions are to be answered. Time allowed. 3 Hirs Mark Market was win.
	Training Process- an Overview, Role, Responsibilities and Challenges to Training Managers, Organization and Management of Training Punction Training Meets Assessment and Action Research. Instructional Objectives and Lesson Planning Losining Process Training Climate and Pedagogy. Developing Training Modulas. Training allert and Society. Training Methods and Techniques, Facilities Planning, Training Alde, Training Communication, Training Evaluation, Training and Development in India.
Sug	gestod Readings
1,	Beunet, Roger ed. (1968). Improving Training Effectiveness. Aldershot: Gower.
2	Buckley, R., & Caple, Jim. (1995). The Theory & Practice of Training. London: Kogari & 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 Measure Training Effectiveness. Aldershot: Gower.
6.	Reld, M.A., etc. (1992). Training Interventions: Aldershot Gower. Development (3rd. ed.). London: IPM.
7.	Senge, P. (1992). The Filth 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.
62/	3118 52 HIL :

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)

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SEMESTE	R - IV
OR -401: STRATEGIC MANAGEMENT	
Tojectives	
The objective of this course is to deve processes and their impact on a firm.	lop understanding about strategic
ourse Contenta	Gredits 3
ote:- Unit-wise questions will not be asked. 7 will have 10 (Ten) compulsory short answe B will have 8 (Eight) questions of 10 marks to be answered. Time allowed - 3 Hrs. Max	r type questions of 2 marks each, section a each, out of which 5 (five) questions are
Business policy- An introduction Overview of SM-meaning & definition of s Process of Strategic management. Role of strategics in Strategic manageme	nt.
Strategic Intent -vision, mesion, goal & b) Environment appraisal- sectors of scannin Organisational appraisal- internal ar organisational appraisal, Strategic advanti Corporate level strategies, gested strategi gios, retrenchment systaligues, Business tweel strategies, tectics for busins Strategic analysis and choice- corporate strategic analysis, subjective factors in stra Strategic analysis, subjective factors in stra Strategic implementation, project implem Strategic implementation, service implementation	g, method and techniques of Escanning, wysis,methods and techniques of ge profile. Is, stability strategies, expansion strate- res strategies. level strategic analysis, business level tegic beloc. mentation, Procedural implementation, 200
imple-mentation. Strategy evaluation and control- Evaluation	15.
 Suggested Raading. Araolfi, H Iger. (1964). Implanting Strateg Jamag: Prentice Heil Inc. Suchings, S. B., and Amreya, M. 8. (1996 Debit: Tata McGraw Hit. Christensen, C. R. etc.(1987). Ilusiness lisitois: Richard D Interin Harnel, G., and Prahlad, C. K. (1994). Con School Press. 	Policy Cases (5 th edition). Homewood,
 Chakraverty , S. K. (1993). Managerial Tra- Sane. 	
 David, Fred. (1967). Strategic Managemen sey: Plantop Hall Inc. Drucker, Peter F. (1982). The Changing w Books. 	
CP-402: PROJECT REPORT The Inst project will be evaluated at the end of	the facts sensure toghe internal and the marks of the proof.

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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Master of Busine	ss Administration (I	VBAI		
	ELECTI FINANCE ARE	VE COURS	ES FM-3105	1 Solo
FM-3101: MANAG	SEMENT CONTRO	SYSTEM		7
Objectives The objective management public organiz	e of this paper is to t control system as zation	appraise the st well as its role	THE BUILDING IN COMPANY	WARDON IN SEC.
Course Contents			Cred	its 3
will have 10 (To	ustions will not be ask (n) compulsory short a light) questions of 10 r Time allowed - 3 Hrs.	marks each out (of which 5 (five) que	
Management Cor	ntrol- An Overview, Nati	ure. Scope and Co	incept of Managemei	nt Control
	stional Goals; Strategic			
Management C Procedures, Bu Accounting Asy Value for Money Management Co Dost Centre, Pr Divisional Perform Qualitative and Management Co part of Informatic Management Co	htroller in the Organi Central Process- Pro- idgetary control: Ani pects of Control in y, Analysis and Rep- nicol Structure Respiratory real Centre: Inter-Div- nance including Perform Quantitative Investi- antrol- Motivation and process. Introl in Specialized of ublic Service Organic	gramming; Budy stysis of variance cluding Internal orting; Variance onsibility Centre; isional Transfer nance Evaluation, ment Centre; nd Morale; Goa productation; Sei	getary Planning a es. I Audit and Cont Reporting. Responsibility Acp Pricing: Measuren Behavioural aspe II Congruence; H	nd rol and ounting tent of cts of urman
Ruggested Readings				
Anthony, R.N. an Taraporevala, Chi	d Govindrajan V. M. Cago, Invin, 1965.		trol Systems, 8° Zulich n Solution	ea

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

गुरू घासीदास विश्वविद्यालय (केदीय विश्वविद्यालय अधिन्यम 2009 इ. 25 के अंतर्गत खापित केन्द्रीय विश्वविद्यालय) कोनी, बिलासपुर - 495009 (छ.ग.)



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	Department of Management Bus	das, G.G. Vahwavidyabiye
		aller and a second
	1-3102 MANAGEMENT OF FINANCIAL INSTITUT	
24	pecilies.	Complete and the second second second
	The objective of this course is to discuss the problems of financial institutions including a detail the leading financial institution in India.	ting among or see section a
	urse Contente	Credits 3
4	In: Unit-wise questions will not be saked. There will be will have 10 (Tex)computiony short answer type question is will have 8 (Eight) questions of 10 marks each, out o to be answered. Time storwed - 3 Mrs. Mark. Marin. 70, Mill.	f which 5 (five) questions are
	The Role and Importance of Financial Institutions-Evaluate and Lamillass of Financial Institutions, Interest multi Equation, Yant Garrey, Risk and Indiaton, Lapatety and prof Bening Law and Heightalian, Provideon of REIs Operations, Insurance Companies, Thrift Institution, Development & Ensing in Instantial Financing in India, Financial Plans Vening and Opprotection of Offerent Financial Institution U.S. Minist Funds, Mermatorial Appents of Plannical Institution U.S. Minist Funds, Mermatorial Appents of Plannical Institution	ysis; interest rate in Financial fashility of commercial Banks, Credit and Monetary Planning ansa; Riok Of Development rong of Financial institutions of Prinancial institutions of the IPCIDBL, UP
ug	proted Readings	101
	Inula, V.K. (1998). Indian Finanial System. New Debit: A	
	Dougail, Harbert E., and Gaumnitz, Capital M Englewood Cliffs, New Jarsey: PHL	tarkets and institutions off
	Hempel, George H., and Yolwitz, Jess B. Fin Financial Institu-tions. Englewood Clittle, New Jerse	ancial Management of
	Kane, Joseph A. Development Banking, Toronto: Le	mining too books
	Pose, Pater B., and Eraper, Distald. Pinatolal Institutions. On	dario: Inein Discary
	V), Mathu-Management of Financial Institution in India. In	lew dalti: Anmoi
	Bhote, L.M. Pinancial Institutions and Markets. TMII	CO STILL COMPANY
	The list of cases and specific references including rece announced in the class at the time of commencement of	and an added of a second a
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		0

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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The objective of this course is to help students to learn the various 5 Objectives services and their role in the financial system. Noter- Unit-wise quantions will not be attived. There will be 2 (Two) Sections Section a will have 10 (Tenjcompulsory short answer type quantions of 2 marks sach. Section 8 B will have 8 (Eight) quantions of 10 marks mach, out of which 5 (five) quantions are to be answered. Time aboved - 3 Hrs. Max. Marks:70, Min. Pass Marks: 28 Course Contents Credits 3 Course Contents: Introduction to Financial system and Financial markets, concept, Nature, and Scope of Financial services. Regulatory Framework for Financial Services; Risk in Financial services. Brokerage Services- Types and Functions of Brokers, Trading mechanism through brokers. Mutual Knots -Objectives, Types, Structure, SEBI Regulation on Mutual Funds. Merchant banking Services- Definition, Objectives and Function of Merchant Bankers, Pre- and Post Issue, function of a Lead manager in Public Issue of Shares. Leasing- Definition, Nature, Types, Leasing Va Borrowing, Advantages and limitations of Leasing. Hire purchase-Definition, nature Advantages and Limitations, Leasing Vs the Purchase Debt Securitization- Definition, Objectives, Process of Debt Securitization, Advantages and limitations. Advantages and limitations. Housing Finance- Nature and significance of housing sector. Credit rating and credit rating agencies. Credit cards, Banking and Insurance, Venture capital. Factoring, Forfarting and bill discounting. Suggested Readings:-Bhalle, V.K. Indian Financial System. New Delhi: Anmol. Vij, Madhu, Management of Financial Instaution in India. New Delhi: Anmol. Hempel: George H., and Yowitz, Jess B. Financial Management of Financial institutions. Englewood, New Jersey, PHI. Man, M.Y. Indian Financial System. New Delhi: Vikaan Publications House. Bhole, L.M. Financial Institutions and Markets. THM 3. 8. The list cases and specific references including recent articles will be announced in the class at the time of commencement of the course 0 Course Outcomes: At the end of this course students will be able to

- 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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	Department of Management Studies, G.G. Victoriotypalayo
(Core-105: MANAGERIAL SKILL DEVELOPMENT
N	Objectives
	The course is aimed at equipping the students with necessary tools techniques and skills of communication, inspire them and enlist their active and willing cooperation in the performance of their jobs.
1	Course Contenta Credits 3
	Iote:- Unitwelse questions will not be asked. There will be 2 (Two) Sections. Section 4 will have 10 (Ten) computancy short answer type questions of 2 marks each. Section 2 B will have 5 (Eight) questions of 10 marks each, out of which 5 (five) questions for to be answered. Time allowed – 3 Hrs. Mark.Marks:70, Mit.Pass Marks:28.
	Importance and nature of business communication. Effective communication skill. Process of communication. Barriers and gateways in communication. Do and Don'ts of Business writing. Writing Business reports. Oral Communication presentations of report, Public speaking, and Negotiations. Legal aspects of business communication.
SL	iggested Readings
٩.	Rao, N., and Das, R.P. (2005). Communication Skills. HPH.
2	Bowman, Joel P., and Branchaw, Bernadine P. (1987). Business Communication: From Process to Product. Chicago: Dryden Press.
3.	Hatch, Richard, (1977). Communicating in Business. Chicgo: Science Research Associates.
4	Murphy, Herta A., and Peck, Charries E.(1976). Effective Business Communications (2nd ed.). New Dehl: Tate MoGraw HW.
ŝ	Pearce, C. Gienn, etc. (1988). Buisness Communications: Principles and applications (2nd ed.). New York: JohnWiley.
	Treeros, Maira,etc. (1987). Sucessful Business Communications (3rd ed.) Boston; Allyn and Bacon.
	The list of cases and specific references including recent articles will be announced in the class at the time of commencement of the course. $\frac{1}{10000000000000000000000000000000000$

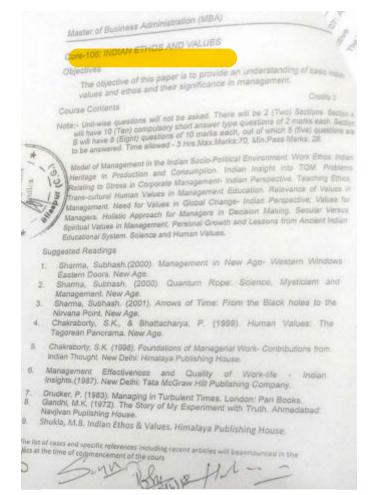
Course Outcomes:

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

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Course Outcomes:

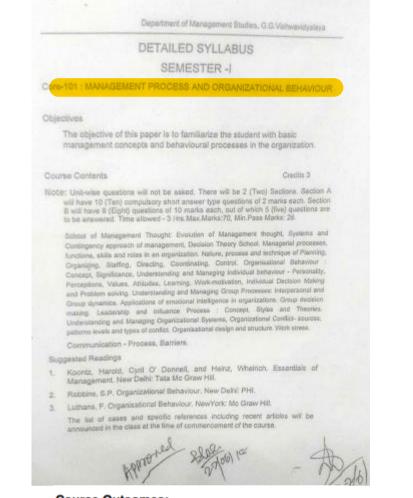
On successful completion of this course, the learner will be able to –

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

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Course Outcomes:

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

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

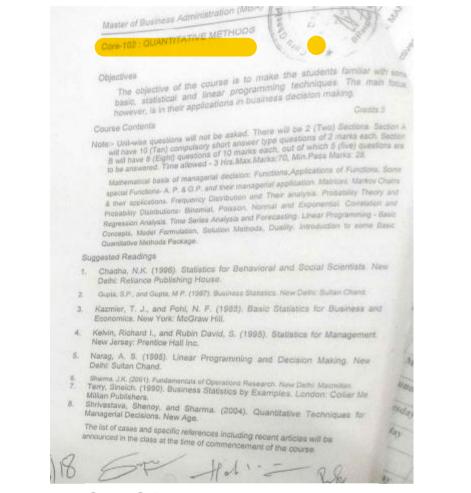
 apply the frameworks & tools effectively to analyze & approach various Organizational situations.

 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.

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Course Outcomes:

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

- Apply statistical analysis in business decision making
- Apply LP to business decision making

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M. HUMAN RESOURCE MANAGEMEN	ग
Ves-	and the second se
he objective of this course is to sensitiz anaging propin and to create an und regractions of human resource manage	enstanding of the various policies
Contents	Credita 3
Unit-wise questions will not be asked. The 5 have 10 (Ten) computerly short answer b will have 8 (Eight) questions of 10 marks of the answered. Time allowed - 3 Hrs. Max.Ma	pe questions of 2 marks each. Section ach, out of which 5 (5ve) ouestions are
loroopts and Perspectives on Human Res S-jectives, scope, challanges of Human Resource Planning.	Resource Management. Corporate
Succession Planning, Job Analysis, Job Role Description.	Enlargement, Job Enrichment and
Vethods of Manpower Search- Recr ecruitment, Good Recruitment policy, ty	
nduction and Socialisation. Manpower Training Types of Performance Appraisal and Potential E Setemanation. Grievance management.	
ested Readings	150
Aswathappa, K.(1997). Human Resou New Dethi Tata Mc.GrawHill.	irce and Personnel Management.
De Cenzo, & Robbins, S. P. (1994), H ed.), New York: JohnWiley,	luman Resource Management (5th
Dawar, Sudhir, Human Resource Manay	pement, PHI.
Monappa, A., and Saiyadain, M. (1966) New Delhi Tata Mo-Graw-Hill.	
Res. N., and Das, P.P. (2002). Cases in Hur	nan Resource Management, HPH.
The list of cases and specific reference enrounced in the class at the time of com-	
15	Shaffing berorg

Course Outcomes:

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

Courses Focus on Employability/Entrepreneurship/Skill Development

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Core	-204: FINANCIAL MANAGEMENT
Obje	rotives
	The purpose of this course is to acquaint the students with the broad framework of financial decision-multing in business unit.
Cau	rse Contenta Credita 3
Note	E- Unit-wave questions will not be asked. There will be 2 (Two) Sections. Section A will have 10 (Ten) computery short answer type questions of 2 marks each. Section 8 will have 16 (Eight) questions of 10 marks each, out of which 5 (Uw) questions are to be enswered. Time allowed - 3 Hrs. Max. Marks 70, Min. Page Marks: 28
	Aims and objectives of Financial Management, Financial planning and financial forecessing, Finance function.
	Tree value of money. Investment Decisions- Dignificance of capital budgeting decisions, types of capital supervisiwe projects, Techniques of Capital Budgeting.
	Instruments of Long Term Finance; Cost of different sources of Long Term Capital, Weighted Average Cost of Capital.
1	Operating and Financial Loverage. Capital structure decisions. Capital structure theories and optimum capital structure.
)	Management of working capital - Cash, Receivables and Inventory Management, Internal Financing and Dividend Policies-Types of Dividend, Dividend Theories, Bonus shares,
1	Financing the Infrastructure: Basic Issues
Suc	Igested Readings
1.	Home, Van, and James, C. (1997). Financial Management and Policy (10th ed.). New Delhi: Prentice Hall of India.
2.	Hampton, John. (1997): Financial Decision Making. Englewood Cliffs, New Jersey: Prentice Hall Inc.
54 6	Pandey, I.M. Financial Management. New Dethi: Vikas Publishing. Breatey, Richard A., and Myers, Stewart C. Principles of Corporate Finance (V ^{II} ed.). New Delhi: Mc Graw Hill Stratan, V. Fundamentals of Financial Management. Pearson Education.
	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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Department of Management Studies, G.G. Vishwavidyalaya

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

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

Suggested Readings

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

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



Course Outcomes:

Student will

1. Understand various concepts related to financial management.

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

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

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SEMESTER-III	100
CHARACTER OF CISION SUPPORT SYSTEMS AND MANAGEMENT	-91
INFORMATION SYSTEM	/
Oblactive	
The objective of this course is to develop the basic understanding of the decision	Aveau
system of the artificial intelligence for business organization.	
Course Contents Credits 3	
Note:- Unit-wise questions will not be asked. There will be 2 (Two) Sections. Sec wit have 10 (Ten) compulsory short answer type questions of 2 marks each. S B will have 8 (Eight) questions of 10 marks each, out of which 5 (Twe) question to be answered. Time allowed - 3 Hrs.Max.Marks:70, Min. Pass Marks: 28	Saction
Management Information System: Definitions; Basic Concepts Frameworks; Major	
Trends in Technology; Applications of Information Technology	
System & Design: Systems Development initiative: Diffe	Hent
Methodologies-Life Cycle & Prototype approach, Detailed study on Cycle design & implementation; Case Study.	Life
Managerial Decision Making: Decision making process: Problem solv techniques; How decisions are being supported: Decisions styles; Gro decision making; Features of various CBIS.	ing up
Decision Support System: An Overview; Relevance and scope of DS characteristic and capabilities of DSS; Components of DSS; Classification of DSS Forms of DSS tools; DSS Heritors - specific DSS; Constructing a DSS, Steps in designing a DSS identification of decision building of DSMS, building of MBMS implementation performance testing.	S.
Database management System: Sources of data; Data file environment: Database environment; Data models relevance of relational data base design in D55.	
Model Base Management system: types of models function, time, certainty, uncertainty, risk structure OR models, Dichotomous model of mind - Simon's model is information system design, simulation technique. Ceneration Management System: User Interface; Graphics (building of DGMS)	.18

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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