

Chhattisgarh Swami Vivekanand Technical University, Bhilai

SCHEME OF TEACHING & EXAMINATION

M.B.A VIth SEMESTER (Part Time)

S. No	Board Of Study	Sub. Code	Subject	Periods Per Week			Scheme Of Exam Theory / Practical			Total Marks	Credit L+(T+P)/2
				L	T	P	ESE	CT	TA		
				1.	Management	(Refer Table IV)	Discipline Elective VI	3	1		
2.	Management	(Refer Table IV)	Discipline Elective VII	3	1	-	80	10	10	100	4
3.	Management	(Refer Table IV)	Discipline Elective VIII	3	1	-	80	10	10	100	4
4.	Management	(Refer Table IV)	Discipline Elective IX	3	1	-	80	10	10	100	4
5.	Management	636621 (36)	Major Project & Comprehensive viva-voce	-	1	5	80	-	60	200	3
Total				12	5	5	460	40	100	600	19

L – Lecture – Tutorial, P – Practical, ESE- End Semester Exam, CT- Class Test, TA – Teacher’s Assessment

Note (1) – The University will declare the list of discipline(s) along with elective(s) to be taught for the particular session based on the industry centric and current & future prospects.

Note (2)- However, minimum Strength of twenty students (preferably)is required to offer a discipline elective (minimum two discipline) before the commencement of academic session subject to approval of University and infrastructure/ facilities available in the Institution.

Note (3) - Choice of electives course and subject once made for an examination cannot be changed for future examinations.

Chhattisgarh Swami Vivekanand Technical University, Bilai

Semester: MBA SEM- VI Branch: Management
Subject Name: Retail and Rural Marketing
Total Theory periods: 40
Total Marks in End Semester Exam : 80
Minimum number of class tests to be conducted: 02

Elective: Discipline – Marketing Management
Subject Code: 636633 (36)
Total Tutorial periods: 12

UNIT-I

Retail Management: - overview, the retailing concept and its framework; planning, building and sustaining relationship in retailing. Retail Institutions: types and its characteristics, location planning and selection, its facilities, understanding retail consumer behaviour, retail chains. Case Study

[No of Periods : 8 + 2]

UNIT-II

Managing retail business: developing retail business, human resources and operation management process, operational dimensions, Asset management and budgeting. Importance of supply chain management in retail Business. Merchandise management and price: merchandising philosophy, plans, software for merchandise, logistics and inventory management, and its implementation. Financial merchandise management, Case Study

[No of Periods : 8 + 2]

UNIT-III

Retail promotion mix and its strategy: advertising, public relation, personal selling, sales promotion of retail, developing retail price strategy. Retail Brand and its significance, emerging trends in retailing. Case Study

[No of Periods : 8 + 2]

UNIT-IV

Rural Marketing: nature, definition, scope & importance in India. Size & Structure of rural markets. Factors influencing rural marketing: Socio-cultural factors, population, occupation, literacy level, land distribution & use, development programmes, infrastructure, communication media, credit availability, local requirements. Rural Market Index: Thompson index, Market strategies & tactics with reference to rural markets. Product marketing & service marketing in rural India: product planning, communication media & message, distribution Channels, market research (also with reference to seeds, fertilizers, farm equipments, new techniques, agricultural output & other services.) Case Study

[No of Periods : 8 + 2]

UNIT-V

Marketing of agricultural produce and inputs, regulated markets, cooperative marketing & processing societies. Rural Industry: Marketing of rural industry, cottage industry, artisan products. Problems in Rural marketing, Consumer education & consumer movement in rural India, Role of government & NGOs in Rural marketing, Organizations and functions of agricultural Marketing in India. Case Study

[No of Periods : 8 + 2]

- The examination paper will include questions from each unit and case analysis is compulsory.
- The list of cases and specific references including recent articles will be announced and discussed in the class.

Text Books:

1. Krishnamacharyulu & Ramakrishnan "Rural Marketing – Text & Cases" Pearson Education
2. Lamba A, 'Retail marketing', TMH
3. Barry Berman and Joel R Evans, 'Retail Management A strategic approach', Pearson Education.

Reference Books:

1. C.S.G. Krishnamacharyulu, "Cases in Rural Marketing", Pearson Education.
2. Sukhpal Singh, "Rural Marketing Management" Vikas Publishing House
3. T.P. Gopalaswamy, Rural Marketing, Vikas Publishing House.
4. A.K. Singh, S. Pandey, Rural Marketing, New Age International Publishers.

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester: MBA SEM-VI

Branch: Management

Elective: Discipline - Marketing

Subject Name: International Business & Marketing

Subject Code: 636635 (36)

Total Theory periods:40

Total Tutorial periods: 12

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

UNIT-I

Basics of International trade, Theories of International Trade, Factors Affecting International Trade, Role of Multinationals in the development of country, Domestic, International, Multinational, Global Markets, Global Monetary System: foreign exchange market, Currency convertibility, Strategy and structure of International Business. Case Study.

[No of Periods : 8 + 2]

UNIT-II

Problems and Prospects of Indian Businesses in abroad, Anti - Dumping Duties, Regulatory framework of International Trade, Trade, Deficit, Balance of Payment, Instruments of trade policy; tariffs, quotas, WTO: Origin, structure, features and Functions, WTO regime and allies, Agreement; Implications of enforcement of WTO on Indian Business, Regional economic Integration –its implications. Case Study.

[No of Periods : 8 + 2]

UNIT-III

Nature, Scope and Significance of International Marketing, Foreign Trade Concepts, Analysis of International Mkt. Environment. Export Houses, Export procedure & documentation, Institutional set-up for export promotion in India, salient features of the current EXIM policy. Case Study.

[No of Periods : 8 + 2]

UNIT-IV

International Marketing: Intelligence and Marketing Research, Organizational Structures in Foreign Market, Managing International Marketing Communication and its Sales Force. Planning for Overseas Market- Product Strategy, International Product Life Cycle, Pricing Decisions, Distribution Channel Decisions and Promoting Products for Exports including Fairs and Exhibitions. Case Study

[No of Periods : 8 + 2]

UNIT-V

Export finance, Methods of Payment, Letter of Credit, ECGC, functions and Role of EXIM Bank, Foreign Investments in India: Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII), NRI Investments, Brief study of International Economic Institutions - World Bank, GATT, UNCTAD, IMF etc.

[No of Periods : 8 + 2]

- The examination paper will include questions from each unit and case analysis is compulsory.
- The list of cases and specific references including recent articles will be announced and discussed in the class.

Text Books:

1. Alan M. Rugman, "International Business", Pearson Education
2. V. Sharan, "International Business", Pearson Education
3. R. Srinivasan, International Marketing, Prentice Hall of India.

Reference Books:

1. Keegan, Warren. Global Marketing Management. Englewood Cliffs, Pearson Education.
2. Mc Hill, International Business, Competing in the Global market Place ,3rd edn,TMH.
3. Bhalla, V.K. and Shivramu International Business Environment, New Delhi, Anmol.
4. Eiteman, D.K. & Stopnehill, Multinational business Finance , New York Wesley
5. Justin Paul, International Business, PHI

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester: MBA SEM-VI Branch: Management
Subject Name: Management of Financial Institutions & Services
Total Theory periods: 40
Total Marks in End Semester Exam: 80
Minimum number of class tests to be conducted: 02.

Elective: Discipline – Finance
Subject Code: 636542 (36)
Total Tutorial periods: 12

UNIT I

Overview of Indian financial systems and markets-constituents and functioning, developments since 1991, recent trends, various financial intermediaries.

Reserve bank of India (RBI)-role, functioning, regulation of money and credit, monetary and fiscal policies.

Overview of financial services-Introduction, nature, scope and uses, management of risk in financial services, regulatory framework in financial services. Case Study

[No of Periods : 8 + 2]

UNIT II

Insurance- concept and significance, insurance terminology, classification of insurance-life and non life, general principles of insurance, insurance application and acceptance procedure.

Life insurance-principles, products, term insurance endowment, pensions, annuities, analysis of balance sheet of Life Insurance Company. Case Study

General insurance- principles, products-Fire, Marine, Motor vehicles, public liability, third party insurance, mediclaim and health policies, group insurance, burglary insurance, analysis of balance sheet of General Insurance Company. Case Study

[No of Periods : 8 + 2]

UNIT III

Banking industry- Banking structure in India, commercial, rural and cooperative banks-role and significance, capital adequacy norms for banks, SLR, CRR, CAR., Recent development-universal banking, E-Banking, mobile banking.

Analyzing bank performance-Commercial banks balance sheet and income statement, relationship between B/S and income statement, return on equity model, import ratios used in balance sheet, CAMELS rating. Case Study

[No of Periods : 8 + 2]

UNIT IV

Introduction to Asset financing services-leasing, hire purchase, debt securitisation, housing finance and credit rating.

Introduction to Merchant banking services-Issue management, corporate restructuring, mergers, acquisitions and takeover, project finance.

Introduction to Allied financial services-credit cards, venture capital, factoring, forfeiting, bills discounting. Case Study

[No of Periods : 8 + 2]

UNIT V

Management of risk:- Risk and Insurance-Defining risk, nature and types, risk management process, risk and its relation with insurance.

Banking risks- credit, liquidity, market, operational, interest rate, solvency, ALM by banks: classification of assets, GAP analysis, asset reconstruction company. Case Study

[No of Periods : 8 + 2]

- The examination paper will include questions from each unit and case analysis is compulsory.
- The list of cases and specific references including recent articles will be announced and discussed in the class.

Text Books:

1. Fabozzi, "Foundations of financial markets and institutions, Pearson. Education
2. R.M.Shrivastava,"Management of Indian financial institutions", Himalaya publications.
3. M Y khan, "Financial services, Tata McGraw Hill.
4. M. N. Mishra, "Insurance principles and practices, S. Chand and co.

Reference Books:

1. M.I. Blejer, "Financial Policies in Emerging Markets", Pearson Education.
2. K.C. Shekhar & L. Shekhar, Banking Theory and Practice, Vikas Publishing House
3. G. Lipscombe & K. Pond, The Business of Banking, New Age International
4. Vasant Joshi and Vinay Joshi, " Managing Indian Banks", response books.

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester: MBA SEM-VI Branch: Management
Subject Name : International Financial Management
Total Theory periods:
Total Marks in End Semester Exam : 80
Minimum number of class tests to be conducted: 02

Elective : Discipline – Finance
Subject Code: 636645 (36)
Total Tutorial periods: 12

UNIT I

International financial environment-why study international finance, finance function in global context.
International monetary system-introduction, exchange rate regimes, international monetary fund(IMF), international liquidity and special drawing rights, economic and monetary union(EMU).
Global financial markets-domestic and off shore markets, evolution of EURO markets, economic impact of off shore and EURO markets.
Balance of payments-meanings, components, accounting principles, valuation and timing, deficits and surplus in balance of payments. Case Study.

[No of Periods : 8 + 2]

UNIT II

The foreign exchange market-structure, types of transactions, and settlement dates, spot rate quotations, mechanics of interbank trading, arbitrage in spot market-two point and three point arbitrage.
Forward quotations- outright forward quotations, discounts and premium in forward market, option forward, short date and broken date forward contracts.
Forecasting foreign exchange rate.
Exchange rate determination- purchasing power parity theory. Interest rate parity-covered and uncovered interest parity, international fisher effect. Case Study.

[No of Periods : 8 + 2]

UNIT III

Currency futures contract- introduction, major features, futures trading process, future price quotations, hedging an exposure with futures, speculation with currency futures-open position trading, spread trading.
(Currency options- introduction, option terminology, price quotations, option terminology, elementary option strategies, using option for hedging, valuation of options. Introduction to currency and interest rate swaps, interest rate futures and interest rate options. Case Study.

[No of Periods : 8 + 2]

UNIT IV

Nature and management of exposure and risk:introduction, nature of exposure and risk, risk management process, classification of foreign exchange exposure and risk, Measurement of exposure and risk-price and quantity effects of exchange rate changes, assessing operating exposure-scenario approach, coping with operating exposure.
Managing transaction exposure- internal hedging strategies-leading, lagging, netting and matching. Case Study.

[No of Periods : 8 + 2]

UNIT V

Short term and long term financial management in global markets-short term borrowing and investment, management of surplus cash, centralized versus decentralized cash management, cash transmission, international financing decision, International capital budgeting concept, introduction to international inventory management and international receivables management. Case Study.

[No of Periods : 8 + 2]

- The examination paper will include questions from each unit and case analysis is compulsory.
- The list of cases and specific references including recent articles will be announced and discussed in the class.

Text Books:

1. V Sharan, "International financial management", Pearson Education
2. P G Apte, " International financial management" TMH.
3. V K Bhalla, "International financial management", Anmol publications.

Reference Books:

1. David Eiteman, "Multinational business finance", Pearson education.
2. P G Apte, "International finance-A business perspective", TMH.
3. Allan C Shapiro, "Multinational financial management, John Wiley.
4. Buckley, "Multinational finance, Pearson

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester: MBA SEM-VI

Branch: Management

Elective : Discipline – Human Resource
Management

**Subject Name: Management and Legal Framework of
Industrial Relations**

Subject Code: 636651 (36)

Total Theory periods:40

Total Tutorial periods: 12

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

Unit I

Industrial Relations:-Meaning and Objectives, Importance and approaches to Industrial Relations, Developing sound I industrial Relations, Ethical Approaches to Industrial Relations. Procedure Emergence and objectives of Labour laws and socio -economic environment. Case study

[No of Periods : 8 + 2]

Unit II

Workers participation in Management: Meaning, objectives, Essential Conditions, forms, Reasons for limited success and suggestions for improvement, WPM in India, Collective Bargaining: Meaning, Functions, Process and Prerequisites, Grievance and Grievance Handling, Disciplinary procedures-Meaning, Need and procedure, Emergence and objectives of Labour laws and socio -economic environment. Case study

[No of Periods : 8 + 2]

Unit III

Integration of Interest-Individual and organization problem in Integration, Integration Process, Quality of Work life and Quality Circles: meaning of quality of work life, Quality circles-Objectives, Process, structure and Problems, concept of employee empowerment, conflict: meaning, nature, types and Remedial methods, Case study

[No of Periods : 8 + 2]

Unit IV

Law relating to Employee benefit- Factories act, Employee state insurance act, Payment of Gratuity Act, Maternity Benefit act, child Labour abolition Act, Interpretations of Labour laws, their Working, and Implications for management, Case study

[No of Periods : 8 + 2]

Unit V

Industrial Relations -Scope, actors, Causes, Industrial Relation act, Industrial dispute-Definition, Causes, Types, prevention of industrial dispute, Settlement of industrial dispute, Industrial dispute act and its role in prevention of dispute. Standing order act. Trade union-meaning, types of trade union, theories of trade union, trade union movement in India, central Trade union in India, problems and functions of trade union, measures to strengthen trade union, Trade union act. Case study

[No of Periods : 8 + 2]

- The examination paper will include questions from each unit and case analysis is compulsory.
- The list of cases and specific references including recent articles will be announced and discussed in the class.

Text Books:

1. P.R.N. Sinha & Indu Bala Sinha, "Industrial Relations, Trade Unions, and Labor Legislation", Pearson Education
2. Arun Monappa, "Industrial Relations", Tata McGraw Hill.
3. M.Y. Pylee and George Simon, "Industrial Relations and Personnel Management", New Delhi, Vikas Publishing House.

Reference Books:

1. S.C. Shrivastava, "Industrial Relations and Labour Laws", New Delhi, Vikas Publishing House.
2. Malhotra, O P. The Law of Industrial Disputes. Vol. I and II. Bombay, N.M Tripathi, 1985.
3. Saini, Debi S. Labour Judiciary, Adjudication and Industrial Justice. New Delhi, Oxford, 1995.
4. R. C. Chawla and K.C. Garg, "Industrial Law", Ludhiana, Kalyani Publishers, 1993.
5. Tirok, Theory of Industrial Organization, PHI
6. P.S. Rao, "Personnel & Human Resource Management", Himalaya Publishing house
4. P Subba Rao, "Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games", Mumbai, Himalaya.
5. C.B. Memoria. "Dynamic of Industrial Relations in India" Himalaya Publishing House

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Semester: MBA SEM-VI

Branch: Management

**Elective : Discipline- Human
Resource Management**

Subject Name: Emerging Issues in HRM

Subject Code: 636654 (36)

Total Theory periods: 40

Total Tutorial periods: 12

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

Unit I

Human capital theory-Human capital models, predictions of human capital approach, demand of human capital, short and long term demand, elasticity of demand for human capital. Case study

[No of Periods : 8 + 2]

Unit II

Human resource audit-components, process, benefits and scope in globalization, committees involved in human resource audit. Case study

[No of Periods : 8 + 2]

Unit III

Human resource accounting-meaning, importance, methods of accounting. International accounting system-definition, models, importance of HRIS, Six Sigma practices. Case study

[No of Periods : 8 + 2]

Unit IV

Human resource information system-planning, expectation, productivity through HRIS, HRIS cost benefit value analysis, limitations of computerization of HRIS, advantages in developed and developing countries. Case study

[No of Periods : 8 + 2]

Unit V

Evaluation of performance for development-competency mapping, flexi work and benefit to organization, induction programme and its importance in globalized era. Case study

[No of Periods : 8 + 2]

- The examination paper will include questions from each unit and case analysis is compulsory.
- The list of cases and specific references including recent articles will be announced and discussed in the class.

Reference Books:

1. Luis R, Gomez Mejia, Managing Human Resource, Pearson Education
2. Michel V P, Human Resource Management & Relation, Himalaya Publication
3. Rao T V, HRD Instruments, Response Books, New Delhi
4. Subba Rao P, Essential of HRM and Industrial Relation, Himalaya Publication
5. Wayne Mondy, Human Resource Management, Pearson Education
6. Rao T V, HR Audit, Response Books, New Delhi
7. Bhattacharya S K, Achieving Managerial Excellence, McMillan India, New Delhi
8. Satish Pai Ed., "HRD Skills for Organizational Excellence", Bombay, Himalaya
9. McNurlin, Information Systems management in Practice, Pearson Education.

Chhattisgarh Swami Vivekanand Technical University, Bilai

Semester: MBA SEM-VI Branch: Management
Subject Name: Business Process Re-engineering & ERP
Total Theory periods:40
Total Marks in End Semester Exam : 80
Minimum number of class tests to be conducted: 02

Elective : Discipline – Systems Management
Subject Code: 636661 (36)
Total Tutorial periods:12

UNIT – I

Introduction to Process Concept, Primary value chain concept, Process Activities, product complexities, Re-engineering current situation, necessary to re-invent organization. Continuing the mass production concept, variation on the Greenfield approach. The impact of accounting system on decision seeking outside help, BPR success determination, Industry consolidation. The value of BPR; BPR experiences and examples. Case Study.

[No of Periods : 8 + 2]

UNIT – II

Analyze process, establish process matrix, process matrix vary by process type. Applying analysis tool and methods, accounting of process, determining the cost of quality, process analysis sample, first, further and by example. Activity analysis, span of control, process representation, consistent semantic, semantic network process representation and modeling culture change. Case Study.

[No of Periods : 8 + 2]

UNIT – III

ERP: - Introduction, integrated management information, seamless integration, supply chain management, resource management, scope and benefits, evolution, modern enterprise, business engineering and ERP, case studies.

[No of Periods : 8 + 2]

UNIT – IV

Business modeling : - Building, extended ERP, business modeling in practice, ERP implementation, role of consultants, vendors and users, customization, precautions, guidelines. Post implementation options and methodology, case studies.

[No of Periods : 8 + 2]

UNIT – V

ERP : - Competitive advantage, strategy, marketing of ERP, ERP Domain, MFGIPRO; IFSI Avalon, Baan IV; SAP, SAP R/3, Application; ERP III. Case Study.

[No of Periods : 8 + 2]

- The examination paper will include questions from each unit and case analysis is compulsory.
- The list of cases and specific references including recent articles will be announced and discussed in the class.

Text Books :

1. Ravi Anupindi, Suni Chopra, "Managing Business Process Flows", Pearson Education
2. Garg, V. K. and Veket Krishna N. K., "ERP Concepts and Practice", PHI Publication.
3. Champy, J. Harper, "Re-engineering Management", Harper Collins.

Reference Books:

1. D.S. Linthicum, "Enterprise Application Integration", Pearson Education
2. Altekar, Enterprise Resource Planning, PHI

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester: MBA SEM-VI Branch: Management
Subject Name: Data Ware Housing and Data Mining
Total Theory periods:40
Total Marks in End Semester Exam : 80
Minimum number of class tests to be conducted: 02

Elective : Discipline – Systems Management
Subject Code: 636662 (36)
Total Tutorial periods: 12

Unit I

Introduction to data mining and data warehousing, Business perspective to data mining , data types , measurement and data , visualizing and exploring data , relational databases, transactional databases , advance database systems and advance database application. Brief about Association analysis , classification and prediction , cluster analysis, outlier analysis , major issues in data mining.

Unit II

Data warehouse environment : Architecture , modeling and design technique for central data warehouse , multidimensional Data Modeling , temporal modeling and design, Non- temporal design ROLAP and MOLAP, data ware house implementation , efficient computation of data cubes , efficient processing of OLAP Queries, Metadata repository, data warehouse backend tools and utility, case study.

Unit III

Data preprocessing, data cleaning , data integration and transformation, data reduction, discrimination and Concept hierarchy generation , data warehouse usage, data warehousing and mining in an organization, populating the data warehousing environment. case study.

Unit IV

Association rule mining, Market basket analysis, mining single dimensional Boolean Association rules from transactional databases, Apriori Algorithm for finding frequent itemsets using candidate generation. Machine learning with open source and commercial software. Algorithm for classification, Bayesian classification , classification by decision tree induction, type of data in cluster analysis , partitioning methods.

Unit V

Applications and trends in Data Mining, Data mining System product and research prototype, Examples of commercial data mining systems and how to choose , basic study about mining complex type of data like spatial databases , multimedia databases, text databases and World wide web . Case Study.

- The examination paper will include questions from each unit and case analysis is compulsory.
- The list of cases and specific references including recent articles will be announced and discussed in the class

Text Book :

1. Jiawei Han, “ Data Mining Concepts and Techniques” , ELSEVIER Publication
2. Sam Anahory, “ Data warehousing in the Real World”, Pearson Education
3. Soman , Diwakar & Ajoy, “ Insight into Data Mining”, Prectice Hall of India PHI

Reference Books

1. M.H.Dunham, “Data mining”, Pearson Education
2. Hand , Manila, Smyth Principals of Data mining- (MIT Press- PHI)
3. Michael J.A. Berry and Gordan Linoff “ Data Mining techniques for Maeketing , sales and Customer Support”, John Wiley
4. P. Adriaans, “Data Mining”, Pearson Education

Chhattisgarh Swami Vivekanand Technical University, Bilai

Semester: MBA SEM-VI

Subject Name: Major Project and Comprehensive Viva Voce

Total Practical Period : 60

Total Marks in End Semester Exam : 140

Branch: Management - COMPULSORY

Subject Code: 646622 (36)

Total Tutorial Period : 12

Minimum number of class tests to be conducted:

The objective of Major Project is to enable the student to go into the detail of the approved problem (s)/topic drawn from the subjects/real problem areas taught during the entire curriculum and to determine an analytical and / or empirical based effective solution(s) keeping the given constraints and objectives in mind. This is to enhance the analytical and problem solving ability of the student. The student has to submit Major project report to the Institution/department before the completion of the IV semester and the report will be evaluated by a panel of External and Internal examiners followed by viva-voce for ESE examination.

The objective of comprehensive viva-voce is to judge the over all development of the student during the MBA Programme. The viva voce shall normally cover the subjects/ areas taught in all the semesters of MBA program. The TA marks will be awarded on the basis of regularity, presentation, test and internal viva.