

Chhattisgarh Swami Vivekanand Technical University, Bhilai

SCHEME OF TEACHING & EXAMINATION M.B.A IV SEMESTER

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	536411	Strategic Management	3	1	-	80	10	10	100	4
2.	Management	536412	Entrepreneurship Development	3	1	-	80	10	10	100	4
3	Management	536413	Econometrics & Decision Models	3	2	-	80	10	10	100	4
4.	Refer Table-IV		Discipline Elective-VI	3	1	-	80	10	10	100	4
5.	Refer Table-IV		Discipline Elective-VII	3	1	-	80	10	10	100	4
6.	Refer Table-IV		Discipline Elective-VIII	3	1	-	80	10	10	100	4
7.	Refer Table-IV		Discipline Elective-IX	3	1	-	80	10	10	100	4
8.	Management	536421	Seminar-II Report and Viva Voce	-	-	3	60	-	40	100	2
9.	Management	536422	Major Project & Comprehensive Viva Voce	-	1	5	140	-	60	200	3
			Library			2					
Total				21	9	10	760	70	170	1000	33

L – Lecture, T – 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 students (preferably twenty) is required to opt two disciplines 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.

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TABLE- IV MBA- SEMESTER - IV Lists of Discipline Electives (VI to IX)

Discipline Electives – MBA- SEMESTER-IV			
S.No.	Board of Studies	Code	Name of Discipline with subject
MARKETING MANAGEMENT			
1	Management	536431	Product and Brand Management
2	Management	536432	Sales and Distribution Management
3	Management	536433	Retail and Rural Marketing
4	Management	536434	Rural and Agro Marketing
5	Management	536435	International Business & Marketing
6	Management	536436	Emerging Issues In Marketing
FINANCE			
1	Management	536441	Advance Corporate Financial Management
2	Management	536442	Management of Financial Institution & Services
3	Management	536443	Valuation, Mergers and Acquisition and Corporate Control
4	Management	536444	Project and Infrastructure Finance
5	Management	536445	International Financial Management
6	Management	536446	Emerging Issues in Financial World
HUMAN RESOURCE MANAGEMENT			
1	Management	536451	Management and Legal Framework of Industrial Relations
2	Management	536452	Manpower Development for Technological Change
3	Management	536453	Cross Cultural and Global Management
4	Management	536454	Emerging Issues in HRM
SYSTEM MANAGEMENT			
1	Management	536461	Business Process Re-engineering & ERP
2	Management	536462	Data Ware Housing and Data Mining
3	Management	536663	Web technologies
4	Management	536464	Operating Systems
5	Management	536465	Application Development Using Oracle/Java
6	Management	536366	Current Emerging Issues In Information Technology

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			PRODUCTION AND OPERATION MANAGEMENT
1	Management	536471	Project Planning, Evaluation and Management
2	Management	536472	World Class Manufacturing
3	Management	536473	Design Management
4	Management	536474	Value Engineering
5	Management	536475	Emerging Issues in Production and Operation Management
			TECHNOLOGY MANAGEMENT
1	Management	536481	Technology Finance
2	Management	536482	Technology Transfer and Absorption
3	Management	536483	Technology Forecasting and Assessment
4	Management	536484	Technology and Global System
			PUBLIC SYSTEM MANAGEMENT
1	Management	536491	Manpower Policy and Planning for Public Systems
2	Management	536492	Disaster Management
3	Management	536493	Management of Non-profit Organization
4	Management	536494	Management of Telecommunication Systems
5	Management	536495	Event Management
6	Management	536496	Leadership and Sustainable Development

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Semester: MBA SEM-IV

Subject Code: 536411

Total Theory periods:40

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

Branch: Management COMPULSORY

Subject Name: Strategic management

Total Tutorial periods: 10

UNIT-I

Definition, nature, scope, and importance of strategy; and strategic management (Business policy). Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists. Case study
[No of Periods : 8 + 2]

UNIT-II

Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.

Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological).

Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).

Internal Appraisal – The internal environment, organizational capabilities in various functional areas and Strategic Advantage Profile. Methods and techniques used for organisational appraisal (Value chain analysis, Financial and non financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating).

Identification of Critical Success Factors (CSF).Case study

[No of Periods : 8 + 2]

UNIT-III

Corporate level strategies-- Stability, Expansion, Retrenchment and

Combination strategies. Corporate restructuring. Concept of Synergy. Mergers & Acquisitions. Corporate Restructuring.

Business level strategies—Porter's framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies. Location and timing tactics. Concept, Importance, Building and use of Core Competence.

Strategic Analysis and choice—Corporate level analysis (BCG, GE Ninecell, Hofer's product market evolution and Shell Directional policy Matrix).

Industry level analysis; Porters's five forces model. Qualitative factors in strategic choice. Case study

[No of Periods : 8 + 2]

UNIT-IV

Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans.Case study

[No of Periods : 8 + 2]

UNIT-V

Strategic control and operational Control. Organisational systems andTechniques of strategic evaluation. 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. Pankaj Ghemawat: Strategy & The Business Landscape, Pearson Education Asia
2. T. Wheelen and K. Rangarajan,"Concepts in Strategic Management and Business Policy", Pearson Education
3. Johnson & Scholes : Exploring Corporate Strategy 4th Prentice Hall India

Reference Books:

1. F.R. David,"Strategic Management", Pearson Education
2. Kazmi Business Policy & Strategic Management 2nd Tata McGraw Hill
3. Budhiraja S D, Athreya M B , Cases In Strategic management , Tata McGraw Hill
4. Srinivasan, Strategic management, PHI

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Semester: MBA SEM-IV

Subject Code: 536412

Total Theory periods: 40

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

Branch: Management

Subject Name: Entrepreneurship Development

Total Tutorial periods: 10

COMPULSORY

UNIT-I

The Entrepreneurial Development Perspective: Concept of Entrepreneurship and Development, Conceptual models of entrepreneurship; Entrepreneur v/s Intrapreneurs, Entrepreneur v/s Entrepreneurship, Entrepreneurial leaders – Managers – Entrepreneur v/s Manager: Role of Entrepreneur in Indian economy and developing economies with reference to Self-employment Development, Entrepreneurial Culture. Case Study. [No of Periods : 8 + 2]

UNIT-II

Entrepreneurial characteristics – Attributes and Characteristics of successful Entrepreneur, attitudes – motivation – ethical issues. Small business and corporate entrepreneurship –culture and competence- Building entrepreneurial organization. Entrepreneurial team – matching human resources needs and skills. Case Study [No of Periods : 8 + 2]

UNIT-III

Identifying business opportunities and planning for business service & production,. Business promotion – process – stages – facilities and incentives; Creating Entrepreneurial Venture, Business Planning Process, Environmental Analysis – Search and Scanning; Identifying Problems Opportunities; Defining Business Idea-Product, Location & ownership; Stages in starting the new venture. Case Study [No of Periods : 8 + 2]

UNIT IV

Project Management a) Meaning, Objectives and How to choose a project b) Technical, Financial, Marketing, Personnel Feasibility c) Estimating and Financing Funds requirement, Significance and determinants of Working Capital, Venture Capital Funding, Schemes offered by various commercial banks and financial institutions. Case Study [No of Periods : 8 + 2]

UNIT-V

Role of Central Govt. and State Govt. in Promoting Entrepreneurship, Introduction to various incentives, subsidies and grants, Promotion of Export oriented units, Fiscal and Tax concessions Role of Govt other Institutions in the Entrepreneurship Development – District Industries (DIC) and its functioning. [No of Periods : 8 + 2]

Problems of Entrepreneurs- Marketing, Finance, Human Resource, Production, Research and External Problems, beginning and growth as a entrepreneur, Lessons from Successful Entrepreneurs. 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. Poornima M. Charantimath, "Entrepreneurship Development and Small Business Enterprise", Pearson Education.
2. Bukowitz, Wendi R., and Ruth Williams, "The Knowledge Management Fieldbook", Prentice-Hall, New York. 1999.
3. Zimmerer and Searborough, "Essentials of entrepreneurship and small business management", Pearson Education

Reference Books :

1. Marc Dollinger, "Entrepreneurship", Pearson Education
2. Morey, D., Mark Maybury, and Bhavani Thuraisingham (eds.), "Knowledge Management: Classic and Contemporary Works", Universities Press, Hyderabad.
3. S. Anil Kumar, S.C. Poornima, Abraham, Jayashree. Entrepreneurship Development, New Age International Publishers.

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Semester: MBA SEM-IV
Subject Code: 536413

Branch: Management **Compulsory**
Subject Name: Econometrics & Decision Models

Total Theory periods:40

Total Tutorial periods:10

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

Unit – I

Introduction of Econometrics, Methodology of Econometrics, Objectives and Characteristics, Methodology of Econometrics, Application.

Input-Output Analysis – Introduction, Concepts and Features, Assumptions, National Income Accounting Matrix, Construction of an Input-Output Table, Limitations of Input-Output Analysis, Importance and Applications. Case Study
[No of Periods : 8 + 2]

Unit – II

Simultaneous Equation Model :- Nature, Endogenous and exogenous variables, Simultaneous Equation methods and application.

Identification concept: Meaning, identification problem, application. Case Study

[No of Periods : 8 + 2]

Unit – III

Game Theory – Introduction and concept of Games, two person zero sum game, Maximin and minimax Principles, Pure and mixed strategies, Dominance property, Solutions of Games. Algebraic and linear programming methods, Applications. Case Study
[No of Periods : 8 + 2]

Unit – IV

Regression Analysis : Fundamentals, econometric theory of regression analysis, application.

Markov Chain Analysis – Markov Processes, State transition matrix, steady state conditions, Markov analysis algorithms and application.
[No of Periods : 8 + 2]

Unit – V

Decision analysis: concept, decision criteria, Bayesian decision rule, the Maximum likelihood criteria. Decision Tree: Introduction, Fold back or roll back process, Procedure in decision tree analysis, Advantages of Decision tree approach, Limitations of Decision tree approach, Problems on decision trees. 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. Operation Research by A.M. Natrajan, Pearson Education
2. Operation Research by R. Panneerselvam, Prentice Hall of India
3. C.R. Kothari, Operation Research & Quantitative Techniques, Vikas Publications., New Delhi.

Reference Books:

1. Taha, "Operation Research", Pearson Education
2. "S.C. Srivastava Foundations of Social Research and Econometric Techniques", Himalaya Publications
3. N.D. Vora, "Quantitative Techniques", Tata Mcgraw Hill Publications.

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Semester: MBA SEM-IV

**Branch: Management Elective: Discipline – Marketing
Management**

Subject Code: 536433

Subject Name: Retail and Rural Marketing

Total Theory periods:40

Total Tutorial periods: 10

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

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. Gopaldaswamy, Rural Marketing, Vikas Publishing House.
4. A.K. Singh, S. Pandey, Rural Marketing, New Age International Publishers.

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Semester: MBA SEM-IV

Subject Code: 536435

Total Theory periods:40

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

Branch: Management Elective: Discipline - Marketing

Subject Name: International Business & Marketing

Total Tutorial periods: 10

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 ,3rdedn,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

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Semester: MBA SEM-IV Branch: Management Elective : Discipline - Finance
Subject Code: 536442 Subject Name: Management of Financial Institutions & Services
Total Theory periods: 40 Total Tutorial periods: 10
Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

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 Copmany. 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 balace 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 mamangement 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.

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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.

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Semester: MBA SEM-IV Branch: Management Elective : Discipline - Finance
Subject Code: 536445 Subject Name : International Financial Management
Total Theory periods: Total Tutorial periods:
Total Marks in End Semester Exam : 80
Minimum number of class tests to be conducted: 02

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

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Semester: MBA SEM-IV **Branch: Management** **Elective : Discipline – Human
Resource Management**
Subject Code: 536451 **Subject Name: Management and Legal Framework of
Industrial Relations**
Total Theory periods:40 **Total Tutorial periods: 10**
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.

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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-IV

Branch: Management

**Elective : Discipline- Human
Resource Management**

Subject Code: 536454

Subject Name: Emerging Issues in HRM

Total Theory periods:40

Total Tutorial periods: 10

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. 360 degree concept. 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. McNurlim , Information Systems management in Practice, Pearson Education.

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester: MBA SEM-III Branch: Management Elective : Discipline – Systems Management
Subject Code: 536461 Subject Name: Business Process Re-engineering & ERP
Total Theory periods:40 Total Tutorial periods:10
Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

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-IV

**Branch: Management Elective : Discipline – SYSTEMS
MANAGEMENT**

Subject Code: 536462

Subject Name: Data Ware Housing and Data Mining

Total Theory periods:40

Total Tutorial periods: 10

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

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, Bhilai

Semester: MBA SEM-IV

Subject Code: 536421

Total Theory periods:

Total Marks in End Semester Exam : 60

Branch: Management - COMPULSORY

Subject Name: Seminar-II Report and Viva

Total Tutorial periods:

Minimum number of class tests to be conducted: 01

The student will present seminar in the allied and functional areas of management. The purpose of this assignment is to integrate the management theory and concepts / new tools with recent real world examples and stimulate class discussions and active participation. However a new subject and or tools may be discussed with active participation of students in the guidance of Teachers. The TA marks will be awarded on the basis of attendance, presentation, test and internal viva. The ESE component will include evaluation of seminar report by the panel of External and Internal Examiner followed by viva voce.

Chhattisgarh Swami Vivekanand Technical University, Bhilai

Semester: MBA SEM-IV

Branch: Management - COMPULSORY

Subject Code: 546422

Subject Name: Major Project and Comprehensive Viva Voce

Total Marks in End Semester Exam : 140

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.