

Chhattisgarh Swami Vivekanand Technical University, Bilai

SCHEME OF TEACHING & EXAMINATION

M.B.A III 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	536311(36)	Optimization methods	3	2	-	80	10	10	100	4
2.	Management	536312(36)	Organizational Development And Change	3	1	-	80	10	10	100	4
3	Management	536313(36)	Innovation and Technology Management	3	1	-	80	10	10	100	4
4.	Refer Table-III		Discipline Elective-I	3	1	-	80	10	10	100	4
5.	Refer Table-III		Discipline Elective-II	3	1	-	80	10	10	100	4
6.	Refer Table-III		Discipline Elective-III	3	1	-	80	10	10	100	4
7.	Refer Table-III		Discipline Elective-IV	3	1	-	80	10	10	100	4
8.	Refer Table-III		Discipline Elective-V	3	1		80	10	10	100	4
9.	Management	536321(36)	Seminar-I Report and Viva	-	-	3	60	-	40	100	2
10.	Management	536322(36)	Summer Training Report & Viva.	-	-	2	60	-	40	100	1
11.			Library	-	-	2	-	-	-	-	-
Total				24	9	7	760	80	160	1000	35

L – Lecture – Tutorial, P – Practical, ESE- End Semester Exam, CT- Class Test, A – 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-III: MBA SEMESTER-III - List of Discipline Electives (I to V)

Discipline Electives – MBA_SEMESTER-III			
S.No.	Board of Studies	Code	Name of Discipline with Subject
MARKETING MANAGEMENT			
1	Management	536331(36)	Marketing Research
2	Management	536332(36)	Consumer Behavior and Sales Management
3	Management	536333(36)	Integrated Marketing Communication
4	Management	536334(36)	Customer Relationship Management
5	Management	536335(36)	Industrial Marketing
	Management	536336(36)	Services Marketing
FINANCE			
1	Management	536341(36)	Corporate Finance
2	Management	536342(36)	Security Analysis and Portfolio Management
3	Management	536343(36)	Taxation and Tax Planning
4	Management	536344(36)	Insurance and Risk Management
5	Management	536345(36)	Derivatives and Risk Management
HUMAN RESOURCE MANAGEMENT			
1	Management	536351(36)	Human Resources Planning And Development
2	Management	536352(36)	Management of Training and Development
3	Management	536353(36)	Compensation Management
4	Management	536354(36)	HRD Instruments
4	Management	536355(36)	Leadership and Sustainable Development
SYSTEM MANAGEMENT			
1	Management	536361(36)	SAD and Data Structures
2	Management	536362(36)	Software Engineering and Project Management
3	Management	536363(36)	E-Commerce
4	Management	536364(36)	DBMS, RDBMS & SOL Concepts
5	Management	536365(36)	Computer Networking

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PRODUCTION AND OPERATION MANAGEMENT			
1	Management	536371(36)	Materials Management
2	Management	536372(36)	Production Planning and Control
3	Management	536373(36)	Manufacturing Strategy
4	Management	536374(36)	Logistics and Supply Chain Management
5	Management	536375(36)	Quality Management
TECHNOLOGY MANAGEMENT			
1	Management	536381(36)	R&D Management
2	Management	536382(36)	Technology Acquisition and Diffusion
3	Management	536383(36)	Technology Evaluation and Negotiation
4	Management	536384(36)	Technology knowledge and society
5	Management	536385(36)	Technology System, Environment and Policy
PUBLIC SYSTEM MANAGEMENT			
1	Management	536391(36)	Public Enterprise Management
2	Management	536392(36)	Energy Management
3	Management	536393(36)	Tourism & Hotel Management
4	Management	536394(36)	Planning and Management of Education System
5	Management	536395(36)	Marketing of Social Services

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III

Branch: Management - COMPULSORY

Subject Code: 536311(36)

Subject Name: Optimization Methods

Total Theory periods:30

Total Tutorial periods: 20

Total Marks in End Semester Exam : 80

Minimum number of class tests to be conducted: 02

UNIT-I

The Nature of Management Science, Decision Making and Quantitative Techniques. Meaning and scope, optimization concept, various stages of an optimization projects, field of application.

Linear Programming Problem: Meaning of Linear programming, General Mathematical formulation of LPP, feasible and optimal solutions, Graphical Analysis, Simplex Method, duality and sensitivity analysis. Advantage and limitations of LPP. Case Study

[No of Periods : 8+ 4]

UNIT-II

Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method. Case study

Assignment Problem: Assignment Model as a particular case of transportation model, formulation of assignment problems, Solution of assignment problems using Hungarian Method, Traveling Salesman Problem. Case Study

[No of Periods : 6 + 4]

UNIT-III

Waiting Line Models: Introduction, Basic queuing process, basic structure of queuing models, Scope in Management Decisions, solution to M/M/1 : ∞/FCFS models and its applications.

Sequencing Model:- Introduction, Concept & methodology, Processing n-jobs two machines, processing n-jobs through three machines. Case Study

[No of Periods : 6 + 4]

UNIT-IV

Network analysis : Shortest route problem, network & time estimation, project planning & control using Critical Path Method (CPM) and Programme Evolution & Review technique (PERT). Project Scheduling - Cost slope, crashing the network, estimation of optimum project cost. Case Study

[No of Periods : 7 + 4]

UNIT-V

Simulation: Basic concepts of simulation, simulation methodology, Monte Carlo Simulation, applications and Case Study.

[No of Periods : 5 + 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. A.M. Natrajan, "Operation Research", Pearson Education.
2. Hamdy A. Taha, "Operations Research: An Introduction", Pearson Education
3. N. D. Vohra. "Quantitative Techniques", New Delhi: Tata McGraw Hill Publications,
4. R. Panneerselvam, "Operation Research" , Prentice Hall of India

Reference Books:

1. P. K. Gupta and D. S. Hira, "Operations Research", New Delhi: Sultan Chand Publications,
2. F.S. Hiller & Hiller, "Introduction to Management Science" Tata McGraw Hill
3. R. Bronson, G. Naadimuthu, "Operatins Research, Schaum's , Tata Mcgraw Hill
4. Haruly M. Wagner, "Principles of Operations Research with application to managerial decisions", New Delhi: Prentice Hall of India Pvt. Ltd, 2nd Ed., 1996.
5. R. Kothari, "Quantitative Techniques", Delhi: Vikas Publications.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III
Subject Code: 536312(36)

Branch: Management **COMPULSORY**
Subject Name: Organizational Development
and Change
Total Tutorial periods: 10

Total Theory periods:40
Total Marks in End Semester Exam: 80
Minimum number of class tests to be conducted: 02

UNIT-I

The organization and its environment, An overview of Organizational structure, Behavioural implication of organizational structure, factors influence in designing organizational structure. Organizational Effectiveness- Approaches, need and significance. Contemporary Organizational Trends. Case Study
[No of Periods : 8 + 2]

UNIT-II

Organizational development- Definition, Assumptions, nature, goals, process, objectives Strategies -Diagnostics Activities, Team Building, Survey Feedback, Process Consultation, Planning & Goal setting, and OD Diagnosis activities and methods, intervention mechanisms; Case Study
Organizational change: - Basic Concept, Definition. Nature of Organizational Change - need, factors Forces for change -Types. Essential components of a change Management program. Process of change -Model, change agent: roles and responsibilities, Resistance to change. Overcoming resistance: Strategies & Techniques, Planned Change.
[No of Periods : 8 + 2]

UNIT-III

Organizational conflicts - causes, nature measures to resolve organizational conflicts. Inter Group behaviour and collaboration, Laboratory learning techniques, Managerial Grid, Sensitivity training, Transactional analysis, Inter-group and team building interventions. Management by objectives. Total system interventions stabilizing of change Case Study
[No of Periods : 8 + 2]

UNIT-IV

Organizational culture and climate, organizational learning, power and politics in the organization, integration and control. Cross culture dynamics Case Study
[No of Periods : 8 + 2]

UNIT-V

The process of Empowerment, Management of gender Issues, Creativity and Innovation. Understanding and Managing Diversity. OD in Indian Organizations. 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. French and Bell, Organisational Development, Pearson Education
2. D.R. Brown, An Experimental Approach to Organization Behavior, Pearson Education
3. Carol P Harvey and M.June Allard, Understanding and managing diversity, PHI India
4. F.Luthans , Organisational Behaviour TMH, New Delhi

Reference Books:

1. S.P.Robbins, "Organisational Behaviour", Pearson Education
2. Prasad, Organisation Development for Excellence, McMillan, India.
3. Madhukar Shukla, Understanding Organization : Organization Theort and Practices in India, PHI

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III
Subject Code: 536313(36)

Branch: Management COMPULSORY
Subject Name: Innovation and Technology
Management

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

Technology:- Definitions and Characteristics, Management of Technology (MOT), Technological Environment, Parameters of Technological Environment; technology life cycle, Technological change, Dynamics of Technological change: innovation dynamics at firm level. Case Study

[No of Periods : 8 + 2]

Unit II

Innovation Management : Invention v/s Innovation, Definition and components of innovation. Types of innovations: Product, Process and system innovations, Understanding Innovation Process.

Innovation strategies, creative thinking and problem solving, models; concurrent engineering; Economics of innovation. Assessment of Innovation: measuring Innovativeness of the firm, Commercialization requisites, Innovation inspired by nature. Case Study

[No of Periods : 8 + 2]

Unit III

Technology evolution and S-curves of Technology Evolution, Technology Diffusion, Dynamics of Diffusion, Mechanism of Diffusion. Competitive consequence of Technological change: creation of new products/change in value chain. Case Study

[No of Periods : 8 + 2]

Unit IV

Technology Intelligence: Definition of Technology Intelligence, Technology Audit, Mapping technological environment, Process of Technology intelligence: Technology Scanning, Monitoring, Forecasting and Assessment, Analytical tools for forecasting and assessment. Case Study

[No of Periods : 8 + 2]

Unit V

Technology-Business Connection, Technology Strategy & types, Models for technology strategy formulation. Acquisition and technology transfer. Collaborative arrangements in domain of Technology Strategy, Intellectual Property Rights. Technology Support Systems : Funding Mechanism and venture capital. Case Study

[No of Periods : 8 + 2]

Texts Books:

1. V. K. Narayanan, "Managing Technology and Innovation for competitive advantage", Pearson Education.
2. Tarek Khalil, "Management of Technology", McGraw Hill.

Reference Books:

1. Lowell Steele, "Managing Technology", McGraw Hill.
2. R. A. Burgelman and M. A. Maidique, "Strategic Management of Technology and Innovation", Irwin.
3. Plsek, Crativity, Innovation and Quality, PHI

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III

Branch: Management Electives: Discipline- Marketing Management

Subject Code: 536331(36)

Subject Name: Marketing Research

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

Marketing Research - Introduction, Basic concepts, Marketing Research & MIS, Marketing Decision Support System, Research: Planning, Process, Design and formulation, and Data Sources. Case Study

[No of Periods : 8 + 2]

UNIT-II

Research Design: Exploratory, Descriptive, Conclusive ; Experimental Designs, Causal Research Methods of Data Collection, Data Preparation and Tabulation, Measurement and Scaling Techniques and questionnaire design. Case Study

[No of Periods : 8 + 2]

UNIT-III

Data Analysis Techniques - Univariate, Bivariate, Tabulation and Analysis. Multivariate Data Analysis and its applications - Multiple Regression Analysis, Factor Analysis, Discriminant Analysis, Cluster Analysis, Conjoint Analysis, Multi Dimensional Scaling: Analysis of data with the help of Statistical Packages, Problems and Case Study.

[No of Periods : 8 + 2]

UNIT-IV

Applications of Marketing Research: -Sales Analysis, Market Potential Analysis, Sales Forecasting Market Segmentation Product Research: New Product Development Process, Test Marketing Advertising Research: Media Research, Copy Testing Pricing Research: Skimming and Penetration Pricing Distribution Research : Warehouse Research, Retail Location Research Brand Positioning, Problems and Case Study.

[No of Periods : 8 + 2]

UNIT-V

International Marketing Research; Framework, survey methods, questionnaire; Motivation Research; Ethics in marketing research. 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. Naresh Malhotra, Marketing Research: Applied Orientation, Pearson Education.
2. G.C.Beri: Marketing Research, TataMcGraw Hill
3. V.Kumar, "International Marketing Research", Pearson Education
4. Luck & Rubin: Marketing Research , Prentice Hall India

Reference Books:

1. P.Kotler, A.Koshi, M. Jha, "Marketing Management", Pearson Education
2. D.R. Allen, "Customer Satisfaction Research Management", Pearson Education
3. Tull & Hawkins: Marketing Research- Prentice Hall India
4. Mishra: Modern Marketing Research, Himalaya

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III **Branch: Management Elective: Discipline: Marketing Management**
Subject Code: 536332(36) **Subject Name: Consumer Behavior and Sales Management**
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 consumer Behavior – Diversity of consumer behavior – Concept, Scope, Importance and interdisciplinary nature, marketing management factors influencing consumer-buying behavior, consumer-buying process, Consumer Gifting behaviour. The consumer research paradigms and process. Case Study

[No of Periods : 8 + 2]

UNIT-II

Consumer Modeling: - The economic model – Learning model- Psychoanalytic model – The sociological model- The Howard Seth model of Buying behavior – The Nicosia model- The Engel –Kollat-Blackwell Model. Consumer decision-making and its process, Models and views of Consumer decision making, the process of opinion leadership and motivation behind opinion leadership. Reutilized response, limited and extensive problem solving behavior, Diffusion and adoption process of innovations. Profile of consumer innovators. Case Study

[No of Periods : 8 + 2]

UNIT-III

Individual Determinants of Consumer behavior- Perception, Meaning of Perception- the perceptual process- Factor responsible for perceptual, Distortion. Learning - elements , process, Learning Theories and measures of consumer learning. Personality- Meaning and Nature, Characteristics of Personality, Stages in the development of personality, personality Influences and consumer behavior, VALS model and its development. Consumer Attitude and behavior- The concept of Attitude-Relationship between Attitude and behavior, Attitude formation, Models of Attitude, strategies for Attitude change (ELM-model), Cognitive Dissonance Theory and its implications. Motivation- Consumer Motivation, Needs And goals, Characteristics , Types and system of needs, measurement of motives, Case Study

[No of Periods : 8 + 2]

UNIT-IV

Influence of Social class –Definition , social stratification, Factors responsible for social stratification – characteristic features of social Classes, Social influence on consumer behavior. Group Dynamics and Consumer Reference Groups- Definition and Meaning of Group- Reasons for formation of group –Types of Groups relevant to consumer behavior – Family life cycle- Friendship Group, Formal social clubs- Shopping, Friends groups- Work group-Reference group, Celebrity, Impact of social class, Culture, subculture and cross – culture factors on consumer behavior. Design of persuasive communication. Case Study

[No of Periods : 8 + 2]

UNIT-V

Sales management: Introduction, Theories of selling, Sales management functions, Sales Planning, Sales Forecasting, Sales Budgeting, Territory Design and Setting Quotas. Sales control and cost analysis – The sales audit – sales analysis – marketing cost analysis, Evaluation of sales performance, Concept of Sales Meeting- Sales territory, Quotas. Personal Selling, Selection, Training, Motivation and Compensation, Evaluation and Control of Sales Force. Management of Distribution Channels, 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. Schiffman & Kanuk, "Consumer Behavior", Pearson Education
2. Laudon & Bitta: Consumer Behaviour Tata McGraw Hill
3. David Jobber, "Seiing and Sales Management", Pearson Education

Reference Books:

1. M.R. Solomon, "Consumer Behavior", Pearson Education
2. Consumer Behavior in Indian Perspective – Suja R. Nair Himalaya Publishing House
3. Cundiff and Govni, "Sales Management - Decisions, Strategy and Cases", Prentice Hall of India
4. Gupta Das, Sales Management, PHI

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III

**Branch: Management Elective : Discipline-
Marketing Management**

Subject Code: 536336(36)

Subject Name: Services 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

Introduction, Growth of service sector economy, Service Characteristics, Service Marketing Triangle, Service Marketing Mix, Contribution of the services sector to the Economy, Major differences between, Services and Goods, Customer Involvement and Perception, Classification of Different types of Services: professional, religious, public education services etc, Case Study

[No of Periods : 8 + 2]

UNIT-II

Consumer Behavior in Services, Customer Expectation of Service, and Customer Perception of Service. Understanding Customer expectation and Perception through Marketing Research. Service scope effects on behavior , Importance and Strategies for effective delivery through Employees, Intermediaries and Customer Participation. Managing Demand, Managing Capacity, Waiting Line Strategies, Case Study

[No of Periods : 8 + 2]

UNIT-III

Service Marketing Mix: Introduction, Targeting, Segmentation & Positioning of services, Branding of services and its difficulties; Communication Strategies, Product Promotion Price , revenue and distribution: Factors related to Pricing, Pricing approaches, Pricing Strategies, Service Quality and Productivity, Quality Gaps, Prescriptions for closing Quality Gaps, Customer Service Function. Services Management Trinity, Inter actional Conflicts, Internal Marketing. Case Study.

[No of Periods : 8 + 2]

UNIT-IV

Relationship Marketing-Concept, Benefits & Strategies Market Segmentation & Targeting Service recovery. Service Development & Design New Service Types, Supplementary Services, Positioning Strategy, & Positioning Maps. Managing service delivery process, Case Study.

[No of Periods : 8 + 2]

UNIT-V

Physical Evidence of a Service: Introduction, Physical Evidence of a Service, Contribution of Physical Evidence to the Service, Service Quality, Measurement and Control: Introduction, Importance, Measurement of Service Quality, Quality Gap Model. Customer Feedback and Service Recovery: Customer responses to effective Service Recovery, Principles of Effective Service Recovery Systems, Learning from Customer Feedback. New Trends and emerging concepts in Service Marketing. 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. C. Lovelock, J. Chatterjee , "Service Marketing" ,Pearson Education
2. Zeithmal, Valarie; A Services Marketing, Tata McGraw Hill
3. K. Rama Mohana Rao, "Service Marketing", Pearson Education

Reference Books:

4. Payne A; The Essence of Service Marketing Prentice Hall
5. Govind Apte; Services Marketing, Oxford Press
6. Glynn & Barner, Understanding Setrvic marketing, PHI

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III
Subject Code: 536342(36)

Branch: Management Elective : Discipline- Finance
Subject Name: Security Analysis and Portfolio
Management

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

Investment: Meaning, nature, scope and features of an investment program, alternatives-speculation,gambling.Investment risk-interest risk, market risk, inflation risk, default risk, systematic and unsystematic risk. Case Study.

Investment companies: concept, market design of Mutual funds, types of investment companies, computation of Net Asset Value. Case Study. [No of Periods : 8 + 2]

UNIT II

Operations of stock markets in India: New issue market-concept and role functions, organization, underwriting and distribution. Secondary Market-Organizational structure, regulatory framework.NSE,BSE,OTCEI. Case Study.

Market Indexes-concept,methods of computing price weighted,quacity weighted and value weighted indices. Case Study. [No of Periods : 8 + 2]

UNIT III

Security Analysis: Fundamental security analysis-Analysis of Company, Industry and Economy.

Economic analysis-anticipatory surveys, barometric approach, econometric model building, opportunistic model building. Case Study.

Key characteristics in industry analysis-past sales and earning performance, permanence of industry, attitude of government, labor and competitive conditions, stock price relative to earnings, industry cycle and other sources for industry analysis. Company analysis- study of financials, estimation of intrinsic value, and obstacles in the way of analyst.

Technical analysis-Dow theory, Eliot wave principle, Kondratev wave theory and Chaos theory.Charting techniques and technical indicators. Efficient Market Hypothesis

Equity valuation- dividend discount model, earning multiplier approach, earnings and other comparative valuation ratios.Bond portfolio management-bond values, durations, yield spreads, bond portfolio immunization, corporate bonds-types, characteristics, and determinants of discount rates. Case Study. [No of Periods : 8 + 2]

UNIT IV

Portfolio utility theory and indifference curves. Markowitz Portfolio selection model: the specific model, corner portfolios, dominance principle, short selling. Portfolio of two risky securities, three security portfolio. Relationship between leveraged and unleveraged portfolio. Case Study. [No of Periods : 8 + 2]

UNIT V

Sharpe single index model, Capital asset pricing model, factor models, and Arbitrage pricing theory. Portfolio investment process-selection, execution, revision and performance 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. M. Ranganatham, "Investment Analysis and Portfolio Management", Pearson Education.
2. D.E. Fisher,"Security Analysis and Portfolio Management", Pearson Education
3. Bhalla, V. K. "Investment Management: Security Analysis and Portfolio Management"
4. Kevin S. "Portfolio Management ", Prentice Hall of India.

Reference Books:

5. P. Chandra, "Investment & Portfolio Management ", Tata Mc Graw Hill.
6. Elton, Edwin J and Gruber, Martin J. "Modern Portfolio Theory and Investment Analysis." John Wiley
7. Lee, Cheng F. etc. "Security Analysis and Portfolio Management." Scott, Foresman.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III

Branch: Management Electives : Discipline - Finance

Subject Code: 536343(36)

Subject Name: Taxation and Tax Planning

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

Basic concepts: assessment year, previous year, person, assessee, Income, charges on income, gross total income, capital and revenue receipts, residential status, receipt and accrual of income, connotation of income deemed to accrue or arise in India, incidence of tax, Tax Planning, Tax Evasion, Tax Management. Case Study
[No of Periods : 8 + 2]

UNIT-II

Explanation under various heads of income, income from salary (Basic problems), income from other sources (theory), Income under capital gain, basis of charge, transfer of capital asset, inclusion & exclusion from capital asset, capital gain, computation, theory & problems, slump sale, Exemptions, capital gain in special cases, Securities Transaction Tax (88E). Case Study
[No of Periods : 8 + 2]

UNIT-III

Income under the head profit and gains of business or professions and its computation- basis- method of accounting- scheme of business deductions/ allowance- deemed profits- maintenance of books, Depreciation (Both Theory & Problems) special provisions relating to 44AD, 44AE& 44AF. Problems on computation of income from business/ profession. Case Study.
[No of Periods : 8 + 2]

UNIT-IV

Setoff and carry forward of losses- permissible deductions –under Ch. VI-A 80C, 80CCC, 80D, 80DD, 80DDB, 80E, 80U, Sec 10A, 10B, 10BA. Computation of taxable income of a firm and partners – Computation of taxable income of a company with special reference to MAT- Corporate div. Tax, Fringe Benefit Tax. Problems and cases.
[No of Periods : 8 + 2]

UNIT-V

Central sales tax- objects & provisions in brief (theory) Inter state, Intra state, Deemed exports Registration, VAT: basic Concept, procedure, utility and implementation, merits and demerits of VAT. Central excise and custom acts- objects and provisions of the act in brief (theory)- goods, excisable, marketable Concept of CenVAT- customs- Basic definition, charge. GST: Introduction to goods and services tax. 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. B.B. Lal, "Direct Taxes", Pearson Education
2. V S Datey – Indirect Taxes – Taxman Publications
3. Kul Bhushan, "How to Deal With VAT", Pearson Education
4. Vinod Singhania- Students Guide to Income Tax – Taxman Publications

Reference Books:

1. B.B. Lal, "Income Tax and Central Sales Tax", Pearson Education
2. Mehrotra- Direct Tax – Sahitya Bhavan
3. T N Manoharan- Students Guide to Income Tax – White

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III **Branch: Management** **Elective : Discipline- HRM**
Subject Code: 536351(36) **Subject Name: Human Resources Planning And Development**
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 Resource Management : Meaning , Benefits , Strategic planning and HR planning. Manpower Planning : Definition Objectives, benefits, limitations and problems. HR planning linkage with other HR function, Influencing factors in human resource planning. Work Measurement, method, study, work study, work sampling, structure estimating, time study.

[No of Periods : 8 + 2]

UNIT-II

Human Resource Planning, tools, methods and techniques, concept of job analysis, job description and job specialization . Skill in verifying, manpower inventory qualitative and quantitative aspects. HR Demand focusing, HR Supply, estimates action plan in separation, retention, training, redeployment and staffing.

Work Force Flow Mapping, Job Analysis: - Meaning, Purpose, Process, Methods of Collecting Data. Job Description – Contents, Writing Job Description, Job Specification, Job enhancement, job rotation and job position. Procurement of Human resource: Recruitment- Meaning and Process; Sources of Recruitment , Internal and External Source, Modern Techniques of Recruitment, Sources- Internet Based, Placement Agencies. Case Study

[No of Periods : 8 + 2]

UNIT-III

Human Resource Development – Overview , philosophy and goals of HRD , HRD culture , climate , culture practices in organization , HRD sub systems / process mechanisms, line managers and HRD , task analysis , motivational aspects of HRD, development supervision , counseling and monitoring. Case Study

[No of Periods : 8 + 2]

UNIT-IV

Organizing for HRD , HRD for workers , HRD overview in Govt. and Private systems, HRD for health and family welfare , HRD in defense , police , voluntary organizations , manufacturing organization and infrastructure , and HRD in service industries (Banking , Hospital , event etc), HRD audit , TQM and HRD strategies. Case Study

[No of Periods : 8 + 2]

UNIT-V

Changing environment of HRD – internal and external factors, internal factors – HR of country and changing demands of employers , employees organization , behavioral factors in HR planning , wastage analysis – retention , redeployment and exit strategies, External factors – change in technology , legal and govt., customer social factors , economic and political factors ,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. Gary Dessler, "Human Resource Management", Pearson Education
2. Gerard V McMohan, "Recruitment and Selection", Prentice Hall of India
3. C.R. Greer, "Strategic Human Resource Management", Pearson Education

Reference Books:

1. Recent Experiences in HRD, Rao, T.V., New Delhi. Oxford & IBH
2. Evaluation of HRD, Pareek, Udai, Jaipur, Rawat Publications
3. S.S.Khanka, "Human Resource Management". S. Chand & Company Ltd.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III

Branch: Management

Elective: Discipline- Human Resource Management

Subject Code: 536353(36)

Subject Name: Compensation Management

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 compensation-Strategic role of compensation in Human Resource system, Importance of compensation, Factors influencing Effective compensation. Wage concepts, minimum, Fair and Living wage; Compensation Philosophies, Conceptual and theoretical understanding of economic theory; Competitive Imperatives: productivity, Quality, service, Speed, Learning; planning for improved competitiveness. Designing Compensation System, Strategic Compensation System. Case study

[No of Periods : 8 + 2]

Unit II

Compensation process, Employee satisfaction and motivational issues in Compensation, Developing Salary structure, Elements of compensation, Executive Compensation, Managerial Remuneration, Diagnosis and Bench marking, Obtaining commitment, Determination of Inter and intra-industry compensation, Differentials; Internal and External Equity in Compensation system. Case study

[No of Periods : 8 + 2]

Unit III

Performance management framework-Definition and coverage, reason for undertaking PM, PM Process, Planning of Performance Management, Setting Performance standards, Performance measurement, Review of performance, linking Pay with Performance, Rewarding Performance thru-Financial and Non-Financial aspects. understanding different components of compensation packages like fringe benefits, perks etc.; incentives and retirement plans. Case study

[No of Periods : 8 + 2]

Unit IV

Laws relating to Workmen Compensation-Workmen's compensation Act, Minimum Wages act, Payment of Wages act, Payment of bonus act, Provident fund act, Equal Remuneration Act. Case study

[No of Periods : 8 + 2]

Unit V

Statutory provision governing different component of Reward system , Institution/machineries related to Reward system: Wage boards, pay commission. Government, public and private sector compensation: policy and framework. Wage and productivity: Concepts and regulations, salient features of various Acts in practice. Industry and organization compensation, compensation practices in multinational corporations. 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, "Industrial Relations, Trade Unions & labor Legislations", Pearson Education
2. P.S. Rao, "Personnel & Human Resource Management", Himalaya Publishing house
3. Arun Monappa, "Industrial Relations", Tata McGraw Hill.

Reference Books:

1. C.B.Memoria. "Dynamic of Industrial Relations in India" Himalaya Publishing House
2. N. Singh, "Industrial Relations & Collective bargaining", Deep & Deep Publication
3. Prof. M.N. Rudrabasavraj, "Dynamic Personnel Administration".

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III

Branch: Management

**Elective : Discipline- Systems
Management**

Subject Code: 536362(36)

**Subject Name: Software Engineering &
Project Management**

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 Software Engineering , Software engineering problem, software engineering process like waterfall model, prototype model, evolutionary model , incremental model, spiral model, Software engineering approach, software engineering life cycle, requirement analysis and specification, design and specification, coding and module testing integration and system testing , product delivery an maintenance. case study

[No of Periods : 8 + 2]

Unit II

Project Management , responsibility of project management, software engineering project management , software metrics like process metrics, private and public metrics, utility of project metrics, technical metrics for software, Mc Call's Quality factors, FUPRS, , Software project planning, cost estimation using COCOMO model, Project Scheduling , personnel planning , rayleigh curve, Software quality assurance plan, project management plan, Risk Management , risk assessment, control and monitoring. case study

[No of Periods : 8 + 2]

Unit III

Software Quality and Configuration Management, baseline, Configuration management database, version control libraries, version control and change process, system engineering approach, business process engineering, information strategy planning, business area analysis, product engineering , requirement engineering. Capability maturity model, quality management system in Software Industry. case study

[No of Periods : 8 + 2]

Unit IV

Software Requirement Analysis and Principle , Software requirement specification, requirement analysis and specification process, Data flow diagram ,various level of DFD, Data dictionary, Various component of SRS, Specification Language like structured English, decision tree , decision table, structure of SRS, case study .

[No of Periods : 8 + 2]

Unit V

Software design, problem partitioning , abstraction, coupling and cohesion, structured chart , verification methods of design phase like design walkthrough , critical design review etc. Coding standard and coding rules in software development, software testing and maintenance, software reengineering , reverse engineering, restructuring like code and data, forward engineering , Computer aided software engineering , 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. Ian Sommerville, "Software Engineering", Pearson Education
2. Pressman, Roger S., "Software Engineering", A Practitioner's Approach McGraw-Hill,
3. Ghosh.S.M. ,Software Engineering – An integrated Approach – Ascent Academy (First Edition)
4. R.T. Futrell, "Quality Software Project Management ", Pearson Education

Reference Books:

1. L. Pfleeger, "Software Engineering", Pearson Education
2. W. Royce, "Software Project Management", Pearson Education
3. Fairley, Richard, Software Engineering Concepts, Tata McGraw-Hill.
4. Gillies, Alan C., and Peter Smith, Managing Software Engineering - CASE studies and solutions, Chapman & Hall
5. B. Ali & Frederick J. Hudson, "Software Engineering Fundamentals", Oxford University Press
6. Hughes, Bob and Mike Cotterell, Software Project Management (second edition), TMH , New Delhi

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III Branch: Management

Subject Code: 536365 (36)

Total Theory periods:40

Total Marks in End Semester Exam : 80

Elective: Discipline- SYSTEMS MANAGEMENT

Subject Name: Computer Networking

Total Tutorial periods:10

Minimum number of class tests to be conducted: 02

UNIT-I

Networking fundamentals. Communication fundamentals (transmission and transmission media; communication techniques; transmission efficiency) Wide area networks, local area networks, ISDN's; OSI architecture, IBM's SNA, Digital DNA, Internetworking; network applications: - EDI, Email, file transfer, conferencing, Enterprise networking. Case Study [No of Periods : 8 + 2]

UNIT-II

Networking technologies and applications. Design and development of enterprise network; Web-based application development, Design of large-scale intranets, Network and systems management issues, Remote access to computer resources, Network and system security. Managing networks. Preparing for doing business on the internet; Choosing and costing networks and network services; network management requirements; network performance indicators; performance monitoring. Case Study [No of Periods : 8 + 2]

UNIT-III

Physical Layer: Concepts of data transmission, transmission media, guided and unguided media, digital and analog transmission, transmission impairments, Multiplexing- TDM, WDM, FDM, Switching techniques- circuit, packet and message, Cellular Radio, wireless transmission, Modems, DSL, cable modem, ISDN- introduction, ISDN channels, ISDN layers, services, and Communication Satellites.

Data Link Layer: Framing, error control, flow control, unrestricted simplex, simplex stop-and-wait protocol, sliding window protocols, HDLC, SLIP, PPP.

Network Layer: Internal organization, routing, congestion, routing-shortest path, multipath, congestion control algorithms, preallocation of buffers, choke packets, deadlocks and Services of network layer.

Transport Layer: Services of transport layer, Transport protocols, connection management.

Upper OSI layers: Session layer and Transport Interaction , Presentation Layer –Translation, Authentication, Data Compression, Application layers – Message Handling System(MHS), File transfer ,Access and Management (FTAM) Case Study [No of Periods : 8 + 2]

UNIT-IV

Transmission Technology: Broadcast networks, Point-to-Point Networks, LAN, MAN & WAN topologies and its components, Wireless networks, Internetworking, Introduction to Bridges, Routers, Switches, Gateways, and Repeaters, Introduction, Functioning and Services- Novell Netware, Window NT, NOS (Network Operating Systems) Case Study [No of Periods : 8 + 2]

UNIT-V

Network Applications and Management: Design of business networks, installation guidelines, maintenance and security. Case studies on network design and establishment. Advanced Topics VLAN, VPN, VoIP, IPv6, ADSL overview. 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. Andrew. S. Tannanbaum, "Computer Networks", Pearson Education
2. Behrouz A.Forouzan, "Data Communication and Networking", Tata McGraw Hill Publication
3. Van ValkenBerg, "Network Analysis", Pearson Education
4. Martin, J., "Computer Networks and Distributed Processing", Prentice-Hall.

Reference Books:

1. William Stallings, "Data and Computer Communication", Pearson Education
2. S. Keshav, "An Engineering Approach to Computer Networking", Pearson Education
3. Tom Sheldon, "Encyclopedia of Networking", Tata McGraw Hill Pub. Co. Ltd.
4. William A. Shay, "Understanding Data Communications and Networks", Vikas Publishing House.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III

Branch: Management

Electives:

Discipline - PRODUCTION AND OPERATION MANAGEMENT

Subject Code: 536372(36)

Subject Name: Production Planning and Control

Total Theory periods: 30

Total Tutorial periods: 20

Total Marks in End Semester Exam: 80

Minimum number of class tests to be conducted: 02

UNIT – I

Production Planning – Introduction, Basic Concepts and Advantages. Functions of Operations Planning: Planning, Routing, Scheduling, Dispatching and Inspection. Types of Planning – Strategic Planning, Tactical Planning and Operational Planning. Cases.

[No of Periods : 6 + 4]

UNIT – II

Facility Planning – Introduction and Scope. General Procedures for Facility Locations. Facility Location Models – Simple Median Model and Centre of Gravity Model. Aggregate Planning – Concept, Nature and Advantages. Variables used in Aggregate Planning, Aggregate Planning and Strategies. Cases.

[No of Periods : 6 + 4]

UNIT – III

Capacity Planning – Meaning, Importance of Capacity Decisions. Determining Capacity Requirements, Design and Effective Capacity, Major Considerations of Effective Capacity. Break – Even Analysis: Single Product Case and Multiproduct Case.

[No of Periods : 6 + 4]

UNIT – IV

Material Requirement Planning – Introduction, Need for Material Planning. Basic Material Requirement Planning Concept and Implementation – Independent versus Dependent demand; Lumpy Demand; Lead Time; Common Use Time; and Time Phasing. Cases.

[No of Periods : 6 + 4]

UNIT – V

Inventory Control – Meaning, Types of Inventory, Pressure for Low Inventory, Pressure for High Inventory, Inventory Reduction Tactics, Inventory Techniques – ABC Analysis and Economic Order Quantity (EOQ). Forecasting – Importance and Features. Different types of Forecasting Techniques for Estimating Demand. Cases.

[No of Periods : 6 + 4]

- 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. Heizer, Render and Jagadeesh 'Operations Management', Pearson, 9th Edition
2. Chary 'Production and operations Management', Tata McGraw Hill
3. Chase, Jacobs, Aquilano and Agarwal 'Operations Management for Competitive Advantage', Tata McGraw Hill

Reference Books:

1. Krajewski, Ritzman and Malhotra 'Operations Management Process and Value Chains', Pearson
2. Nair 'Production and Operations Management', Tata McGraw Hill
3. Kumar and Suresh 'Operations Management', New Age International
4. Waters "Inventory Control and Management, 2ed ", Wiley India
5. Roy, Ram Naresh 'A Modern Approach to Operations Management', New Age International Publishers

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III

Electives:

Subject Code: 536375(36)

Total Theory periods: 30

Total Marks in End Semester Exam: 80

Minimum number of class tests to be conducted: 02

Branch: Management

Discipline - PRODUCTION AND OPERATION MANAGEMENT

Subject Name: Quality Management

Total Tutorial periods: 20

UNIT – I

Introduction to Quality Management- Definition, Fundamental Concepts of Quality, Specification of Quality, Factors Influencing Quality of the Product, Implication of Quality, Cost of Quality, Ethics and Quality Management. TQM – Concept, Various Approaches to TQM: Deming's Approach, Juran's Approach, Crosby's Approach, Feigenbaum's Approach and Ishikawa's Approach. Cases.

[No of Periods: 7 + 4]

UNIT – II

Quality Control- Basic Concepts, Scope and Objectives. Quality Control and Quality Assurance; Quality Organisation; Quality Planning in Manufacturing Industry. Cost Economics and Quality - Optimum Quality, Cost of Inspection versus Quality. Statistical Quality Control – Introduction, Advantage, Limitation. Control Charts – Control Charts for Variables: Mean – X-Charts, Range – R-Charts, Control Charts of Attributes: p – chart, c – chart. Cases.

[No of Periods: 7 + 5]

UNIT – III

Sampling Plan – Introduction and Advantages. Types of Sampling Plans – Single, Double and Multiple. Quality Circles – Concept, Definition of Quality Circle, Functions, Structure of Quality Circles. ISO 9000 and CMM Concept, Principles and Advantages. Cases.

[No of Periods: 5 + 3]

UNIT – IV

Business Process Reengineering:- Definition of, Characteristics of BPR, Need for reengineering, Steps in reengineering; Leverage of IT in BPR, Advantages of BPR, Success factors in reengineering. Cases.

[No of Periods: 5 + 4]

UNIT – V

Six Sigma - Six Sigma Concept, Foundations and Principles of Six Sigma, Quality improvement Strategies through Six Sigma, Process Capability Indices, Implementation of Six Sigma Strategies. Role and Responsibilities, Six-Sigma Methodology. Cases.

[No of Periods: 6 + 4]

- 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:

4. Heizer, Render and Jagadeesh 'Operations Management', Pearson, 9th Edition
5. Chary 'Production and operations Management', Tata McGraw Hill
6. Chase, Jacobs, Aquilano and Agarwal 'Operations Management for Competitive Advantage', Tata McGraw Hill

Reference Books:

6. Krajewski, Ritzman and Malhotra 'Operations Management Process and Value Chains', Pearson
7. Nair 'Production and Operations Management', Tata McGraw Hill
8. Russel 'Operations Management: Quality and Competitiveness in a Global Environment', 5ed 499, Wiley India.
9. Bedi 'Quality Management', Oxford University Press (India)

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III

Branch: Management - COMPULSORY

Subject Code: 536321(36)

Subject Name: Seminar-I Report and Viva

Total Theory periods:

Total Tutorial periods:

Total Marks in End Semester Exam : 60

Minimum number of class tests to be conducted: 01

The student will present seminar in the functional areas. 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. The TA marks will be awarded on the basis of attendance, active participation & presentation, test and internal viva. The ESE component will include evaluation of seminar report by one external and internal examiner followed by viva voce.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Semester: MBA SEM-III

Subject Code: 536322(36)

Total Theory periods:

Total Marks in End Semester Exam : 60

Branch: Management - COMPULSORY

Subject Name: Summer Training Report and Viva

Total Tutorial periods:

Minimum number of class tests to be conducted: 01

The student has to submit summer training report to the Institution / department within three weeks after the start of the third semester and the report will be evaluated by one external and internal examiner followed by viva voce for ESE examination. The TA marks will be awarded on the basis of attendance, presentation, test and viva and on the basis of feedback from the concerned Training manager of the organization.