

DEPARTMENT OF MANAGEMENT
NAGALAND UNIVERSITY
KOHIMA CAMPUS, MERIEMA, NAGALAND



Syllabus for
Master of Business Administration (MBA)
Choice Based Credit System
(REVISED)

2024

MBA Programme Structure (2024) (Revised)

Total Credit: 102, Marks: 3400

SEMESTER-I

Paper Code	Name of the Paper	Credits	Marks
MGT-101	Management Principles and Organisational Behaviour	3	100
MGT-102	Business Environment and Indian Economy	3	100
MGT-103	Managerial Economics	3	100
MGT-104	Accounting for Managers	3	100
MGT-105	Statistical and Operations Research Techniques	3	100
MGT-106	Managerial Skill Development	3	100
MGT-107	Computer Applications and MIS	3	100
MGT-108	Comprehensive Viva-Voce	3	100
Total Credits/Marks		24	800

SEMESTER-II

PaperCode	Name of the Paper	Credits	Marks
MGT-201	Business Legislation	3	100
MGT-202	Principles and Practices of Banking	3	100
MGT-203	Production and Operations Management	3	100
MGT-204	Financial Management	3	100
MGT-205	Marketing Management	3	100
MGT-206	Human Resource Management	3	100
MGT-207	Research Methodology in Management	3	100
MGT-208	Comprehensive Viva-Voce	3	100
Total Credits/ Marks		24	800

SEMESTER-III

Paper Code	Name of the Paper	Credits	Marks	Remarks
MGT-301	Business Ethics & Corporate Governance	3	100	
MGT-302	Strategic Management	3	100	
MGT-303	Tourism Management	3	100	
MGT-304	Summer Internship	3	100	
MGT-305	Dissertation - I	3	100	
MGT-306	Comprehensive Viva-Voce	3	100	
Specialization 1	The students are required to opt for two specializations groups out of the four specializations, in Semester-III. Each specialization group has two papers carrying 100 marks each.	3	100	
Specialization 2		3	100	
Specialization 3		3	100	
Specialization 4		3	100	
Total Credits/Marks		30	1000	

SEMESTER-IV

Paper Code	Name of the Paper	Credits	Marks	Remarks
MGT-401	Entrepreneurship Development	3	100	
MGT-402	International Business	3	100	
MGT-403	Dissertation - II	3	100	
MGT-404	Comprehensive Viva (100)	3	100	
Specialization 1	The students are required to opt for two specializations groups out of the four specializations, in Semester-IV. Each specialization group has two papers carrying 100 marks each.	3	100	
Specialization 2		3	100	
Specialization 3		3	100	
Specialization 4		3	100	
Total Credits/Marks		24	800	
Grand Total Credits/Marks		102	3400	

SPECIALISAION AREAS**FINANCIAL MANAGEMENT**

Paper Code	Name of the Paper	Credits	Marks
MGT-111	International Financial Management (Sem.-III)	3	100
MGT-112	Financial Markets & Services (Sem.-III)	3	100
MGT-113	Security Analysis & Portfolio Management (Sem.-IV)	3	100
MGT-114	Behavioural Finance (Sem.-IV)	3	100

MARKETING MANAGEMENT

Paper Code	Name of the Paper	Credits	Marks
MGT-121	Advertising and Sales Management (Sem.-III)	3	100
MGT-122	Internet Marketing (Sem.-III)	3	100
MGT-123	Retail Management (Sem.-IV)	3	100
MGT-124	Marketing of Services (Sem.-IV)	3	100

HUMAN RESOURCES MANAGEMENT

Paper Code	Name of the Paper	Credits	Marks
MGT-131	Labour Law and Industrial Relation (Sem.-III)	3	100
MGT-132	Human Resource Development (Sem.-III)	3	100
MGT-133	Strategic Human Resource Management (Sem.-IV)	3	100
MGT-134	Organisational Change and Intervention (Sem.-IV)	3	100

TOURISM & TRAVEL MANAGEMENT

Paper Code	Name of the Paper	Credits	Marks
MGT-141	Tourism Planning and Development (Sem.-III)	3	100
MGT-142	Tourism Impacts & Sustainability (Sem.-III)	3	100
MGT-143	Tourist Transport Operations (Sem.-IV)	3	100
MGT-144	Meetings, Incentives, Conference & Expositions (Sem.-IV)	3	100

Programme Outcomes

1. To provide Management Education to the people of the state of Nagaland.
2. To develop professionals who are committed to excellence in their personal and professional endeavours and who have the vision, courage and dedication to initiate and manage change.
3. To cater to the emerging needs of business enterprises in both traditional and new economy.
4. To groom future business leaders as well as entrepreneurs.

Programme Specific Outcome

1. Through the MBA Programme, the students will be equipped to cope up with the challenges in the corporate world. Emphasis of the Programme is to make students equipped with managerial skills required for the 21st century.
2. Another Programme outcome is to train the students so that they become a successful entrepreneur. Courses on Entrepreneurship and tourism have been included in the MBA Programme. Some of the students who passed out from the department have ventured into entrepreneurial activities.
3. Over the years, the students who have passed out from the department were placed in reputed organisations. Therefore, in order to fulfil the market requirement for MBA graduates, courses like MGT-202: Principles and Practices of Banking, MGT-122: Internet Marketing, MGT-123: Retail Management etc. were introduced and revised time to time.
4. In order to develop academic skills of the MBA Graduates due emphasis is given on Research Methodology. The students are required to write a Dissertation report in the 2nd year of their study.
5. The students need to undergo a compulsory Summer Internship in any corporate houses at the end of second semester for a period of minimum 45 days. This enables the students to experience the real time work environment in the corporate houses.
6. A new specialization (Tourism and Travel Management) is introduced to provide knowledge to the learners on tourism and its aspects.

Courses having Employability/ Entrepreneurship/ Skill Development

Course Code	Course Name	Activities having direct bearing on employability/ entrepreneurship/ skill development	Year of Introduction
MGT-401	Entrepreneurship Development	On completion of the course the students get the basic idea of entrepreneurship. This course is beneficial for those students who have entrepreneurial intent and want to establish their own business enterprise	2008 and still running
MGT-202	Principles and Practices of Banking	On completion of the course, the students get the insights of the banking industry. The way how the banking industry functions is explained in detail. This course helps the students in getting employment in commercial banks	2017 and still running
MGT-207	Research Methodology in Management	This course teaches the students about process of research. Different statistical techniques of data analysis are taught to the students. This course helps the students to get employment in research firms.	2008 and still running
MGT-122	Internet Marketing	On completion of the course, the students learnt about new generation marketing such as internet or online marketing. This course is basically beneficial for those students who desire to be an entrepreneur and who want to explore the new market for selling of their products through online.	2014 and still running
MGT-123	Retail Management	On completion of this course, the students are exposed to the functioning of retail organizations. This course helps the students to get employed in various retail companies such as Reliance Retail, Aditya Birla Fashion etc.	2017 and still running
MGT-114	Behavioural Finance	This course helps the students to understand the investors psychology in detail. By studying this course, the students get employment opportunities in various Financial Institutions	2021 and still running
MGT-141	Tourism Planning and Development	Tourism industry is a booming industry in North-East India in particular and in India in general. It is a smokeless industry. After completing these courses, the learner will be able to understand the gist of	Proposed to introduce
MGT-142	Tourism Impacts		
MGT-143	Tourist Transport		

	Operations (Road Transport)	tourism and highly employable in the same sector.	
MGT-144	Meetings, Incentives, Conference & Expositions (MICE)		

COURSE CONTENTS

SEMESTER-I

MGT 101: MANAGEMENT PRINCIPLES & ORGANISATIONAL BEHAVIOUR

Objective: The basic objective of this course is to familiarize the students with basic management concepts, behavioural processes in the organization and the ways in which behaviour and performance of individual organization members influence the performance and effectiveness of the organization as a whole.

COURSE CONTENTS:

Unit-I: Understanding Management: Nature and Scope of Management; Functions of Management, Role and Skills of a Manager; approaches to management concept.

Unit II: Forms of Organization and Control: Types of Organization, structure, span of management, delegation of authority and centralization and decentralization, controlling system and its importance.

Unit III: Motivation and Leadership: Concept of Motivation; Motivation Theories; Leaderships, its Qualities and Styles. Theories of Leadership, Case Studies.

Unit IV: Nature and Scope of Organizational behaviour: Meaning and concept of OB; Contribution of different behavioural sciences; understanding personality, attitudes, values and perception.

Unit V: Groups and Group Behaviour in Organization: Group and types of groups, Group Behaviour, Group Decision-Making, Group conflicts and types of conflicts; sources of conflict; managing conflict. Group formation and development.

Suggested Readings:

1. Allen, L.A: *Management and Organisation*, New York, McGraw Hill Book Publishers.
2. Drucker, Peter.F: *The Practice of Management*, Allied Publishers, N.Delhi.
3. Fred Luthans: *Organisational Behaviour*, Tata McGraw Hill.
4. Robbins S. P: *Organisational Behaviour*, Prentice Hall of India, N.Delhi.
5. Prasad, L.M. *Principles and Practice of Management*, Sultan Chand & Sons, N.Delhi.

MGT-102: BUSINESS ENVIRONMENT AND INDIAN ECONOMY

Objective: The basic objective of this course is to acquaint the students with the business environment. The course will help understand the business and the various environmental aspects affecting the operations of the business enterprise. This course will further introduce Indian Economy to the students.

COURSE CONTENTS:

UNIT I: Introduction to Business Environment: Concept and significance of business environment; Industrial Policy and licensing policy; Role of public and private sector; Basic

features of Indian planning. Significance of Environment Analysis for strategic business decisions; Elements of Business Environment

UNIT II: PESTLE Framework: The PESTLE Frame-work; Relevant Variables & Crucial Variables in PESTLE Analysis; Application of PESTLE framework for identification of Opportunities and Threats and the most viable option; Sources of information and data for PESTLE Analysis – sources within the nation & global sources – WEB sources -International Rating Agencies – Case Studies for illustrating the PESTLE Framework.

UNIT III: Macro Economics fundamentals: Economic Environment in India; the Macro Fundamentals; Trends and Sectoral Composition of Growth; Trends, Composition and Direction of India's Foreign Trade; Globalisation and Trade Openness; Regulatory Framework; Liberalisation; Current Monetary & Fiscal Policies; Latest Economic Survey & Union Budget; Savings & Investment Trends.

UNIT IV: Industries in India: Principal Industries – A brief study of present position, recent developments, problems and future prospects of iron and steel, cotton textile, cement, sugar, jute and fertilizer industries of India; Govt. policy. Small Scale and Cottage Industries – their role, problems and prospects in India

UNIT V: Global Business Environment: Globalisation of Indian Businesses; Indian MNCs; Decision to go global – Why, when, where & How? Application of PEST Framework in the global context; Global economic growth scenario - Dealing with Volatility, Shocks, Cultural Diversity, Political Risks & Technological obsolescence; International Outsourcing & BPO; Rating of Countries in terms Ease of Doing Business, Development Status, HDI, Governance, Corruption & Political Risk; Select Country Studies.

Suggested Readings:

1. Agarwal, A.N.: Indian Economy, New Age International, New Delhi.
2. Cherunilan Francis: Business Environment, Himalaya Publishing House, Delhi.
3. Dutta & Sundaram : Indian Economy, S. Chand, New Delhi.
4. Khan, Farooq A.: Business & Society, S. Chand, Delhi.
5. Sengupta, N.K.: Government and Business, Vikas Publishing House Pvt. Ltd.
6. Govt. of India: Economic Survey (relevant issues).
7. Reserve Bank of India: Report on Currency and Finance(relevant issues).
8. World Bank: World Development Report (relevant/ latest issues)
9. IMF: World Economic Outlook(relevant/ latest issues)
10. World Trade Organisation: International Trade Statistics (relevant/ latest issues)
11. UNCTAD: World Investment Reports (relevant/ latest issues)
12. UNDP: Human Development Report (relevant/ latest issues)

MGT 103: MANAGERIAL ECONOMICS

Objective:

To familiarize the students with the importance of economic approaches in managerial decision-making. To analyze the macroeconomic policies and the role of world organizations.

COURSE CONTENTS:

Unit-I: Introduction to Managerial Economics: Definitions: Economics, Managerial economics - Nature, Scope and Importance of Managerial Economics – Meaning, Determinants, Types and Law of demand, Exceptions - Elasticity of Demand, Types of Elasticity of demand: Price, Income, Cross and

Advertisement - Demand Forecasting: Methods – Supply: Determinants, Elasticity.

Unit-II: Production and Cost Analysis: Production: Factors, Function, Laws of variable proportion, returns to scale, Isoquant curves - Cost of production: Determinants and types, Short-run and long-run cost of production analysis, Breakeven Analysis, Contribution Analysis, Learning Curve, Economies and diseconomies of scale - Externality types. Basics of Econometrics.

Unit-III: Market Structure and Pricing: Market structure- Competition, monopoly, oligopoly, non-price competition, Pricing theories, Pricing and output under different market situations, Price discrimination, multiple product pricing, basic pricing, pricing objectives, product life cycle pricing. Theory of Firm- profit maximisation, sales maximisation, Nature and measure of profit, profit policy, theories of profit.

Unit-IV: Macro Economics: National Income Concepts, Indian Economic Growth and Development, Salient features of the underdeveloped economy, Economic factors, Non-economic factors, Poverty and inequality, Macro-economic Overview, Inflation analysis, Fiscal policy, Monetary policy and banking structure, Financial sector Performance, Impending reforms.

Unit-V: Macroeconomic Policies and World Organizations: Foreign Trade, Balance of Payments, Agriculture & Land reform policy, Policies towards Agriculture, Green revolution, Green revolution and its impact on economy and environment, Agriculture pricing policy, Procurement pricing and Minimum support pricing, Subsidies and food securities, Industrial policy, World Bank, IMF.

Suggested Readings:

1. Petersen & Lewis: Managerial Economics (Prentice Hall of India)
2. Maheshwari: Managerial Economics (Prentice Hall of India)
3. Chopra, D.P: Managerial Economics (Tata Mcgraw Hill)
4. Bacemol W.J.: Economic Theory and Operation Analysis (Prentice Hall of India)
5. Rangarajan and Dholakia: Macro Economics (Tata Mcgraw Hill)
6. Chetan Ghate, Kenneth M. Kletzer, “Monetary policy in India: A modern macro-economic perspective “, springer, 25-Nov-2016.
7. Nilanjan Banik, “The Indian Economy: A macro-economic Perspective”, SAGE publishing India, 2015.
8. Dominick Salvatore, Managerial Economics Principles and Worldwide Application by Dominick Salvatore, Oxford, 2020.

MGT-104: ACCOUNTING FOR MANAGERS

Objective: The objective of this course is to develop an insight of postulates, principles and techniques of accounting and enable the students to use financial and accounting information for planning, decision-making and control.

COURSE CONTENTS:

Unit I: Financial Accounting: Accounting concept, double entry system, GAAP, journal, ledgers, trial balance, cash and accrual concept, final statements, cash book and BRS, IFRS.

Unit II: Management Accounting: Concept, scope, functions and importance, difference between financial accounting and management accounting;

Unit III: Cost Accounting & Ratio Analysis: Introduction to basic cost concepts; cost classification, cost centre, cost unit, preparation of cost sheet; ratio analysis.

Unit IV: Decision Accounting: Standard costing and variance analysis, marginal and absorption costing, C.V.P. analysis.

Unit V: Changes in Financial Statements & Budgeting: Cash flow statement, fund flow statement, budgeting and budgetary control; zero based budgeting and performance budgeting; Financial Reporting Standards.

Suggested Readings:

1. Periasamy, P. *A text Book on Financial, Cost and Management Accounting*, Himalaya
2. Khan M & Jain P.K: *Management Accounting*, Tata McGraw Hill.
3. Shashi R.Gupta & R.K.Sharma: *Management Accounting*: Kalyani Publishers,N.Delhi
4. Sakshi Vasudeva: *Accounting for Business Managers*: HPH
5. Shashi K.Gupta & R.K.Sharma: *Management Accounting*, Kalyani.
6. Hingorari N.L & Ramanathan A.R: *Accounting for Management*, Sultan Chand, N.Delhi.

MGT-105: STATISTICAL AND OPERATIONS RESEARCH TECHNIQUES

Objective: The objective of this course is to help the students understand various quantitative techniques which will serve as effective aid in solving complex business problems and help taking managerial decisions. This course will also familiarize the students with the basic Statistical tool which are useful in decision making.

COURSE CONTENTS

Unit I: Measures of Central Tendency: Measures of Central Tendency: Mean, Median and Mode; Measures of Dispersion: Standard Deviation and Variance.

Unit II: Introduction to Probability: Fundamentals of Probability, Probability Distributions.

Unit III: Correlation and Regression: Correlation and Regression Analysis. Applications of Regression in Business Research. SPSS Applications on Regression.

Unit V: Inferential Statistics: Concept of Sampling Distributions; Test of Significance and its Designing, Tests of Variables and Proportions, Chi-square test, Hypothesis testing- Single and Two Population, Z test, t test, ANOVA

Unit V: Operations Research: Introduction to Operations Research, Linear Programming, Transportation problems

Suggested Readings:

1. Gupta, S P: *Quantitative Techniques for Decision Making*, Prentice Hall of India.
2. Cooke, W.P.: *Quantitative Methods for Management Decision*, Tata McGraw Hill.
3. Asthana: *Statistics for Social Sciences* (with SPSS), Prentice Hal of India.
4. Levin, R.: *Statistics for Management*, Prentice Hall of India.
5. Godfrey, A.: *Quantitative Methods for Management*, Edward Arnold.
6. J.K. Sharma: *Business Statistics*, Pearson
7. Taha H. A.: *Operations Research an Introduction*. Pearson Education, New Delhi
8. Rajagopal: *Operations Research*. Prentice Hall of India Pvt. Lts., New Delhi
9. Pai: *Operations Research*. OXFORD UNIVERSITY PRESS, New Delhi
10. Sharma J.K: *Operations Research*. PHI, New Delhi .

MGT-106: MANAGERIAL SKILL DEVELOPMENT

Objective: The main objective of the course is to develop the overall personality of the students. The course aims at equipping the students with necessary techniques and skills of business communication. The course will also expose the students to various forms of business correspondence.

COURSE CONTENTS:

Unit-I: Nature of Communication: Meaning of communication, classification of communication, purpose of communication, process of communication, elements of communication, barriers to communication, elements for successful communication, Use of ICT for effective communication.

Unit-II: Organisational Communication: Managing and communicating, corporate communication, communication structure in an Organisation, formal communication, informal communication.

Unit-III: Forms of written communication: Written business communication, purpose of writing, Principles of effective writing, writing- routine letters, persuasive letters, writing memos, report writing-purpose and elements of writing a report.

Unit-IV: Applications of Communication: Negotiation skills, Presentation skills, writing CVs, writing an application for a job, preparing for an interview, business etiquette.

Unit -V: Office management: Meaning, objectives, elements of office management, office manager, office space management, records management.

Suggested Readings:

1. G.T.Hunt, *Communication skills in the organisation*, Prentice Hall of India
2. Sharma, *Business Correspondence & Report writing*, Tata McGraw Hill Publishing House
3. Bowman J.P. & Branchaw B.P., *Business Communication from process to product*, Dryen Press, Chicago
4. Murphy, Herta A. And Peck, C.E, *Effective Business Communication*, New Delhi, Tata McGraw Hill
5. Asha Kaul: *Effective Business Communication* –Prentice Hall
6. Raman Meenakshi & Singh Prakash: “*Business Communication*”; Oxford.

MGT-107: COMPUTER APPLICATIONS AND MIS

Objective:

Information Systems (IS) enable new approaches to improve the efficiency and efficacy of business models. This course will equip the students with an understanding of the role, advantages and components of an Information System. The objective of the course is to help students integrate their learning from functional areas, the decision-making process in an organization and the role of Information Systems to have a vintage point in this competitive world.

COURSE CONTENTS:

Unit-I: Basic concepts of information processing and Internet:Data & Information,

Important data types, Value of Information, Quality of Information, Data Compression, Encoding vs. compression, Information Technology Applications: Basic concept of internet, World Wide Web, web browser, Hyper Text Mark Up language, Internet address, Electronic Mail, Internet Service Provider, Search Engines, Requirements for Internet Access. Cyber Law (IT) Act.

Unit-II: Information Systems: Introduction to Information Systems, Resources and components of Information Systems, Architecture, development and Maintenance of Information Systems, Role and Advantages of Transaction Processing Systems, Management Information Systems, Expert Systems and Artificial Intelligence, Decision Support Systems and Executive Information Systems.

Unit-III: Management Information Systems: Design and Development process of Management Information Systems, MIS for Sales and Marketing, MIS for Human Resources, MIS for Accounting and Finance; MIS for Production & Operations.

Unit-IV: Data Mining: Data Mining Process; Data mining Functionalities; Data mining Tools and Techniques; Application of Data Mining in Business and Economics, Introduction to DBMS – RDBMS.

Unit-V: Office tools & Financial Accounting Software: MS-Word –Introduction, creating, opening, saving and editing documents, Formatting of texts and paragraphs, creating bullets, number lists, header and footers, creating tables, finding and replacing texts. Excel – Introduction, entering data in a cell, data types, formulas, cell difference, sorting, excel databases, macros. PowerPoint – Introduction, creating, presentation slides, design templates, table slides, organisation chart, using different view of a slide, formatting a slide design. Basic application of Tally, Tools and Techniques of Business Intelligence.

Suggested Readings:

1. Effy OZ, Management Information Systems, Thomson Leading/Vikas Publications
2. James A. O'Brien, Management Information Systems, Tata McGraw-Hill
3. D.S. Yadav: Foundation of Information Technology, New Age International Publisher
4. Ritendra Goel, D.N. Kakkar: Computer Application in Management, New Age International Publisher Limited.
5. Scot, George M: Principles of MIS, McGraw Hill.
6. Kanter: Management Information System, PHI.
7. Hussain & Hussain: Information processing systems for Management
8. W.S Jawadekar, Management Information System, Tata Mc Graw Hill Publication.
9. David Kroenke, Management Information System, Tata Mc Graw Hill Publication.
10. D.P. Goyal, MIS: Management Perspective, Macmillan Business Books.

MGT-108: COMPREHENSIVE VIVA-VOCE

Objective: The objective of Comprehensive Viva-Voce at the end of the Semester is to judge the overall development of the student and aimed to assess the student' understanding in various subjects she/he studied during the semester. It will be conducted by a committee consisting of Faculties of the Department and the questions of the Viva-Voce would be from subjects taught during the semester.

SEMESTER-II

MGT 201: BUSINESS LEGISLATION

Objective: The objective of this course is to make the students aware of the various business laws which have an impact on the smooth running of any business organizations.

COURSE CONTENTS:

Unit I: Indian Contract Act, 1872: Meaning, Essentials of a valid contract, performance of contracts, discharge of contracts, contracts of indemnity & guarantee, contracts of bailment, and contracts of agency.

Unit II: Negotiable Instruments, 1881: Meaning of Negotiable Instruments, types of negotiable instruments, Parties to Negotiable Instruments, presentation of negotiable instrument, Negotiations, Discharge of parties.

Unit III: Competition Act, 2002 and Environmental Protection Act, 1986: Introduction; History and development of competition law; Prohibition of agreements, Prohibition of abuse of dominant position, Regulations of combinations, Laws related to environmental; environmental protection legislation in India.

Unit IV: Indian Companies Act, 2013: Definition, Meaning, Characteristics of a Company, kinds of company, Memorandum & articles of association, prospectus, membership, Directors, meetings, winding up; CSR; Amendments of Indian Companies Act.

Unit V: Sale of Goods Act, 1930: Meaning of contract of Sale, essentials of contract of sale, difference between sale and agreement to sale, Condition and Warranties, Transfer of ownership, performance of a contract of sale.

Suggested Readings:

1. Pathak: *Legal Aspects of Business*, Tata McGraw- Hill Publishing Company Limited, New Delhi.
2. M.M. Sulphrey & Az-har Basheer: *Laws for Business*, PHI Learning Pvt. Ltd. New Delhi.
3. Maheswari, SN & Maheswari SK: *A Manual of Business Law*, HPH. Mumbai
4. N.D. Kapoor: *Elements of Mercantile Law*; Sultan Chand

MGT-202: PRINCIPLES AND PRACTICES OF BANKING

Objective: The objective of the course is to acquaint the students with basics of Banking. The course will help understand the various principles and practices being followed by the Indian Banks.

COURSE CONTENTS:

Unit I: Introduction to Banking: Role and Functions of RBI, Types of Banks and NBFCs, Concepts of CRR, SLR, Repo rate, Bank rate LIBOR, MIBOR etc; Retail Banking, Wholesale Banking, Universal Banking, International Banking;

Unit II: Risk Management in Banks and Banking Regulations Act, 1949 : Introduction to Risk Management; Basel I, II & III Accords; Types and advantages of Factoring and Forfaiting services;

Types of off-balance sheet items; Roles and functions of CIBIL, codes of BCSBI; Banking Regulations Act, 1949 and subsequent amendments.

Unit III: Functions of Banks I: Banker customer relationships; Opening accounts of various types of customers; KYC norms; Payment and collection of cheques and other negotiable instruments; Remittances; Customer Relationship Management (CRM).

Unit IV: Functions of Banks II: Principles of lending; Overdraft (working capital) and term loans; Credit appraisal techniques; credit monitoring & its management; Different modes of charging securities; Priority sector advances including government sponsored schemes.

Unit V: Non-Performing Assets and Financial Inclusions: Definition of NPA; Income recognition and asset classification, provisioning norms; Role of BC, BF and ICT in financial inclusions, R SETI; Importance of financial literacy

Suggested Readings:

1. Justin Paul and Padmalatha Suresh: *Management of Banking and Financial Services*, Pearson Education
2. S Guruswamy: *Financial Services*, Mc Graw Hill Publication .
3. M Y Khan: *Financial Services*, Tata Mc Graw Publication
4. Indian Institute of Banking & Finance: *Principles and Practices of Banking (3rd Edition)*, Macmillan education.

MGT-203: PRODUCTION AND OPERATIONS MANAGEMENT

Objective: The basic objective of this course is to acquaint the students with decision making in: planning, scheduling, productivity improvement in operation through layout engineering and quality management etc.

COURSE CONTENTS:

UNIT I: Introduction to Production and Operation Management: Concepts, Historical background; Nature and scope of Production and Operation Management; Duties and responsibility of Operation Manager; Work Study; Method Study; Work measurement.

UNIT II: Product/ Service Design; Facilities Location and Layout: Designing of Product/Service; Product (product / service) design and design parameters; Product Quality; Product, service, operations and competitive strategies; Plant Location and Lay out-Introduction, importance and factors for plant location choices; Location Analysis; Plant Layout- Meaning and objectives; Types of Layout.

UNIT III: Project Management: Introduction to Network Concepts and Project Management: PERT & CPM Techniques; Computation in PERT Network and probability Consideration; Application Areas-PERT – COST Analysis

UNIT IV: Inventory Management and Quality Assurance: Introduction, basic inventory models and system; Methods of Inventory Control Quality assurance - Total Quality Management; Statistical quality control, Statistical process control; Six Sigma methodology, ISO-Certification

UNIT V: Operations Management and HRM: Operations and personnel management, Health and Safety concerns; Contemporary concepts of Operations Management, Operations management in the digital environment.

Suggested readings:

1. Buffa, Elwood S: *Modern Production Management*, John Wiley & Sons.
2. Pivest: *Production and Inventory Control*, PHI.
3. S.N.Chary: *Production & Operation Management*, Tata Mc Graw Hill.
4. Panneerselvam: *Production & Operation Management*, PHI.
5. K. Aswathappa: *Production & Operation Management*, HPH

MGT 204: FINANCIAL MANAGEMENT

Objective: To provide an insight into the broad framework of Financial Management. It also attempts to impart the skills necessary for making financial decisions.

Unit-I: Overview of Financial Management: Introduction, Meanings, Definitions and Scope of Financial Management, Goals of Financial Management: Profit Maximization vs Wealth Maximization, Finance Functions: Investment, Financing, Dividend and Liquidity decisions, Time Value of Money: Future Value, Present Value (Single flow, Annuity Flow), Doubling Period, Sinking Fund Factor and Capital Recovery.

Unit-II: Investment Decisions: Capital Budgeting: Concept and Importance of Investment Decisions, Nature of Investment Decisions, Investment Evaluation criteria: Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR), NPV and IRR comparison.

Unit-III: Financial Decisions: Cost of Capital, Components and overall Cost of Capital: Cost of Debt, Cost of Preference, Cost of Equity (CAPM and Gordon's Model), Weighted Average Cost of Capital, Concept of Leverage: Operating Leverage, Financial Leverage, Combined Leverage.

Capital Structure: Introduction, Features of an Ideal/Optimum Capital Structure, Factors Affecting Capital Structure, Theories of Capital Structure: Net Income Approach, Net Operating Income Approach, MM Approach, Traditional Approach, EBIT-EPS Analysis.

Unit-IV: Dividend Decisions: Financial forecasting, tools of financial forecasting, Dividend Policies, Issues in Dividend Decisions, Relevance Theory: Walter's Model, Gordon's Model, Irrelevance Theory: M-M hypothesis, Dividend Policy in Practice, Forms of Dividends, Stability in Dividend Policy, Corporate Dividend Behaviour.

Unit-V: Liquidity Decisions-Working Capital Management: Components of Current Assets and Current Liabilities, Concepts, Objectives, types, sources and Determinants of Working Capital, Calculating Operating Cycle and Estimating Working Capital Requirements, Cash Management, Receivables Management, Inventory Management, Inventory control Models.

Suggested Readings:

1. Prasanna Chandra: Financial Management, Tata McGraw Hill.
2. M.Y. Khan & P.K.Jain: Financial Management, Tata McGraw Hill.
3. I.M.Pandey: Financial Management, Vikas Pub House, N.Delhi.
4. P.V.Kulkarni & B.G.Satyaprasad: Financial Management, HPH, latest edition
5. Rajiv Srivastava & Anil Mishara: Financial Management, Oxford, latest
6. G.Sudarsana Reddy: Financial Management, HPH, Latest edition
7. Vyuptakesh Sharan: Financial Management, Pearson, latest edition.

MGT-205: MARKETING MANAGEMENT

Objective: The basic objective of this course is to develop an understanding of the underlying concepts, strategies of marketing of products and services. The course also aims to equip and train students with basic skills of marketing. Students will undertake small project works as part of the teaching pedagogy.

COURSE CONTENTS:

UNIT I: Introduction to Marketing: Concepts; nature and scope; Marketing process and marketing management, different philosophies of marketing, Marketing Mix, social marketing, Marketing environment.

UNIT II: Buying Process and Behaviour: Market segmentation and positioning, target marketing, consumer buying behaviour, consumer buying decision process, marketing research.

UNIT III: Product Decisions: Basic concepts of products, product mix and product line decisions, branding decisions, new product development and its processes, packaging decisions, product life cycle. Pricing decisions: Meaning and significance of price; factors influencing pricing, general pricing approaches, pricing practices and strategies.

UNIT IV: Distribution and Promotion Decisions: Marketing channels and its functions, distribution channels, channel selection and logistics of distribution objectives; elements of promotion mix, concept of unique selling proposition, communication design and promotion mix strategies.

UNIT V: Emerging Issues in Marketing: Basics of international marketing, rural marketing, marketing information system and internet marketing; consumerism and consumer movement, consumer protection legislations, ethical issues in marketing, service marketing.

Suggested readings:

1. Philip Kotler: *Principles of Marketing*, PHI
2. Philip Kotler: *Marketing Management*, PHI.
3. Davis Kenneth: *Marketing Management*
4. Kasturi R, Qulech & Rajiv L: *Marketing Management- Text and cases*, Tata Mc Graw Hill, New Delhi.
5. Baines P, Fill C & Page K: *Marketing (Asian Edition)*, Oxford University Press, New Delhi
6. Kotler Philip: *Social Marketing*, Pearson

MGT 206: HUMAN RESOURCE MANAGEMENT

Objective: The objective of this course is to make the students aware of the various facets of managing the people and to create an understanding of various policies and practices of human resource management

COURSE CONTENTS:

UNIT I: Concept of Human Resource Management: Meaning, definition, objectives, scope and functions of HRM, Human Resource Management in a changing Environment

UNIT II: Acquiring and Developing Human Resources: Human Resource Planning, Job Analysis and Job Design, Recruitment and selection, Placement, Induction and socialization, Employee training, Executive Development, Career Planning

UNIT III: Managing Performance and Compensation: Performance Appraisal, Job evaluation, Wage and salary administration, incentive compensation; Applications of AI in HRM.

UNIT IV: Maintaining and retaining Human resources: Employee Health and safety, Employee welfare (Employee benefits), Discipline and Grievance

UNIT V: Integrating Human Resources: Industrial relations and industrial disputes, Trade Unions, Job satisfaction, Quality of Work life, management of stress and burnout

Suggested Readings:

1. P.Subha Rao: *Human Resource Management and Industrial Relations*, HPH, Delhi
2. Shashi & Rosy: *Human Resource Management*, Kalyani Publications
3. C.B.Gupta: *Human Resource Management*, Sultan chand & sons
4. A.M.Sharma: *Aspects of Labour Welfare and Social Security*, HPH, latest

MGT-207: RESEARCH METHODOLOGY IN MANAGEMENT (CBCS Course)

Objective: The basic objective of this course is to develop research skills of students in investigating business problems so as to come out with objective findings and to have a scientific approach while conducting the research. The course will also acquaint the students with statistical tools for research analysis.

COURSE CONTENTS:

UNIT I: Introduction to Research Methodology: Research methodology: an overview, importance of research in decision making, research process, defining research problem and formulation of hypothesis, research designs.

UNIT II: Data Collection and Measurement: Data and its types, methods and techniques of data collection, attitude measurement and scales, questionnaire designing, sampling and sampling designs.

UNIT III: Data Presentation and Analysis: Data processing, statistical analysis, and interpretation of data: parametric & nonparametric tests, multivariate analysis of data.

UNIT IV: Computer Software and Research: Introduction to SPSS, data creation and entry, some sample analyses; Introduction to R Programming.

UNIT V: Report Writing and Presentation: Ethics in research, substance of reports, formats of reports, presentation of a report; Plagiarism, plagiarism checker software; Referencing styles.

Suggested Readings:

1. Goode & Hatt: *Methods in Social Research*
2. Kothari: *Research Methodology*, New Age
3. Rummel and Ballaine: *Research Methodology in Business:*
4. Yogesh Kumar Singh: *Fundamental of Research Methodology and Statistics*, New Age
5. Cooper D & Schindler P: *Business research methods*, Tata Mc Graw Hill

6. Panneer Selvam R: *Research Methodology*, PHI
7. Chawla & Sondhi: *Research Methodology Concepts & Cases*, Vikas Publishing
8. Leech, N. L., Barrett, K. C. & Morgan, G. A.: *IBM SPSS for Intermediate Statistics: Use and Interpretation*, Routledge

MGT-208: COMPREHENSIVE VIVA-VOCE

Objective: The objective of Comprehensive Viva-Voce at the end of the Semester is to judge the overall development of the student and aimed to assess the student' understanding in various subjects she/he studied during the semester. It will be conducted by a committee consisting of Faculties of the Department and the questions of the Viva-Voce would be from subjects taught during the semester.

SEMESTER- III

MGT-301: BUSINESS ETHICS & CORPORATE GOVERNANCE

Objectives: The objective of this course is to familiarize the student with the principles of ethical behaviour in business, values and ethical management.

COURSE CONTENTS:

UNIT I: Introduction: Definition, need and importance, nature and scope of business ethics, ethics & morale, ethical values & genesis, contemporary ethical challenges in business, qualities of ethical leader; Theories of Business Ethics.

UNIT II: Application of Ethical Standards to Business Disciplines: Duties of manufacturer, consumer rights, In the market place-product positioning & competing, packaging, labeling & launching, pricing; on the billboard-advertising & communications.

UNIT III: Ethics of Managing People in the Organisation: Workers & morals-rights, duties of employees, personnel policies & procedures, need for workplace ethics, morality of informed consent, workplace surveillance vs privacy, conflict of interest, whistle-blowing, abuse of official position, discrimination, sexual harassment, manners & managers; Ethical dilemma.

UNIT IV: Corporate Governance: Meaning, reasons for growing demand for corporate governance, importance, prerequisites, regulatory and voluntary actions, Corporate Social Responsibility; Theories of Corporate Governance and responsibilities of Board.

UNIT V: Corporate Governance & Ethics: Ethical issues of Corporate Governance, Factors influencing Corporate Governance, Models of Corporate Governance (Anglo American, Japanese, German & Indian), Theories of Corporate Governance (Agency, Political, Stake holder, Legitimacy, Resource dependency, Stewardship & Social contract theory).

Suggested Readings:

1. Fernando, A.C.: *Business Ethics – An Indian Perspective*, Pearson.
2. Laura P Hartman & Abha Chatterjee; *Perspective in Business Ethic*, McGraw Hill.
3. Daniel Albuquerque: *Business Ethics*: Oxford University Press
4. Manuel G. Velasquez: *Business Ethics: Concepts & Cases*, 5th ed., Prentice Hall of India, New Delhi.
5. Ferrell O.C., Peterson R.A.: *Business Ethics: New Challenges For Business Schools and Corporate Leaders*, Prentice Hall of India, New Delhi.

MGT-302: STRATEGIC MANAGEMENT

Objectives: The purpose of this course is to facilitate the students to understand the business environment in a wide perspective. The course covers modules such as issues in strategic management; business and competitive strategy; competitive advantage of nations and formulation and implementation of corporate strategy.

COURSE CONTENTS:

UNIT I: Introduction: Nature, purpose and scope of strategic management; Concept of strategy, process of strategic management, role of strategists, defining business purpose, mission and objectives, strategic intent and vision; Functional strategy.

UNIT II: Business Environment Analysis: Components of business environment, environmental appraisal, assessing opportunities and threats, external analysis - importance of external analysis; perspectives on organizational environments; external environmental sectors; swot analysis, internal analysis - organizational capabilities and core competencies; value chain analysis; organisational appraisal.

UNIT III: Strategy Formulation: Level of strategy formulation: corporate level strategies, business level strategies, strategic analysis and choice; grand strategies; major types of strategies; industry analysis, framework for analyzing competition, competitive strategy; competitive advantage of a firm.

UNIT IV: Strategy Implementation: Evaluation of strategic alternatives, factors in strategic choice, activating strategies, structural implementation, behavioural implementation, functional and organizational implementation.

UNIT V: Issues in Strategic Management: Leadership implementation, corporate culture, personal values and business ethics, brief introduction to mergers and acquisitions as corporate strategy

Suggested Readings:

1. Porter M.E: *Competitive Advantage*, The Free Press, New York
2. Kazmi A.: *Strategic Management and Business Policy*, Tata Mc Graw Hill.
3. Miller, A.: *Strategic Management*, New York, McGraw Hill.
4. Glueck, William, Jauch, L.R.: *Business Policy and Strategic Management*, Mc Graw Hill
5. Thomas, J.G.: *Strategic Management-Concepts, Practices and Cases*, Harper & Raw, New York
6. Nag A: *Strategic Management*, Vikas Publishing House Pvt Ltd, New Delhi.

MGT-303: TOURISM MANAGEMENT

UNIT I: Tourism Development Through Ages: The ancient phenomenon, pleasure travel, religion as a motivator, the grand tour, the origin of the concept of the annual holiday, industrial revolution & the development of travel, effects of the great war on the transport system, advent of the jet, growth & development of modern tourism, post - second world war phenomenon, causes of rapid growth and development of tourism.

UNIT II: Understanding Tourism: Concept of tourist and tourism, historical evolution and development of tourism, types and forms of tourism, tourism system and regulations, constituents of tourism industry and tourism organisations, modes of transport & accommodation in tourism, informal services in tourism.

UNIT III: Tourism Services & Operations: Tourism information, guides and escorts, tour operators, travel agencies, tourism market potentials.

UNIT IV: Tourism Impacts: Economic impact of tourism, social, cultural & environmental impact of tourism, obstacles to tourism, sustainability of tourism.

UNIT V: Tourism Organizations: Objectives and Role of ITDC, TFCL, IRCTC, An overview of National and International organizations and associations: IATO, TAAI, UNWTO, IATA.

Suggested Readings:

1. Swain, S. K. & Mishra, J. M. *Tourism: Principles and Practices*, Oxford.
2. Roday, S., Biwal, A. & Joshi, V. *Tourism Operations and Management*, Oxford.
3. Bhatia, A. K. *Tourism Development: Principles & Practices*, Sterling Publishers Pvt. Ltd.
4. Weaver, D. *Sustainable Tourism: Theory and Practice*, Routledge.

MGT-304: SUMMER INTERNSHIP

Objective: The objective of the summer internship and viva-voce is to:

- Expose the students to real life situation by joining various organization as an intern and get experience.
- Demonstrate that the project is the student's own work.
- Confirm that the student understands what she/he has written and can defend it verbally.
- Investigate the student's awareness of where her/his original work sits in relation to the wider research field.
- Allow the student to clarify and develop the written project report in response to the examiners' questions.

MGT-305: DISSERTATION- I

Objective: The objective of the Dissertation-I is to:

- Put into practice theories and concepts learned by the student in the class & to provide an opportunity to draw a problem for research work.
- Apply the research methodology in the preparation of a research proposal.
- Demonstrate that the proposal is the student's own work.
- Confirm that the student understands what she/he has written/proposed and can defend it verbally.
- Prove that the project proposal is of sufficiently high standard to merit in proceeding the research work.

MGT-306: COMPREHENSIVE VIVA-VOCE

Objective: The objective of Comprehensive Viva-Voce at the end of the Semester is to judge the overall development of the student and aimed to assess the students' understanding in various subjects she/he studied during the semester. It will be conducted by a committee consisting of Faculties of the Department and the questions of the Viva-Voce would be from subjects taught during the semester.

SPECIALISATION SUBJECTS

[2 papers each from 2 selected specialization areas (total 4 papers)]

SEMESTER-IV

MGT-401: ENTREPRENEURSHIP DEVELOPMENT

Objective: The basic objective of this paper is to encourage students to take up entrepreneurship as a career option and to impart skills related to it. The course will also familiarize the students with the various theories related to entrepreneur and entrepreneurship, and the other components of entrepreneurial activities.

COURSE CONTENTS:

UNIT I: Entrepreneur, Entrepreneurship & Intrapreneurship: Definitions, importance, characteristics; theories of entrepreneurship, difference between entrepreneur and manager; factors affecting entrepreneurial Growth, qualities of an entrepreneur, importance of entrepreneurship in economic development, concept of intrapreneurship.

UNIT II: Women and Rural Entrepreneurship: Role & importance of women entrepreneurship, problems of women entrepreneurs, women entrepreneurship in India; rural entrepreneurship, need and problems.

UNIT III: Agri-Preneurship & Social Entrepreneurship: Meaning & scope of agripreneurship, agripreneurship in India with special reference to North-East India, perspectives of social entrepreneurship, social entrepreneurship in practice.

UNIT IV: Project Formulation: Elements of a project report, feasibility Analysis: economic feasibility, market feasibility, financial feasibility, technological feasibility, Social Cost-Benefit analysis, environmental feasibility & preparation of feasibility report.

UNIT V: Entrepreneurship Development Agencies: Role of Government and supporting agencies/ institutions (Government schemes and subsidies, the tax benefits, Ministry of MSME, NABARD, DIC, IIE etc.), Entrepreneurship Training Programmes.

Suggested Readings:

1. Desai, V. *Dynamics of Entrepreneurship Development*, Himalaya Publishing House.
2. Holt, D. H. *Entrepreneurship: New Venture Creation*, Pearson.
3. Charantimath, P. M. *Entrepreneurship Development & Small Business Enterprises*, Pearson
4. Khanka, S. S. *Entrepreneurial Development*: S. Chand

MGT-402: INTERNATIONAL BUSINESS

Objectives: The basic objective of this course is to familiarize the students with the International Business Scenario of the world. In addition to that, much emphasis has been given in to familiarize the students with various terminologies and documents in International Trade.

COURSE CONTENTS:

Unit I: Globalization and International Business (IB): Concept of globalization, factors influencing globalization, criticism of globalization, concept of IB, reasons for IB expansion, Domestic versus IB, Managing business in the global era.

Unit II: Theories of International Trade: Mercantilism, Absolute Advantage, Comparative Advantage, Factor Endowment (Heckscher- Ohlin) Theory, Country Similarity Theory, The New Trade

Theory, International Product life Cycle Theory, Theory of Competitive Advantage; implications of Trade Theories

Unit III: International Marketing and Finance: International Marketing – Setting objectives, Market identification, Segmentation and Targeting; Entry mode decision; International Marketing Mix Decision. International Finance – International Monetary system, Contemporary Exchange Rate Arrangements, Prevailing Currencies and Markets, Foreign Exchange Market, Foreign Exchange Risk and Exposure

Unit IV: International HRM and MNCs: International Human Resource Management – Concept, International Organizational Structures, International Recruitment, Selection and Training. International Business by Multinationals and Non-multinationals - Global Markets- Global Competitive Strategy. Regulation of International Business- India's Role in International Business

Unit V: Procedure and Documentations: International Trade: Procedure and Documents Registration of Exporters, Export Quotations- Production and Clearance of Goods for Export- Shipping and Transportation, Insurance, Negotiation of Documents, Instruments of payments- Open Accounts , Bills of Exchange, Letter of Credit- Export Finance.

Suggested Readings:

1. Bhalla, V.K.: *International Economy- Liberalisation Process*, New Delhi, Anmol
2. Bhalla, V.K. & Shivaraman, S.: *International Business Environment and Business*, New Delhi, Anmol
3. Schnitzer, Liehens and Kulin: *International Business*
4. Francis, C. *International Business*, PHI Learning

MGT-403: DISSERTATION-II

Objective: The objective of the Dissertation and viva-voce is to:

- Put into practice theories and concepts learned by the student in the class & to provide an opportunity to study a particular topic in depth.
- Demonstrate that the project is the student's own work
- Confirm that the student understands what she/he has written in the dissertation and can defend it verbally.
- Investigate the student's awareness of where her/his original work sits in relation to the wider research field.
- Establish whether the project report/dissertation is of sufficiently high standard to merit the award of the Degree for which it is submitted.
- Allow the student to clarify and develop the submitted project report in response to the examiners' questions.

MGT-404: COMPREHENSIVE VIVA-VOCE

Objective: The objective of Comprehensive Viva-Voce at the end of the Semester is to judge the overall development of the student and aimed to assess the students' understanding in various subjects she/he studied during the semester. It will be conducted by a committee consisting of Faculties of the Department and the questions of the Viva-Voce would be from subjects taught during the semester.

SPECIALISATION SUBJECTS

[2 papers each from 2 selected specialization areas (total 4 papers)]

SPECIALISATION AREAS: FINANCIAL MANAGEMENT

MGT-111: INTERNATIONAL FINANCIAL MANAGEMENT

Objective: The basic objective of this course is to give an overall view of the international financial system and an understanding of the various financial policies and programmes adopted by multinational companies in a global environment.

COURSE CONTENTS:

UNIT I: Introduction and Concept of International Financial Management: Meaning, Developments in International Financial Management, Nature and scope of International Financial Management – International Financial Management Vs Domestic Financial Management; Role of International Financial Manager. Balance of Payments (BoP), Fundamentals of BoP.

UNIT II: Exchange Rate Determination: Foreign Exchange Rate Mechanism: Exchange rate quotations – Determination of exchange rate in the spot market – exchange rate determination in forward market – Factors influencing Exchange rate – Need for Foreign Rate Forecasts- Exchange rate behaviour-Cross Rates Arbitrage profit in foreign exchange markets, Triangular and locational arbitrage. (Including Problems). Exchange rate theories.

UNIT III: Foreign Exchange Exposure and Risk Management: Nature of exposure and risk – Exchange rate and interest rate volatility – Foreign exchange and risk – Classification of foreign exposure and risk – Transaction exposure – Operating exposure – need for hedging- Management of foreign exchange exposure risk through hedging- transaction exposure hedging- contractual hedging and natural hedging- techniques for hedging real operating exposure. (Including Problems)

UNIT IV: International Financial Instruments, Long Term Asset Liability Management: Euro currency market – Euro credit – Euro Bonds – Types of Euro Bonds – Euro currency deposits – Certificate of deposits and other instruments – Euro notes – Types of notes – Euro issues – Foreign Currency Convertible Bonds – Depository Receipts – Global Depository Receipt (GDR's) – GDR issue mechanism – American Depository (Theory only) Foreign Direct Investment, International Capital Budgeting Decisions.

UNIT V: Capital Structure and Short-term Asset Liability Management: International Capital structure and cost of capital. International Financing - Equity, Bond financing, parallel loans. Short term Asset Liability Management (International Working Capital Management)

Suggested Readings:

1. Abdullah, F.A: *Financial Management for the Multinational Firm*, PHI
2. Bhalla, V.K.: *International Financial Management*, Anmol
3. Shapro, Alan C.: *Multinational Financial Management*, PHI.
4. H.R.Machiraju: *International Financial Management*, HPH, Latest
5. Thummuluri Siddaiad: *International Financial Management*, Pearson, latest
6. PG Apte: *International Financial Management*, Tata McGraw, latest
7. V. Sharan: *International Financial Management*, PHI

MGT-112: FINANCIAL MARKETS AND SERVICES

Course Objective:

The basic objective is to familiarize the students with the Indian financial system and its players and to help them understand the various financial services and their future. This enables them to determine the most suitable financial service, given the situations and contingencies.

COURSE CONTENTS:

UNIT I: Financial System

Indian financial system: overview of financial markets in India – Capital markets – money market – government securities markets – foreign exchange market – derivative markets – financial sector reforms. Structure and institutions in capital market and money market – new issues market – new instrument – role of new issues in industrial financing – floating of new issues – options and futures.

UNIT II: Financial Services

Introduction – Financial Services Industry – Emergence – Developments – Fund Based and Non-Fund based activities – modern activities – New Financial Products and Services, Innovative Financial Instruments – Challenges Ahead.

Merchant Banking: Origin, growth and services rendered by merchant bankers: Issues Management and other services – Problems and scope of merchant banking in India – Mergers and Acquisitions: Motives, Merger Analysis, Terms of Exchange, Cash purchase, Stock Exchange Acquisitions, Leverage Buyouts and Management Buyouts.

UNIT III: Leasing and Factoring

Leasing: Concept, Types, Lease Agreements – Potentiality of Leasing as a means of financing – Advantages and Disadvantages – Accounting Treatment and sales tax provisions – Lease Financing in India – Factoring: Meaning, Modus operandi, types, functions Factoring in India, Other Financial Services: Hire Purchase, Commercial paper, Credit Cards, Credit Rating, Forfeiting, Bill Discounting, Housing Finance, Recent trends in marketing financial services.

UNIT IV: Mutual Funds

Mutual Funds: Meaning, Origin, Types/Classification of Funds, Importance, Mutual Funds Industry in India – Venture Capital: Meaning, Origin, Importance, Methods, India Scenario.

UNIT V: Insurance

Insurance Market in India- Public and Private players; Functions of Insurance companies; Pricing of Insurance; Insurance Regulation (IRDA) Features of Insurance Contracts; property and liability coverage; Classification of Policies; Surrender Values; Valuation and Surplus; Types of Insurance - Life Insurance – Marine Insurance – Fire Insurance – Motor Insurance – Fidelity Insurance – Burglary Insurance- Double Insurance – Re-insurance – Business Insurance Programs – Health Care financing – Health Care insurance – Employee Benefit Plans.

Suggested readings:

1. Khan, M. Y., „Financial Services“, Tata McGraw Hill Education., 2005
2. SEBI guidelines, Nabhi publications New Delhi.
3. Gordon and Natarajan, *Financial Markets and Services*, Himalaya publishing House 2001.
4. Sontomero and Babbel, *Financial Markets, Instruments and Institutions*, MC Graw Hill 1998.
5. Vasant Desai, *The Indian Financial System*, Himalaya publishing House.

MGT- 113: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective: This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.

COURSE CONTENTS:

UNIT I: Security Analysis and Investment: Meaning and process of Investment Management, Speculation, Investment Avenues in India. Fundamental analysis - Economic analysis, Tools of Economic analysis; Industry Analysis –Tools of Industry analysis, Company analysis - Tools of Company analysis; Technical analysis

UNIT II: Portfolio Analysis: Risk management - Risk of Securities -. Systematic Risk - Interest Rate Risk - Market Risk - Purchasing Power Risk - Unsystematic Risk - Business Risk - Financial Risk – Efficient Market Theory - Measurement of Risk and Return, Expected Return, Standard Deviation and Variance of Securities. Portfolio Analysis. Traditional Vs Modern - Rationale of Diversification - Markowitz Theory - Effect of Combining two securities - Measurement of Expected Return of Portfolio - Portfolio Risk.

UNIT III: Portfolio Selection: Measurement of Interactive Risk through covariance - correlation Coefficient between securities; Reduction of Portfolio Risk through diversification (with two securities only). Portfolio Selection - efficient set of Portfolios - Optimal portfolio Capital Asset Pricing Model (CAPM) –Assumptions of CAPM - Capital Market Line (CML) and Security market line (SML), Testing the CAPM – Limitations of CAPM

UNIT IV: Portfolio Evaluation: Measures of portfolio performance - Reward to variability and rewards to volatility - Sharpe's performance index - Treynor's performance index - Jensen's performance index.

UNIT V: Portfolio Revision: Passive Management – Active Management – The Formula plans for the purchase & sale of securities – Rupee cost averaging – Constant rupee plan – Constant ratio plan – Portfolio revision & cost.

Suggested readings:

1. Fischer & Jordan: *Security Analysis and Portfolio Management*, Prentice Hall India.
2. PunithavathyPandian: *Security Analysis and Portfolio Management*, Vikas Publishing House Pvt. Ltd.
3. I. M. Pandey: *Financial Management*, Vikas Publishing House Pvt. Ltd.
4. V. A. Avadhani: *Investment and Securities Market in India*, Himalaya Publishing House.
5. D. C. Patwari: *Options and Futures: Indian Perspective*, Jaico Publishing House.
6. Preeti Singh: *Investment Management*, Himalaya Publishing.
7. Devin S.: *Portfolio Management*, Prentice Hall.

MGT-114: BEHAVIOURAL FINANCE

Objective: The course has the objective of introducing the participants with fundamental of Behavioural finance and intends to take them to a stage where they can apply this knowledge in everyday decision making.

COURSE CONTENTS:

UNIT I: Introduction and Basic Foundations of Behavioural Finance: Introduction to Behavioural Finance: Nature, Scope, Objectives, Rationality, Theories of Behavioural Finance, Criticisms of Behavioural Finance, Traditional finance vs behavioural finance, Arguments in Favour of Behavioural Finance, Basic Foundations of Behavioural Finance, Context of Studying Behavioural Finance, Building Blocks of Behavioural Finance- Limits to Arbitrage, Psychology.

UNIT II: Investors Psychology and Prospect Theory: Investors' Psychology and Investment Decisions: Insufficient diversification, Naïve Diversification, Excessive Trading, The Selling Decision, The Buying Decision; Prospect Theory: Prospect theory model, Applications of Prospect Theory, Limits and Extensions of Prospect Theory, Relevance of Prospect Theory in the Area of Finance.

UNIT III: Regret Theory: Regret Theory: Fear of Regret in Finance Decisions, Rationality of Fear of Regret in Financial Decisions, Anticipatory Regret, Minimizing Fear of Regret

UNIT IV: Mental Accounting and Magical Thinking: Mental Accounting, Magical thinking in Finance, Overconfidence in Financial Market, Over reaction in Financial Market, Anchoring in Finance, Gambler's fallacy in Investing, Risk Perception.

UNIT V: Miscellaneous Dimensions in Behavioural Finance Herd Behaviour in Finance, Hindsight bias in finance, confirmatory bias in finance, E-Commerce, E-payment and behavioural finance.

Suggested Readings:

1. Chandra, Prasanna, . *Behavioural Finance*, McGraw Hill
2. Singh, Ranjit: *Behavioural Finance*, PHI
3. Ackert, Lucy: *Understanding Behavioural Finance*; Cengage Learning
4. Sulphrey, M M, *Behavioural Finance*, PHI

SPECIALISATION AREAS: MARKETING MANAGEMENT

MGT-121: ADVERTISING AND SALES MANAGEMENT

Objective: The objective of this course is to provide the students a holistic view of advertisement, sales promotion and marketing and to enable the students to understand the importance of developing a professional approach towards sales management.

COURSE CONTENTS:

Unit -I: Introduction: Basics of Advertising: Concept and Features, Significance, Classification of Advertising, Integrated Marketing Communication (IMC) - Elements, Behavioural Model (E.K. Strong AIDA), DAGMAR Model (Russell Colley), Hierarchy of Effects (Lavidge and Steiners) Ad Agency: Various Functional Department, Types, Measures for gaining and reasons for losing clients, Evaluation Criteria for Selecting an Advertising Agency
Ad-Media: New Media Options, Forms of Digital Media, Media Objectives, Criteria for Selecting Suitable Media, Methods of Setting Advertising Budget.

Unit- II: Advertising Structure and Promotion Research: Structure of Modern Advertising Agency, Developmental Advertising Research; Copy Research; The Marketing Content of Advertising Plan; Communications versus Sales Objectives; Role of Advertising Agency in Advertising Planning.

Unit-III: Advertising Planning and Strategies: Creativity and Advertising; Message Strategy; Copywriting; Art Direction and Production. Media Planning, Objectives, and Strategy for Advertising and Brand Promotion; Media Planning for Print, Television, and Radio; Advertising and the Internet Integrated Brand Promotion: Support Media, P-O-P Advertising, and Event Sponsorship; Sales Promotion; Direct Marketing; Public Relations and Corporate Advertising

Unit-IV: Sales Management Basics: Introduction to Sales Management, Types of Selling Functions, selling Skills, Personal Selling Process, Self-Management, Sales Forecasting Management of Sales Territory and Sales Quota Recruitment, Selection, Training, Motivation, Compensation, Control, Supervision and Evaluation of the Sales Force

Unit-V: Distribution Management: Introduction to Distribution Management; Marketing Channels— Its Need, Structure and Levels; Channel Management—Channel Relationship and Conflict Management. Retailer, Wholesalers and Franchisee Management

Suggested Readings:

1. Aaker, David A, Batra, Rajeev and Myers, John G: *Advertising Management*: Prentice-Hall of India, New Delhi
2. Kleppner, Otto “*Advertising Procedure*” Englewood Cliff, New Jersey Prentice Hall Inc.
3. Jaishri Jethwaney and Shruti Jain: *Advertising Management*, Oxford
4. Lucas and Britt : *Measuring Advertising Effectiveness*
5. Chunawalla S.S & Sethia S.A, *Foundation of advertising(Theory and practice)*, Himalaya
6. Still, R.R: *Sales Management*, Prentice Hall Inc
7. Anderson, R, *Professional Sales Management*:. PHI
8. Stanton, William J, *Management of a Sales Force*: Chicago, Irwin.

MGT-122: INTERNET MARKETING

Objective: The objective of this course is to provide insights into retail business operations and help students understand the developments in the world of retailing.

COURSE CONTENTS:

UNIT I: A Framework for Internet Marketing: Commercial beginnings of the Web, Internet Business models, Marketing in a connected world, Internet as a marketing platform: opportunities and challenges, critical success factors for Internet marketing, benefits of and barriers to Internet marketing, Market opportunity analysis in the new economy, Delivering customer value: trapped, hybrid and new-to-the-world value.

UNIT II: Strategic Internet Marketing: Planning the Internet strategy, Stages of Internet marketing, Segmenting the Internet market, Niche marketing strategies, On-line positioning and competitive analysis, SOSTAC framework for Internet marketing planning, Internet marketing scenarios – pure-play and bricks-and-clicks businesses.

UNIT III: Internet Market Intelligence and User Behaviour: Online market research, Web tracking audits, analytics, Marketing performance metrics, Conversion funnel and optimization; Introduction to Search Engine Optimization and Google Analytics, Online consumer behaviour and characteristics,

navigation behaviour (click-o-graphics), Issue of trust, Internet communities: creation and transfer of value within communities.

UNIT IV: Internet Marketing Mix: Comparing traditional marketing mix with Internet marketing mix, Product hierarchy, Influence of interactivity and individualization, New product development process, mass customization, online brand building, Pricing on the Internet: characteristics, customer-driven pricing, dynamic pricing and pricing strategies; Internet as a distribution channel, disintermediation effect, the role of Internet intermediaries, Creating and Managing Online Partnerships: Affiliate marketing, Online advertising models and types: Search advertising, Display advertising, Email marketing, Social media channels, Risks and challenges.

Unit V: Special Issues in Internet Marketing: The design of the customer experience (web design issues relevant to marketing), Managing eService encounters, Internet communities and marketing: the creation and transfer of value within communities Legal, security and ethical issues in Internet marketing.

Suggested Readings:

1. Mohammed, Fisher, Jaworski and Cahill: Internet marketing – building advantage in a networked economy (Tata McGraw-Hill)
2. Strauss and Frost: E-Marketing (Prentice-Hall)
3. Vassos: Strategic Internet Marketing – Practical e-commerce and branding tactics (Que Books)
4. Chaffey, Meyer, Johnston and Ellis-Chadwick: Internet Marketing (Prentice Hall / Financial Times).

MGT-123: RETAIL MANAGEMENT

Objective: The objective of this course is to provide insights into retail business operations and help students understand the developments in the world of retailing.

UNIT I: Retailing-Strategy and Environment: An overview of retailing: Types of stores, Product retailing vs. Service retailing, Non store retailing Retail strategy, Achieving competitive advantage and positioning, Retailing environment, legal, social, economic, technological, issues Trends in the Indian Retailing Industry, Key retailer of the world.

UNIT II: Store Location and Layout: Retail store location and layout, Country/Region analysis, Trade area analysis, Site evaluation and selection, Store design and layout, Comprehensive store planning, Exterior design and layout, Interior store design and layout, Interior design elements.

UNIT III: Merchandise planning and Pricing: Planning merchandise needs and merchandise budgets, Methods for determining inventory evaluation, Assortment planning, buying and vendor relations, Merchandise pricing, Price strategies, Psychological pricing, Mark-up and markdown strategies; Development of private labels; Category Management; Supply Chain Management.

UNIT IV: Retailing Communication and Selling Process: Communicating with the retail customer, Retail promotion mix-Advertising, Sales promotion, Publicity, Retail selling process, Retail database, In-store customer service; Retail Branding.

UNIT V: Retail trends: Retail trends Globalisation, Retail Franchising, Retail format and changing retail formats, Virtual store, E-tailing, International Retailing, Opportunities and challenges, New customized formats (customized stores, portable stores, merchandise depots, retail theatre, service malls, customer-made stores, interactive kiosks, shopping arcades).

Suggested Readings:

1. Berman, B. and Evans, J. R., Retail Management, Pearson Education.

2. Levy, M. and Weitz, B. W., Retailing Management, Tata McGraw Hill.
3. Joshi, G., Information Technology for Retail, Oxford University Press.
4. Varley, R. and Rafiq, M., Principles of Retail Management, Palgrave.
5. Mukherjee, Customer Relationship Management. PHI.
6. Hasty and Reardon, Retail Management, McGraw-Hill.
7. Lucas, Bush and Gresham, Retailing, Houghton Mifflin – AIPD, India
8. Ogden and Ogden, Integrated Retail Management (Indian adaptation), Wiley-DreamTech
9. Gilbert, Retail Marketing Management, Pearson Education

MGT-124: MARKETING OF SERVICES

Objective: The basic objective of the course is to highlight the uniqueness of service sector marketing and to train the students in marketing of goods and services related to service sectors.

COURSE CONTENTS:

UNIT I: Introduction to Services: Meaning and characteristics, the emergence of service economy, service classification, goods and services marketing, marketing challenges in service business.

UNIT II: Framework for Services Marketing: Status of marketing in service sector, marketing strategy and marketing mix in services; service product planning and development, the service encounter, customer experience

UNIT III: Tools for Marketing of Services: Service vision and strategy; creating and delivering services; Demand, supply management, costing and pricing services, advertising, branding and promoting of services, quality issues and quality models.

UNIT IV: Trends in Marketing of Services: Consumer evolution process services, recovery management, relation of marketing, the Indian scene in designing of service strategy.

UNIT V: Marketing of Specific Services: Financial services marketing, tourism marketing, consulting marketing, insurance marketing, entertainment and retail marketing; education services.

Suggested Readings:

1. Loveock, Christopher H. *Services Marketing* : Englwood Cliffs, Pearson.
2. McDonald, Malcom and Payne, *A Marketing Planning for Services*, Butterworth, Heinemann.
3. Newton M P Payne, A : *The Essense of Services Marketing*, New Delhi, Prentice Hall of India.
4. Verma, H V : *Marketing of Services*, New Delhi, Global Business Press
5. Zeithaml, V A and Bitner, M.J. *Services Marketing*. New York, McGraw Hill.
6. Shanker Ravi, *Services Marketing: The Indian Experiences*, Delhi, South Asia Publications.
7. Gordon Natarajan: *Financial Markets & Services*, HPH, Latest

SPECIALISATION AREAS: HUMAN RESOURCE MANAGEMENT

MGT-131: LABOUR LAW AND INDUSTRIAL RELATIONS

Objective: The course aims to provide an understanding, application and interpretation of the various labour laws and their implications for industrial relations and labour issues.

COURSE CONTENTS:

UNIT I: Legal Provisions on Working Conditions: Provisions relating to Health, safety and welfare- Factories, Mines, Plantations Labour, Contract Labour, Child Labour.

UNIT II: Payment of Wages Act, 2017: Provisions relating to payment of minimum wages, payment of wages, payment of payment gratuity, payment of bonus.

UNIT III: Legal provisions on Social Security: Provisions relating to- workmen's compensation, Employee State Insurance, Maternity Benefit, Employees' Provident Funds and miscellaneous provisions

UNIT IV: Industrial Relation Code 2020: Industrial relations, Industrial Disputes-causes, Trade Unions, Collective Bargaining, Workers' Participation in Management

UNIT V: Discipline and Grievance: Discipline-Nature of Discipline, types of Discipline, causes of indiscipline, principles and procedure for disciplinary action, essentials of good disciplinary system; Grievance-meaning, causes of grievance, machinery for redressal of grievances procedure, grievance redressal in Indian Industry

Suggested Readings:

1. Mamoria and mamoria and Sanghi, *Dynamics of Industrial Relationship*, HPH
2. P.C.Tripathi & C.B.Gupta: *Industrial Relations & Labour Laws*, Sultan Chand & Sons
3. S.C.Srivastava: *Industrial Relations & labour Laws*, Vikas Publication Hill, N.Delhi
4. A.M.Sharma: *Aspects of Labour Welfare & Social Security*: HPH, Latest

MGT- 132: HUMAN RESOURCE DEVELOPMENT

Objective: This course aims to facilitate an understanding of the concepts, methods and strategies for Human Resource Development (HRD).

COURSE CONTENTS

UNIT I: Concept of HRD: Need for and Importance of HRD, approach to HRD HRD climate and factors contributing to HRD Climate, challenges of HRD Manager.

UNIT II: HRD Process and mechanism: Steps involved in HRD process- needs identification or assessment, Designing of HRD Programs, Delivery or implementation of HRD programme, Evaluation of HRD programme, HRD mechanisms.

UNIT III: HRD applications: Role analysis and competency mapping, performance appraisal and its methods, assessment centre, performance management, internet application in HRD, talent management.

UNIT IV: Training and Development: Training-objective, importance, methods, designing and evaluation of training programme; Management Development-objectives methods career planning and development; Talent Management.

UNIT V: Role and Practices of HRD: HRD in large organisations, small organisations, HRD activities in service sectors and others, effectiveness of HRD systems in organisations, knowledge management & HRD; Internet Applications in HRD.

Suggested Readings:

1. David Mankin: *Human Resource Development* :Oxford Univ Press
2. P.C.Tripati: *Human Resource Development*: Sultan Chand & sons
3. T.V.Rao: *Human Resource Development*: Sage, New Delhi
4. Ram Kumar Balyan & Suman Balyan: *Human Resource Development*: HPH
5. Dipak Kumar Bhattacharya: *Training and Development-Theories and applications*: Sage texts

MGT-133: STRATEGIC HUMAN RESOURCE MANAGEMENT

Objective: The course aims to impart human management skills in a cross-cultural organization. The uniqueness of a cross-cultural environment is well appreciated in this course and it aims to focus on adopting a different approach to a cross-cultural organization.

Unit-I: Social and Cultural Context of IRHM: Culture-meaning, cultural sensitivity, social environment, culture and its factors, cross cultural differences in the workplace, Hofsted's model of four cultural dimensions.

Unit-II: International Human Resource Management: Concept of expatriate, IRHM-meaning, Domestic vs. IRHM, workforce diversity, managing diversity (strengths and weaknesses), strategies for managing workforce diversity.

Unit-III: Global Staffing Practices: Global resource planning, Issues in the supply of internal human resources, recruitment for overseas assignments, global staffing practices, HRM practices in India, China, France, USA, Britain and Japan

Unit-IV: Training, Development and Performance Management: Global training, Areas of Global training and development, criteria for performance management of expatriates, and performance management of host country employees.

Unit-V: Global Compensation Practices: Objectives of international compensation management, factors affecting international compensation, components/structure of international compensation package, approaches to global compensation, and social security schemes in different countries.

Suggested Readings:

1. Dowling, P. J. et al. *International Dimensions of Human Resource Management*. California Wadsworth.
2. Hofstede, G. *Cultures Consequence: International Differences in work Related Values*. London
3. Mead, R. *International Management: Cross-Cultural Dimensions*. Blackwell, Camb., Mass., Mendenhall, M. etc. *Global Management*. Cambridge Massachusetts., Blackwell.

4. S. K. Bhatia, International Human Resource Management-A global perspective: Deep & Deep Pub.
5. P. Subha Rao: International Human Resource Management: HPH

MGT-134: ORGANISATIONAL CHANGE AND INTERVENTIONS

Objective: The objective of this course is to understand the forces that stimulate change, manage change process and enable the skills for the application of OD in organizations.

UNIT- I: Concept of organisational change: meaning, nature, pressure for change, planned change and types of planned change, levels of change.

UNIT-II: Organisational resistance to change: Core facts of resistance to change, Individual and Group resistance to change, overcoming resistance to change, techniques to manage resistance to change during change.

UNIT-III: Change agent: meaning, types of change agents, role of internal change agents, need for an external change agent, key roles in organisational change, difference between internal and external change agents, characteristics of a good change agent.

UNIT-IV: Organisational Development (OD): Meaning, Objective, OD intervention and their classification, OD intervention techniques, Steps in OD process., a prerequisite for effective use of OD.

UNIT-V: Models of Organisational change: Individualistic model, Role-oriented model, Group (team)-oriented model, Organisation-oriented model, Lewin's three-step model

Suggested Readings:

1. French & Bell: *Organisational Development*, Tata Mc Graw-Hill.
2. Radha R Sharma: *Change management and Organisational Transformation*: McGraw-Hill
3. Nilanjan Sengupta, et al: *Managing Change in Organisations*: PHI
4. Harsh Pathak: *Organisational Change*: Pearson

SPECIALISATION AREAS: TOURISM & TRAVEL MANAGEMENT

MGT-141: TOURISM PLANNING AND DEVELOPMENT

Objective: The course aims to provide an understanding on the tourism planning and development issues in the present tourism scenario.

COURSE CONTENTS:

UNIT I: Tourism Planning: Meaning, importance, scope and evolution of tourism planning; approaches in tourism planning.

UNIT II: Consideration in Tourism Planning: Planning in tourism, Environmental and Socio-Cultural Considerations in Planning, Economic Considerations in Planning, Political Considerations in Planning

UNIT III: Tourism Development Plans: Components of tourism development plan; techniques, surveys and area characteristics; planning tourist attractions: natural, cultural and special interest; implementation and monitoring.

UNIT IV: Strategic and Tactical Perspective of Planning: Strategy and importance of strategic management, strategy formulation, strategic planning, conventional planning vs. strategic planning, strategic planning at corporate level.

UNIT V: Levels of Planning: Global level planning, national level planning, regional level planning and local level planning; Importance, approaches, issues and requirements in all levels of planning.

Suggested Readings:

1. Bhatia, A. K. *Tourism Development: Principles & Practices*, Sterling Publishers Pvt. Ltd.
2. Inskip, E. *Tourism Planning: An Integrated and Sustainable Development Approach*, John Wiley & Sons.
3. Clare A. G, & Turgut Var., *Tourism Planning: Basics, Concepts, Cases*, Psychology Press.
4. Sharma J. K. *Tourism Planning and Development: A New Perspective*, Kanishka Publishers & Distributors

MGT-142: TOURISM IMPACTS AND SUSTAINIBILITY

Objective: The course aims to provide a clear-cut idea on the sustainable tourism, global, economic, socio-cultural, environmental, and political impacts of tourism. It also focuses on the legal aspects of tourism.

COURSE CONTENTS:

UNIT I: Sustainable Tourism Development: Sustainable development: The tourism debate, approaches to tourism development, WTO on sustainable tourism, the Rio Declaration on Environment and Development (1992).

UNIT II: Global Impacts of Tourism: Characteristics of tourism at the global level, various global players in tourism, effects of tourism at the international level, GATS and tourism

UNIT III: Economic Impacts of Tourism: Economic impacts of tourism at the local, regional and national levels; the tourism carrying capacity, artisans and craft production

UNIT IV: Social and Cultural Impacts of Tourism: Guest-host interaction, changes in society; acculturation model; sex tourism, gambling, drugs: the way to prevent; role of cultural attractions in tourism, real and staged forms in cultural tourism, impact of commercialization on culture.

UNIT IV: Environmental and political Impacts of Tourism: Impacts on wildlife, islands and beaches, hills and mountains; politics of tourism, tourism as a political tool, tourism, public administration and bureaucracy; Code of Ethics & Tourism Legislation

Suggested Readings:

1. Choula, R., *Impacts of Tourism*, Sonali Publishers.
2. Godovykh, M., *Tourism Impacts*, Center for Tourism Impacts Research.
3. Arie S., & Dimitri I. *Handbook of Tourism Impacts: Social and Environmental Perspectives*, Elgar Publishers.
4. Bricker, K., Black, R. & Cottrell, S. *Sustainable Tourism & The Millennium Development Goals: Effecting Positive Change*, Jones and Bartlett Publishers, Inc.

MGT-143: TOURIST TRANSPORT OPERATIONS

Objective: The course focuses to impart knowledge on the various transport system, infrastructure and capital and the aspects of management in tourist transport operations.

COURSE CONTENTS:

UNIT I: Tourist Transport System: Stages of development of various modes of transport, different modes of transport, importance of transport in the promotion of tourism, and national transport policy; tourism market segmentation, establishing tourist transport business (planning and forecasting): entrepreneurial qualities, entrepreneurial process, principles of forecasting, planning levels and implications, and planning steps in tourist transport operation.

UNIT II: Infrastructure and Capital: Infrastructure in tourist transport, concept and components of costing in Tourist Transport Business (TTB), various forms and types of costing, application of costing techniques, pricing strategies and their application in TTB. capital and funding agencies.

UNIT III: Selling in Tourist Transportation: Scope of sales functions in TTB, components of strategy formulation in sales management, features and process of selling in TTB, Qualities of good sales personnel, importance of personal selling under different conditions, customer care, managerial aspects of tourist operations.

UNIT IV: Personnel Management in Tourist Transport Operations: Recruitment and selection, training and briefing, transportation laws and regulations: Motor Vehicle Act, 1988, The Central Motor Vehicles Rules, 1989.

UNIT V: The Rental Operations: Car Rental Agency Operations; concept, rent-a-cab scheme, present scenario of rent-a-car, marketing of rent-a-cab, consideration of product design; leakages: concept, kinds of leakages that occur in tourist transportation business, effective measures to manage leakages.

Suggested Readings:

1. Madhav R. D., *Tourism, Transport and Travel Management*, Routledge.
2. Singh, R. *Tourism and Transport Management: Practice and Procedures*, Z. Z. Books Wagon.

3. Pagliara, F. & Dileep, M. R. *Transportation Systems for Tourism*, Springer.
4. Chattopadhyay, S. *Transport Management*, Everest Publishers.

MGT-144: MEETINGS, INCENTIVES, CONFERENCES AND EXPOSITIONS

Objective: The course focuses on the various aspects of meetings, incentives, conferences and expositions in the tourism industry.

COURSE CONTENTS:

UNIT I: The Corporate Sector and Business Traveler: Background of business travel, needs of a business traveler, linkages between business and leisure tourism, corporate houses and the travel costs, service quality issues in business tourism,

UNIT II: Incentive Travel: Concept of incentive travel, growth in the incentive travel sector, types of incentive organisations, selling incentive travel,

UNIT III: Meetings, Workshops, Seminars and Conferences: History of meetings, players in the industry, meeting planners & responsibilities of meeting planners, meeting technology, present day meeting technologies-advantages and disadvantages; importance of planning for MICE, planning process for MICE, difference between planning for tourism and planning for MICE, linkages between the various components of the tourism industry and MICE.

UNIT IV: Convention Management: Concept, location of convention centre, sponsors and marketing, planning of a convention, intricacies behind costing a convention, standards behind planning a convention, aspects of operations management for conventions, importance and handling of post-convention tasks.

UNIT V: Managing Expositions: Meaning of exhibitions and the preconditions for holding an exposition, significance of exhibitions in the MICE industry, planning of expositions and their management operations, marketing aspects of the exposition industry, incentive management.

Suggested Readings:

1. Fenich, G. G. *Meetings, Incentives, Conferences and Expositions*, Pearson.
2. Kilkenny, S. *The Complete Guide to Successful Event Planning*, Atlantic Publishing Group.
3. Rogers, T. *Conferences and Conventions: A Global Industry*, Butterworth-Heinemann.
4. Akhildev, P. *Business Tourism: An Insight Approach to MICE*, Romanson Printing & Publishing House Pvt. Ltd.
