

SCHEME & SYLLABUS

MASTER OF BUSINESS ADMINISTRATION

Two year Post-Graduate (FYUG) Programme as per NEP
Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the
Postgraduate Degree Programme
Programme Code: PG044
(Academic session 2024-25 onwards)



Department of Management
University Institute of Commerce and Management
(UICM)

Sant Baba Bhag Singh University
2024

About the Department

Being the universal pertinent of the term "Management", management department is backbone of every organization which helps the concerns to get best employees, which in turn becomes the assets of the organization. It is only the management which inculcate and Integrates whole lot of departments and their wisdom. With efficacious planning and strategic vision, it maintains, handles and controls the activities in such a manner that in turn generates the future of the department.

Salient Features

- Management department knows how to use resources affectively and efficient.
- Management is never ending process. All the functions of management are performed continuously.
- Management always manages people and work effectively with long term strategies and planning.
- Management department has business skills which are important to improve the performance of organization and make positive changes.
- Organization depends upon management to manage all departments of organization (HR, Fin., Marketing, IT etc.)

Vision

To be a globally recognized institution for creating leaders in the emerging areas of business.

Mission

To transform the lives of our students and stakeholders by enriching learning experience, providing exposure to advanced areas of knowledge through research and reinforcing the commitment to human values.

Eligibility

With at least 50% Marks in Graduation (Any Stream)

Duration of Course

2 years

CAREER PATHWAYS

Flexibility is one of the major benefits of the Master of Business Administration degree. The broad business curriculum, coupled with specializations in areas such as Entrepreneurship, Marketing, Finance, International Business, Information Technology and Operational Activities allow students to develop skill sets applicable across industries. Once the degree is in hand, keep an eye out for the following potential career paths, salaries and job growth for related occupations.

1 – Consultant

Consultancy is probably the most natural of career paths for MBAs. On the one hand, it requires an overarching, international and strategic-minded outlook on the business world and individual companies. On the other hand, consultants must have the interpersonal skills that put clients at ease to express their concerns and facilitate communication. Check out specialized as well as mainstream consultancy firms and ensure you apply for the ones whose business approach most resembles yours.

2 – Finance Manager

Most students coming from a non-management background dread the first day of their MBA Finance module. Yet sound finances are at the core of any company's ability to grow and expand. Finance Managers must be able to deal with numerical and qualitative information, displaying the ability to deal with colleagues from all departments to gather accurate information as well as the communication skills necessary to reassure and motivate Board Members. MBAs' insistence on hard and soft skills prepares students well for this position.

3 – Marketing Manager

Marketing relies on a deep knowledge of products and customers. If you're enrolled in a top MBA program, you're acquiring up-to-date tools to assess products and companies, while developing your abilities to communicate with and understand members of other cultures (what they identify as their needs; their buying habits; their cultural specificities; etc.). If you're the creative type and have a flair for sales, Marketing Manager may be your future job title!

4– Entrepreneur and HR Manager

Many MBA students have ideas and projects for own companies. The market exposure and in-class networking a good MBA offers can create investing and partnership relationships that justify anticipating the launch of an own company. If you feel this is your situation, make the most of your MBA and discuss your business strategy with Faculty and fellow students while you're still studying to guarantee you have a winning plan.

Programme Educational Objective (PEO)

PEO1. To have diverged and set up Career in worldwide administration, organization and undertakings

PEO2. To get professional competencies to explore for consistent development and advancement of business.

PEO3. To familiarize with industrial environment with industrial visits and live preparing ventures.

PEO4. To have business communication aptitudes through talk exhibition, character improvement, Group conversations and presentations, mock meetings.

Programme Outcomes (PO)

PO1. The Specialization abilities in the field of finance, marketing, human resource, operations, and information technologies will give the broad understanding of global business.

PO2. The Methodical abilities for Problem illuminating and basic deduction for business difficulties and conceptualizing for new pursuits.

PO3. The legitimate and moral qualities for the advancement of the general public.

PO4. The Leadership characteristics for the worth based administration for collaboration.

Programme Specific Outcomes (PSO)

PSO1. Ability to set own Enterprise and Industry.

PSO2. Capability to use knowledge as specialized advisor in the fields of Finance, Marketing, Human Resources and Information Technologies.

PSO3. Financial and Economic analyst.

PSO4. Industry oriented professionals.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin With and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core Requirement is termed as a Core course.
2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.
 - 2.1 **Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).
 - 2.2 **Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

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4	Core	MGT557	MBA-I: Production and Operation Management	1	
5	Core	MGT559	MBA-I: Human Resource Management	1	
6	Core	MGT561	MBA-I: Managerial Economics	1	
7	VAC	VAC017	Basics E-Skills	1	
8	Core	MGT553	MBA-II: Basics of Financial Management	2	
9	Core	MGT554	MBA-II: Research Methodology	2	
10	Core	MGT556	MBA-II: Business Environment	2	
11	DSE		MBA-II: DSE I	2	
12	Core	MGT558	MBA-II: Basics of Entrepreneurship	2	
13	MDC	MDC044	MDC-I: Introductory Concepts of Computer Technology	2	
14	VAC	VAC	Indian Knowledge System	3	
15	Core	MGT601	MBA-III: Strategic Management	3	
16	Core	MGT603	MBA-III: Operation Research	3	
17	DSE		MBA-III: DSE-II	4	
18	DSE		MBA-III: DSE-II	4	
19	VAC		Social and Business Ethics	4	
20	Core	MGT605	MBA-III: Industrial Report	4	
21	Core	MGT602	MBA-IV: Project Management	4	
22	Core	MGT604	MBA-IV: Mercantile Law	4	
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26	Core	MGT606	MBA-IV: Project Presentation	4	

After 2nd semester students will go for 6 weeks Industrial Training and will have to submit a project report of the same along with Power Point Presentation.

DSE: Discipline Specific Elective (Specializations will be selected from pool)

DSE: Discipline Specific Elective (Specializations)

Marketing

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT560	Consumer Behavior	DSE	4:0:0
MGT562	Rural and Green Marketing	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT607	Product and Brand Management	DSE	4:0:0
MGT609	Advertising and Sales Promotions	DSE	4:0:0
MGT611	Digital Marketing	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT606	International Marketing	DSE	4:0:0
MGT608	Retail Marketing	DSE	4:0:0
MGT610	Services Marketing	DSE	4:0:0
MGT612	Marketing Research	DSE	4:0:0

Finance

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT566	Banking & Insurance Operations	DSE	4:0:0
MGT564	Financial Statement Analysis	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT613	Management of Financial Services	DSE	4:0:0
MGT615	Global Financial markets and Institutions	DSE	4:0:0
MGT617	Security Analysis and Portfolio Management	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT614	International Finance	DSE	4:0:0
MGT616	Management Control System	DSE	4:0:0
MGT618	Indian Taxation System	DSE	4:0:0
MGT620	Banking Management and Credit Analysis	DSE	4:0:0

Human Resource Management

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT568	Negotiation and counseling for managers	DSE	4:0:0
MGT570	Training and Development	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT619	Social Security and Labor Welfare	DSE	4:0:0
MGT621	Applied Industrial Psychology	DSE	4:0:0
MGT623	Competency Mapping	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT622	International Human Resource Management	DSE	4:0:0
MGT624	Organization Development	DSE	4:0:0
MGT626	Compensation and Reward Management	DSE	4:0:0
MGT628	Leadership	DSE	4:0:0

Agribusiness

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT572	Agri-Supply Chain Management	DSE	4:0:0
MGT574	Entrepreneurship Development and Business Communication	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT625	Agricultural Economics	DSE	4:0:0
MGT627	Agricultural Finance	DSE	4:0:0
MGT629	Food Retail Management	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
MGT630	Agricultural Marketing Management	DSE	4:0:0
MGT632	International Trade and Marketing for Agribusiness	DSE	4:0:0
MGT634	Management of Food Processing Industry	DSE	4:0:0
MGT636	Agribusiness Management	DSE	4:0:0

Information Technology

Group I

Subject Code	Subject Name	Course Type	Credits(L:T:P)
CSA576	Database Management and Administration (DBMA)	DSE	4:0:0
CSA578	Management Information Systems	DSE	4:0:0

Group II

Subject Code	Subject Name	Course Type	Credits(L:T:P)
CSA631	Data Centre Management	DSE	4:0:0
CSA633	E-Customer Relationship Management	DSE	4:0:0
CSA635	Big Data Analytics	DSE	4:0:0

Group III

Subject Code	Subject Name	Course Type	Credits(L:T:P)
CSA638	Legal Aspects of IT Business	DSE	4:0:0
CSA640	Software Project Management	DSE	4:0:0
CSA642	Knowledge Management	DSE	4:0:0
CSA644	Cyber Security	DSE	4:0:0

MBA 1st Sem.

S No .	Course Type	Subject Name	Subject Code	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	CC	MBA-I: Management & Organization Behavior	MGT551	4.0.0	4.0.0	4	4
2	CC	MBA-I: Accounting for Managers	MGT553	4.0.0	4.0.0	4	4
3	CC	MBA-I: Fundamental of Marketing Management	MGT555	4.0.0	4.0.0	4	4
4	CC	MBA-I: Production and Operation Management	MGT557	4.0.0	4.0.0	4	4
5	CC	MBA-I: Human Resource Management	MGT559	4.0.0	4.0.0	4	4
6	CC	MBA-I: Managerial Economics	MGT561	4.0.0	4.0.0	4	4
7	VAC-I	VAC-I: Basics E- Skills	VAC017	2.0.0	2.0.0	2	2
	Total			23.0.0	23.0.0	23.0.0	26

Total Credit :- 26

Total Contact Hour :-26

MBA 2nd Sem.

S No.	Course Type	Subject Name	Subject Code	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credits
1	CC	MBA-II: Basics of Financial Management	MGT552	4.0.0	4.0.0	4	4
2	CC	MBA-II: Basics of Research Methodology	MGT554	4.0.0	4.0.0	4	4
3	CC	MBA-II: Economic Environment	MGT556	4.0.0	4.0.0	4	4
4	CC	MBA-II: DSE I		4.0.0	4.0.0	4	4
5	CC	MBA-II: Basics of Entrepreneurship	MGT558	4.0.0	4.0.0	4	4
6	MDC-I	MDC-I: Introductory Concepts of Computer Technology	MDC044	3.0.0	3.0.0	3	3
7	VAC-II	Indian Knowledge System	VAC	2.0.0	2.0.0	2	2
	Total			23.0.0	23.0.0	23	25

Total Credit:- 25

Total Contact Hour :-23

MBA 3rd Sem

S No .	Course Type	Subject Name	Subject Code	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	CC	MBA-III: Strategic Management	MGT601	4.0.0	4.0.0	4	4
2	CC	MBA-III: Operation Research	MGT603	4.0.0	4.0.0	4	4
3	CC	MBA-III: DSE-II		4.0.0	4.0.0	4	4
4	CC	MBA-III: DSE-II		4.0.0	4.0.0	4	4
5	CC	MBA-III: Social and Business Ethics		4.0.0	4.0.0	4	4
6		MBA-III: Industrial Report	MGT605	4.0.0	4.0.0	4	4
	Total			23.0.0	23.0.0	23.0.0	24

Total Credit: - 22**Total Contact Hour:-23**

MBA 4th Sem.

S No .	Course Type	Subject Name	Subject Code	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	CC	MBA-IV: Project Management	MGT602	4.0.0	4.0.0	4	4
2	CC	MBA-IV: Mercantile Law	MGT604	4.0.0	4.0.0	4	4
3	CC	MBA-IV: DSE-IV		4.0.0	4.0.0	4	4
4	CC	MBA-IV: DSE-V		4.0.0	4.0.0	4	4
5	CC	MBA-IV: DSE-VI		4.0.0	4.0.0	4	4
6		MBA-IV: Project Presentation	MGT606	4.0.0	4.0.0	4	4
	Total			24.0.0	24.0.0	24.0.0	24

Total Credit: - 24

Total Contact Hour:-24

Course Code	MGT551
Course Title	Management & Organization Behavior
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream.
Course Objectives (CO)	The objective of this course is to develop a basic understanding about the management concepts as well as of human in various managerial processes in organization.
Course Outcomes	<p>Student will be able to:</p> <ol style="list-style-type: none"> 1. Acquaint the students with the importance of management in our day to day life, help student to trace the evolution of Management thought and appreciate the various functions of management. 2. Learn about the development of organization behavior and will understand the importance of organization behavior. 3. Explain the basic functional elements of management.

Syllabus

Unit-I

Management: definition, nature, purpose and scope, functions of a management, roles and skills, manager. **Evolution of Management thoughts:** classical approach, scientific management, general administrative theory, quantitative approach, total quality management, quantitative approach, behavioral approach, early advocates of organizational behavior, the behavioral approach, the contemporary approach and the Hawthorne studies. **Planning:** types of plans, process of planning, nature. **Management by Objectives:** concept, objectives setting process, benefits and weaknesses of MBO. **Decision Making:** process, types of decisions and decision making conditions, decision making styles, decision making and planning

Unit-II

Organizing: concept of organization, process of organizing, concept of authority and power, delegation of authority, responsibility and accountability, steps to make delegation effective decentralization, purpose and types of decentralization, span of management **Directing:** Motivation: Meaning, Nature, Importance, Types, Theories of Motivation: Mc. Gregor's, Maslow and Herzberg **Communication:** nature, process, networks and barriers, effective Communication. **Leadership:** concept, nature, importance, attributes of a leader. **Coordination:** need, Problems in coordination, techniques to ensure effective coordination. **Control:** planning-control relationship, process and techniques of control, human response to control, types of control- feed forward control, concurrent control, and feedback control.

Unit-III

Organizational Behavior: concepts, features and importance, challenges and opportunities for OB, individual behavior. **Learning:** concept, theories and principles of learning. **Perception:** concept, perceptual process, factors in interpersonal perception. **Attitude:** concept, components, attitude formation. **Personality:** concept, theories of personality, and determinants of personality, personality attributes influencing OB. **Group Dynamics:** concept and nature of group formation, group structure, models of group formation, theories of group formation

Unit-IV

Conflict Management: - definition, sources of conflict, transitions in conflict thought, levels of conflict, conflict management. **Power & Politics:** concept, basis of power, tactics to gain power. **Stress Management:** meaning, concept, causes of organization stress, stress management. **Organization Change:** concept, Planned Change, Resistance to change **Organization Culture:** concept, functions of organization culture, development and implications of organization culture, creating and sustaining organization culture. **Organization Development:** concept, interventions of organization development

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1	Koontz	Essentials of Management	Tata McGraw-Hill
2	Freeman, Gilbert Jr	Principles of Management	Pearson Education
3	Luthans,F	Organizational Behavior	McGraw –Hill Inc.
4	Newstrom, J.W. and Davis, K	Human Behavior at Work	The McGraw Hill Companies, Inc

Course Code	MGT553
Course Title	Accounting for Managers
Type of Course	Core
LTP	4 0 0
Credits	4
Course Pre-requisites	Graduation in any stream
Course Objective (CO)	A primary purpose of the course is to develop the knowledge useful in accounting system and book keeping.
Course Outcomes	<p>Student will be able to:</p> <ol style="list-style-type: none"> 1. Acquaint the role, concepts, techniques and methodology relevant to accounting function. 2. To acquaint with concepts of cost and management accounting and their application in managerial decision making. 3. Prepare and analyze Financial Statements, make efficient use of scarce financial resources for best possible output.

Syllabus

Unit-I

Book-Keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts – Trading, Profit and Loss Account and Balance Sheet With Adjustment Entries, Simple Problems Only - Capital and Revenue Expenditure and Receipts.

Unit-II

Depreciation – Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method and Annuity Method - Ratio Analysis – Uses and Limitations – Classification of Ratios – Liquidity, Profitability, Financial and Turnover Ratios – Simple Problems Only.

Unit-III

Funds Flow Analysis – Funds From Operation, Sources and Uses of Funds, Preparation of Schedule of Changes In Working Capital and Funds Flow Statements – Uses And Limitations - Cash Flow Analysis – Cash From Operation – Preparation of Cash Flow Statement – Uses and Limitations – Distinction Between Funds Flow and Cash Flow

Unit-IV

Marginal Costing - Marginal Cost and Marginal Costing - Importance - Break-Even Analysis - Cost Volume Profit Relationship – Application of Marginal Costing Techniques, Fixing Selling Price, Make or Buy, Accepting a Foreign Order, Deciding Sales Mix. **Cost Accounting** - Elements of Cost - Types of Costs - Preparation of Cost Sheet – Standard Costing – Variance Analysis – Material Variances – Labour Variances – Simple Problems Related to Material And Labour Variances

Suggested – Readings:

S.No.	Author(s)	Title	Publisher
1	Thomas and Thomas	Accounting for Managers	McGraw- Hill
2	Garg, Sareen and Chawla	Management Accounting	Himalaya Publication

Course Code	MGT561
Course Title	Managerial Economics
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream.
Course Objectives (CO)	The primary purpose of the course is to develop tools useful in making use of scarce resources and to understand the economy.
Course Outcomes	<p>Student will be able to:</p> <ol style="list-style-type: none"> 1. Equip the basic knowledge of the concepts and tools of economic analysis as relevant for business decision making. 2. Students will be able to apply economic theory and principles in managerial decision making. 3. Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.

Syllabus

Unit-I

Introduction to Managerial Economics: scope of managerial economics and other disciplines, Difference between micro and macroeconomics. **Demand:** Meaning, determinants, Law of Demand, Elasticity of Demand: Meaning, types, measurements. Indifference Curve Analysis: Meaning, Assumptions, Properties.

Unit-II

Cost Analysis: Concept of cost and its types, Total Cost, Average Cost and Marginal Cost. Cost output relationship in short and long period. **Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue,

Unit-III

Pricing analysis: market structures, price determination under different market situations Perfect competition, monopoly, monopolistic competition, oligopoly: Meaning Advantage and Disadvantages. Concepts : Rent, Interest, Profit, Theories and types

Unit-IV

Inflation: Meaning, Types, Theories, Causes, Effects and Control, **Trade Cycles:** Concepts and causes of trade cycles, measures to control trade cycles. **Macro economics policy:** Monetary Policy and fiscal Policy.

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1	Thomas and Maurice	Managerial Economics	McGraw- Hill
2	D.M.Mithani	Managerial Economics Theory and Applications	Himalaya Publication

Course Code	MGT555
Course Title	Fundamental of Marketing Management
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream.
Course Objectives (CO)	The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications.
Course Outcomes	<p>Student will be able to:</p> <ol style="list-style-type: none"> 1. Understand concepts, philosophies, processes and techniques of managing the marketing operations. 2. Students will be able to apply the knowledge for the global marketing practices. 3. At the end of the course a students should be able to identify and analyse key trends, opportunities and problems in local and regional marketing environments.

Syllabus

Unit-I

Introduction to Marketing: concept, nature, scope and importance of marketing, its evolution, Marketing mix, Strategic marketing planning an overview. Market Analysis and Selection: marketing environment, macro and micro components and their impact on marketing decisions, Market segmentation and positioning. Buyer behavior: consumer versus organizational buyers.

Unit-II

Product Decisions: concept of a product, classification of products, major product decisions, product line and product mix, branding, packaging and labeling, Product life cycle strategic implications, New product development and consumer adoption process. **Pricing Decisions:** factors affecting price determination, pricing policies and strategies.

Unit-III

Distribution Channels and Physical Distribution Decisions: nature, functions and types of distribution channels, distribution channel intermediaries, **Promotion Decisions:** communication process, promotion mix, advertising, personal selling, sales promotion, publicity and public relations, determining advertising budget, media selection, advertising effectiveness, sales promotion tools and techniques.

Unit-IV

Marketing Research: meaning and scope of marketing research, marketing research process. **Marketing Organization and Control:** organizing and controlling marketing operations. **Issues and Developments in Marketing:** social, ethical and legal aspects of marketing, marketing of services. **Emerging Trends and Issues in Marketing:** International marketing, On-line Marketing, Green Marketing, Retail Marketing and Customer Relationship Marketing. International Marketing, Cyber Marketing.

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1	Kotlar, Philip	Marketing Management	Prentice Hall, NewDelhi.
2	Stanton, Etzel, Walker	Fundamentals of Marketing	Tata-McGraw Hill, New Delhi.

Course Code	MGT559
Course Title	Human Resource Management
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream.
Course Objectives (CO)	The course is designed to give an understanding of the various aspects of the management of human resources in an organization.
Course Outcomes	<p>Student will be able to:</p> <ol style="list-style-type: none"> 1. Understand the various aspects of the management of human resources, their interaction in the execution of managerial functions and facilitating learning of various concepts and skills required for utilization and development of these resources for organizational functions. 2. Understand the various aspects of the management of human resources in an organization. 3. Realize the impact of cultural differences across countries on organizational decisions.

Syllabus

Unit-I

Human resource management: Concept, Nature, Scope, Objectives, functions of HRM. **Human Resource Planning (HRP):** concept, need and importance of HRP, factors affecting HRP, Process of HRP. **Recruitment & Selection:** Meaning and Factors Governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection.

Unit-II

HR Training and Development: Concept, Need, Process of Training, Identification of Training needs Implementation and Methods of Training Programme. **Performance Appraisal:** Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal. **Quality of work life & quality circles,** job satisfaction and morale

Unit-III

HR Information System – Meaning, Need, Objectives, Process, Designing of HRIS, Computerized HRIS, Personnel Inventory. **HR Records**– Meaning, Purpose, Essentials of Good Record Keeping, Significance, Description. **Compensation and Employee Remuneration:** Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration. **Job Evaluation:** Meaning, Process. **Incentives & Fringe Benefits:** Concept, Importance and Administration of Benefits.

Unit-IV

HR Research – Objectives, Kinds and Techniques. **HR & Audit** – Objectives, Need, Process, Types and Approaches **Employee grievances:** Concept, features, discovery of grievances, types of grievances. **Discipline:** Concept, Nature, Characteristics, types, importance, causes of

indiscipline. **Contemporary Issues in HRM:** Changing trends, Emerging Issues and Challenges in HRM.

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1	K, Aswathappa	Human Resource Management	Tata McGraw-Hill.
2	V.S.P.Rao	Human Resource Management	Himalaya Publishers.

Course Code	MGT557
Course Title	Production and Operation Management
Type of Course	Core
L T P	4 0 0
Credits	4
Course Prerequisites	Graduation in any stream.
Course Objectives (CO)	The course is designed to give an understanding of the various aspects of the management of human resources in an organization.
Course Outcomes	Student will be able to: <ol style="list-style-type: none"> 1. Understand ever growing importance of Production and Operations management in uncertain business environment. 2. Gain an In- depth understanding of resource utilization of an organization. 3. Appreciate the unique challenges faced by firms in services and manufacturing.

Syllabus

UNIT I

Introduction to Production and Operations Management: Concepts, Functions, Scope, Types of Production System. Product Design and Development: Product Design and its Characteristics: Product development process (Technical): Product development techniques .Process selection- Project, job, Batch, Mass and Process types of Production Systems.

UNIT - II

Facility Location: importance, Factors in Location Analysis: Location Analysis Techniques. Facility Layout – Objectives, Advantages, Basic Types of Layouts Production Planning & Control (PPC): Concepts, Objectives, Steps Work Study - Productivity; Method Study; Work Measurement. Capacity Planning, Capacity Planning Decisions. Production Planning & Control (PPC) –Concepts, Objectives, Functions.

UNIT – III

Production Techniques: Introduction to modern productivity techniques just in time, Kanban system. Total Quality Management & six sigma. **Make or Buy decisions:** Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept.

UNIT – IV

Inventory Control and Management Purchase Management: Objectives; Functions; Methods; **Procedure Stores Management:** Types of Stores; Functions; Coding Methods **Inventory Management:** Concepts; Classification; Objectives; Factors Affecting Inventory Control Policy; **Inventory costs:** Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management. **Quality Management and Statistical Quality Control Maintenance Management:** Concepts; Objectives; Functions; Types of Maintenance TQM, Quality Specification, Design Meaning and objectives of Statistical Quality Control.

Suggested – Readings:

S. No.	Author(s)	Title	Publisher
1	Stevenson, W. J,	Operations Management	Tata McGraw-Hill.
2	Muhleman	Production and Operations Management	Pearson Education.
3	Adam & Ebert	Production & Operation Management	Prentice Hall India