



SHRI SHANKARACHARYA TECHNICAL CAMPUS, BHILAI
(An Autonomous Institute affiliated to CSVTU, Bhilai)
SCHEME OF TEACHING AND EXAMINATION (Effective from 2020-2021 Batch)
Master of Business Administration
Third Semester

Sl. No.	Board of Studies	Subject	Subject Code	Periods Per Week			Scheme of Examination			Total Marks	Credits
				L	T	P	ESE	CT	TA		
1	Management	Consumer Behavior	MG251301	2	1	0	80	10	10	100	3
2	Management	Design Thinking, Innovation & Creativity	MG251302	2	1	0	80	10	10	100	3
3	Management	Optimization Methods	MG251303	2	1	0	80	10	10	100	3
4	Management	Specialization I Elective I	Codes are given in the list of Specialization	2	1	0	80	10	10	100	3
5	Management	Specialization I Elective II		2	1	0	80	10	10	100	3
6	Management	Specialization II Elective I		2	1	0	80	10	10	100	3
7	Management	Specialization II Elective II		2	1	0	80	10	10	100	3
8	Management	Internship Report & Viva	MG251311	0	0	4	60	0	40	100	2
9	Management	MOOC / Rural Immersion Report & Viva	MG251312	0	0	6	60	0	40	100	2
10	Management	Entrepreneurship Project Report & Viva	MG251313	0	0	2	60	0	40	100	1
		Total		14	7	12	740	70	190	1000	26

Note:

(a) Abbreviations used: L–Lecture, T–Tutorial, P–Practical, ESE–End Semester Exam, CT–Class Test, TA – Teacher’s Assessment

(b) The duration of end semester examination of all theory papers will be of three hours.

The list of specializations offered in third semester is given in the subsequent page. Each candidate has to select any two specializations from the set of 6 specializations offered; and any two electives from each specialization.

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SPECIALIZATION AND ELECTIVES

MARKETING MANAGEMENT	
MG251321	Advertising and Sales Promotion
MG251322	Sales Management
MG251323	Services Marketing
FINANCE MANAGEMENT	
MG251331	Security Analysis and Portfolio Management
MG251332	Corporate Finance and Valuation
MG251333	Management of Working Capital
HUMAN RESOURCE MANAGEMENT	
MG251341	Human Resources Planning and Development
MG251342	Cross Cultural and Global Management
MG251343	Performance Management
SYSTEMS MANAGEMENT	
MG251351	Digital Business
MG251352	Internet Business Models and Business Strategies
MG251353	Knowledge Management and Innovation
PRODUCTION AND OPERATIONS MANAGEMENT	
MG251361	Production Planning and Control
MG251362	Lean Manufacturing Systems
MG251363	Logistics Management
HOSPITAL & HEALTH CARE MANAGEMENT	
MG251371	Hospital Management
MG251372	Hospital Supportive Services & Facilities Management
MG251373	Operations Management in Hospitals

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MG251301	CONSUMER BEHAVIOR	L= 2	T = 1	P = 0	Credits= 3
Evaluation	ESE	CT	TA	TOTAL	ESE Duration
Scheme	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1) To understand consumer behavior in an informed and systematic way. 2) To analyses personal, socio-cultural, and environmental dimensions that influence consumer decisions making. 3) To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior. 4) To give the students a perspective to understand the application of market research in framing effective marketing strategies.	On successful completion of the course, the student will be able to: CO1:- Demonstrate how knowledge of consumer behavior can be applied to marketing. CO2:- Identify and explain factors which influence consumer behavior CO3:- Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. CO4:- Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations. CO5:- In a team, work effectively to prepare a research report on consumer behavior issues within a specific context.

Course Contents:

UNIT I Introduction to Consumer Behavior

CO1

Introduction to Consumer Behavior; Diversity of consumer behavior; Concept, Scope, Importance and interdisciplinary nature; factors influencing consumer-buying behavior; Consumer-buying process; Consumer gifting behavior; The consumer research paradigms and process. [7HRS]

UNIT II Consumer Modeling and process

CO2

Consumer Modeling: The economic model; Learning model; Psychoanalytic model; The sociological model; The Howard Seth model of Buying behavior; The Nicosia model; The Engel –Kollat-Blackwell Model.

Consumer decision-making and its process: Models and views of Consumer decision making; the process of opinion leadership and motivation behind opinion leadership; Reutilized response, limited and extensive problem solving behavior; Diffusion and adoption process of innovations; Profile of consumer innovators. [8 HRS]

UNIT III Determinants of Consumer behavior

CO3

Individual Determinants of Consumer behavior: Perception (Meaning of Perception, The perceptual process, Factor responsible for perceptual, Distortion). Learning (Elements, Process, Learning theories and measures of consumer learning). Personality (Meaning and Nature, Characteristics of Personality, Stages in the development of personality, personality Influences and consumer behavior, VALS model and its development). [7HRS]

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UNIT IV Consumer Attitude and Behavior

CO4

Consumer Attitude and Behavior (The concept of Attitude, Relationship between Attitude and behavior, Attitude formation, Models of Attitude, Strategies for Attitude change (ELM-model), Cognitive Dissonance Theory and its implications). Motivation (Consumer Motivation, Needs and goals, Characteristics, Types and system of needs, measurement of motives). [7HRS]

UNIT V Influence of Social class

CO5

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

[7HRS]

Text Books:

S. No.	Title	Authors	Publisher
1)	Consumer Behavior	Leon G. Schiffman & Leslie Lazar Kanuk	P H I

Reference Books:

S. No.	Title	Authors	Publisher
1)	Applied Consumer Behavior	Martin J. Evans et.al	Addition-Wesley
2)	Consumer Behavior: Building Marketing Strategy	Hawkins Best Coney	Tata McGraw Hill
3)	Consumer Behavior in Indian Perspective	Suja R. Nair	Himalaya Publishing House

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MG251302	DESIGN THINKING, INNOVATION & CREATIVITY	L= 2	T = 1	P = 0	Credits= 3
Evaluation	ESE	CT	TA	TOTAL	ESE Duration
Scheme	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To develop an insight of the design thinking approach in various sectors 2. To learn how to transform creative thinking into design thinking in every stage of problem solving approach. 3. To gain knowledge of applying design thinking creativity and innovation to real life problems in order to procreate innovative and workable solution.	On successful completion of the course, the student will be able to: CO1:- Gain in depth knowledge about design thinking in every stage of problem. CO2:- Apply innovation to real life problems / situations in order to evolve workable solutions CO3:- Understand and implement creativity as an approach in problem solving CO4:- Understand the process of evolution of technology and management of technology CO5:- Comprehend the process of diffusion of technology& process of creation of a new product

Course Contents:

UNIT I Introduction :

Introduction to Design Thinking, Design Thinking Approach, Stages and Process, Design Thinking in Various Sectors (Health sector, Finance, Education, Infrastructure) Design Thinking Case Studies in Management Decisions. **CO1**
[7HRS]

UNIT II Innovation Management :

Invention v/s Innovation; Components and Types of innovation; Understanding Innovation Process, Concurrent Engineering; Economics of Innovation. **CO2**
[8 HRS]

UNIT III Innovation & Creativity :

Meaning of Innovation and Creativity. Difference Between Innovation and Creativity, and its role in Industry and Organizations, Dynamics of Creative Thinking, Creative Thinking and Problem Solving. Innovation Inspired by Nature. **CO3**
[7HRS]

UNIT IV Technology & Evolution :

Definitions and Characteristics; Management of Technology (MOT); Technological Environment; Parameters of Technological Environment; Technology Life-Cycle, S-curves of Technology Evolution. **CO4**
[7HRS]

UNIT V Technology Diffusion & Change:

Technology Diffusion, Dynamics & Mechanism of Diffusion. Technological Change: Dynamics of Technological change; Competitive Consequence of Technological Change. **CO5**
[7HRS]

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Text Books:

S. No.	Title	Authors	Publisher
1)	Managing Technology and Innovation for competitive advantage	V. K. Narayanan	Pearson Education
2)	Design Thinking	Devyani M. Lal	Sage Publication, Delhi

Reference Books:

S. No.	Title	Authors	Publisher
1)	Innovation Management	Afuah	Oxford University Press
2)	Management of Technology	Tarek Khalil,	McGraw Hill.
3)	Managing Technology	Lowell Steele,	McGraw Hill.
4)	Managing Innovation and New Product Development	Chaturvedi et al.,	PHI.

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MG251303	OPTIMIZATION METHODS	L = 2	T = 1	P = 0	Credits = 3
Evaluation	ESE	CT	TA	TOTAL	ESE Duration
Scheme	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To know the components and formulation of linear programming problem. To understand the concept of transportation problem and assignment problem with the help of various methods. To know the general structure and elements of queuing theory as well as sequencing concepts. To understand the concept of network analysis with the help of CPM and PERT techniques. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- The Students will be able to understand LPP and how to use it in decision making process with the help of simplex method.</p> <p>CO2:- The students will be able to understand transportation problem for distribution system of product in various place with optimum resources.</p> <p>CO3:- The students will be able to understand and apply assignment problem and Travelling salesman problem for quality production as well as distribution system.</p> <p>CO4:- The students will be able to understand waiting line model for reduction of Idle time of various service organization as well as production organization.</p> <p>CO5:- The students will be able to develop strategies related with, reduced project cost and project duration time through network analysis.</p>

Course Contents:

UNIT I Introduction of optimization methods and Linear programming problem	CO1
Meaning, Scope and Various Stages of Optimization Methods. Linear Programming Problem: Meaning of Linear programming, General Mathematical Formulation of LPP. Feasible and Optimal Solutions: Graphical Analysis, Simplex Method. Advantages and Limitations of LPP.	[7HRS]
UNIT II Transportation Problem	CO2
Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution: North West Corner Method, Least Cost Method and Vogel's Approximation Method; Optimization using Modified Distribution Method.	[8 HRS]
UNIT III Assignment Problem	CO3
Assignment Problem: Assignment Model as a Particular Case of Transportation Model, Formulation of Assignment Problems, Solution of Assignment Problems using Hungarian Method, Travelling Salesman Problem.	[7HRS]
UNIT IV Queuing Theory and Sequencing	CO4
Basic Queuing Process, Basic Structure of Queuing Models, Scope in management, Decisions and Solution to M/M/1: ∞/FCFS Model.	

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Sequencing Model: Processing n-Jobs through Two Machines, Processing n-Jobs through the Machines. [7 HRS]

UNIT V Network Analysis

CO5

Shortest Route Problem, Network & Time Estimation, Project Planning & Control Using Critical Path Method (CPM) and Programme Evaluation & Review Technique (PERT).
Project Scheduling - Cost Slope, Crashing the Network, Estimation of Optimum Project Cost. [7HRS]

Text Books:

S. No.	Title	Authors	Publisher
1)	Quantitative Techniques IN MANAGEMENT	N.D. Vohra.	New Delhi: Tata McGraw Hill Publications.
2)	Problems in Operations Research	Er. Prem Kumar Gupta Dr. D.S. HIRA	S.CHAND

Reference Books:

S. No.	Title	Authors	Publisher
1)	Operation Research	A.M. Natrajan.	Pearson Education.
2)	Introduction to Management Science	F.S .Hiller & Hiller	Tata McGraw Hill
3)	Operations Research Pearson	Hamdy Taha,	McGraw Hill Education, New Delhi
4)	Principles of Operations Research with Application to Managerial Decisions	Haruly M. Wagner	New Delhi: Prentice Hall of India Pvt. Ltd

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MG251321	ADVERTISING AND SALES PROMOTION	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To acquaint the students with the concepts for developing an effective advertising program and thus increase sales. 2. To gain knowledge of techniques and give experience in the application of concepts for developing an effective advertising program and thus increase sales. 3. To develop analytical knowledge of International Advertising and Promotion.	On successful completion of the course, the student will be able to: CO1:- Comprehend the concept of Advertising and Sales Promotion CO2:- Understand the Perspectives on consumer behavior. CO3:- Understand Creative strategy: Implementation and Evaluation CO4:- Comprehend the tools and techniques of Sales promotion CO5:- Evaluate and revise the effectiveness of the promotional program

Course Contents:

UNIT I Introduction to Advertising and Sales Promotion:

CO1

To examine the promotional function, and introduce the concept of IMC. Integrated marketing communications concepts, and planning: To understand the marketing process, the role of advertising and promotion in the integrated marketing program. The role of IMC in the marketing process: To understand the role consumer behavior plays in the development and implementation of advertising and also promotional programs.

[7 HRS]

UNIT II Perspectives on consumer behavior:

CO2

To understand the basic elements of the communication process and the role of communications in marketing. The communication process: To know process of setting objectives for IMC programs and various methods of budget settings. Establishing objectives and budgeting for the promotional program: Analyze various creative styles, use of appeals in designing the advertisements.

[7 HRS]

UNIT III Creative strategy: Implementation and Evaluation:

CO3

To know the process of developing and implementing media strategy. Media Planning and strategy: To know the role of the Internet and interactive media in an IMC program. The Internet and Interactive media: To understand the role of sales promotion in a company's integrated marketing communications program and to focus their relevance.

[7 HRS]

UNIT IV Sales promotion:

CO4

To recognize the roles of public relations, publicity and corporate advertising in the promotional mix. Public relations, publicity and corporate advertising: To evaluate methods for measuring promotional program effectiveness

[7 HRS]

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UNIT V Measuring the effectiveness of the promotional program:

CO5

To review various factors in the international environment and how they influence advertising and promotion decisions International Advertising and Promotion: To examine how advertising is regulated, including the role and function of various regulatory agencies. Regulation of Advertising and Sales Promotion and Ethics.

[7HRS]

Text Books:

S. No.	Title	Authors	Publisher
1)	Advertising and Promotion, An Integrated Marketing Communications Perspective	Belch E. George & Belch A. Michael	Irwin/McGraw Hill
2)	Advertisement and Consumer Sales Promotion	Charity Nnah	LAP Lambert Academic Publishing

Reference Books:

S. No.	Title	Authors	Publisher
1)	Advertising Management	Batra Rajeev, John G Myers, David A. Aker	Prentice Hall.
2)	Advertising: Principles and Practice	Wells, Burnett, Moriarty, Advertising	Prentice Hall.
3)	What's in a Name?—Advertising and the Concept of Brands	Jones & Slater	PHI
4)	Advertising and Sales Promotion	Pankhuri Bhagat	Sanjay Sahitya Bhawan

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MG251322	SALES MANAGEMENT	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. The aim of this paper is to acquaint the students with the of sales..	On successful completion of the course, the student will be able to:
2. The aim of this paper is to make the student aware of issues related to sales force management focusing on -selling as a tool of Marketing Communication.	CO1:- Comprehend the concept of Sales CO2:- Understand the role on Sales person. CO3:- Understand Creative strategy: Implementation and Evaluation
3. The study of Channel Management offers an appreciation of logistics of information and goods, and exposes students to the types of systems required to optimize organizational efficiency through this function.	CO4:- Comprehend the tools and techniques of Sales Effort. CO5:- Evaluate and revise the effectiveness of the Sales Force Management

Course Contents:

UNIT I Role of Salesperson:

Responsibility; Cross Functional Linkages; Lifetime Customer Concept; Management of Accounts Receivables.

CO1

[7 HRS]

UNIT II Selling Skills:

Value Proposition; Customer Value Creation; Lifetime Customer Value Creation; Personal Selling- A Promotion Mix Element; Buyer Seller Dyads; Diversity of Personal Selling Situation; Theories of Selling; Prospecting; Sales Resistance; Closing Sales; Key Accounts Management

CO2

[7 HRS]

UNIT III Sales Organization:CO3

Setting up a Sales Organization; Basic types of Sales Organization Structures including Outsourced sales force; Interdepartmental Relations and Structures; Coordination of Personal Selling with Other Departments.

[7 HRS]

UNIT IV The Sales Effort:

Sales Planning; Forecasting; Qualitative and Quantitative Methods(Overview of Linear Regression, Time Series Analysis, Moving Averages);Budgeting; Designing Territories; Territory Management; Routing; Setting Sales Quotas Profitability; Analysis of Sales effort.

CO4

[7 HRS]

UNIT V Sales Force Management:

Estimation of Sales Force; Workload, Breakdown and Incremental Analysis Recruitment and Selection of Sales Personnel; Planning and Conduct of Sales Training Programs; Motivating and Compensating Sales Personnel; Compensation Systems; Incentive Plans; Disincentive; Benefits; Performances Appraisals; Evaluation; Criteria for evaluation.

CO5

[7HRS]

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Text Books:

S. No.	Title	Authors	Publisher
1)	Sales Management: Decision, Strategies and Cases.	Richard, Still R. et al.,	Prentice-Hall, India
2)	Sales and Distribution Management: Text and Cases	Havaladar, Cavale	Tata McGraw Hill

Reference Books:

S. No.	Title	Authors	Publisher
1)	Sales and Distribution Management : An Integrative Approach	Pingali Venugopal	SAGE publications Pvt. Ltd.
2)	Sales Management That Works	Frank V. Cespedes	Harvard Business Review Press.
3)	Sales Management	Futrell, Charles	South Western College Publication
4)	Sales Management	Pradip kumar Mallk	Oxford University Press
5)	Sales Management	Brain Tracy	Manjul Publishing House
6)	Sales Management Success	Warren Kurzrock	Gildan Media Corporation

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MG251323	SERVICES MARKETING	L= 2	T = 1	P = 0	Credits= 3
Evaluation	ESE	CT	TA	TOTAL	ESE Duration
Scheme	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To develop a conceptual awareness of service industry in India. 2. To promote a customer-oriented mindset among students. 3. To understand the emerging trends in the service sector in a developing economy. 4. To develop and evaluate marketing mix strategies for a service organization.	On successful completion of the course, the student will be able to: CO1:- Understand to cope up with various challenges faced by service marketing in commercial & noncommercial environment. CO2:- Analysis to map the difference between marketing tangible and intangible goods & services, including service marketing mix & other unique trait of service marketing. CO3:- Discuss and face challenges in service delivery as outlined in a service gap model. CO4:- To develop strategies associated with the concept of Relationship Marketing. CO5:- Understand various dimensions of a service offers & key issues regarding customer evaluation of services.

Course Contents:

UNIT I Introduction: CO1

Introduction: Growth of service sector economy; Service Characteristics, Difference between Goods and Services; Contribution of the services sector to the Economy; Classification of service marketing mix; Service triangle. [7HRS]

UNIT II Consumer Behavior in Services: CO2

Consumer Behavior in Services: Customer Expectation of Service; Customer Perception of Service; Understanding Customer expectation
Service scope effects on behavior: Importance and Strategies for effective delivery through Employees; Intermediaries and Customer Participation. [8 HRS]

UNIT III Branding of Services: CO3

Segmentation, Targeting & Positioning of services; Branding of services and its difficulties; Physical Evidence of a Service: Introduction, Physical Evidence of a Service, Contribution of Physical Evidence to the Service [7HRS]

UNIT IV Measurement and Control CO4

Service Quality; Measurement and Control (Introduction, Importance, Measurement of Service Quality, Quality Gap Model). Customer Feedback and Service Encounter, Service Recovery (Customer responses to effective Service Recovery, Principles of Effective Service Recovery Systems, Learning from Customer Feedback). [7HRS]

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UNIT V New Trends in service marketing:

CO5

Managing Demand; Managing Capacity; Waiting Line Strategies.
New Trends and emerging concepts in Service Marketing. Customer Experience Management.
[7HRS]

Text Books:

S. No.	Title	Authors	Publisher
1)	Service Marketing	C. Lovelock, J. Chatterjee	Pearson Education
2)	A Services Marketing	Zeithmal, Valarie	Tata McGraw Hill
3)	Service Marketing	K. Rama Mohana Rao	Pearson Education

Reference Books:

S. No.	Title	Authors	Publisher
1)	The Essence of Service Marketing	Payne A	Prentice Hall
2)	Understanding Service marketing	Glynn & Barner	PHI
3)	Service Operations Management: Improving Service Delivery	Robert Johnston & Graham Clark	Pearson Education
4)	Service Management and Operations	Haksever, Render, Russell, Murdick	Pearson Education

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MG251331	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	L = 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To develop an insight of the avenues of investment, return and risk associated. 2. To gain knowledge of various models and techniques of analyzing between various investment options. 3. To develop analytical abilities to create and manage a successful portfolio.	On successful completion of the course, the student will be able to: CO1:- Comprehend the concept of investment and to analyze the return and risk associated. CO2:- Understand the fundamental analysis as a technique of investment analysis. CO3:- Understand the technical analysis as a technique of investment analysis. CO4:- Comprehend the tools and techniques of portfolio analysis and models of portfolio selection. CO5:- Evaluate and revise the portfolios created to authenticate their validity with updated investment goals.

Course Contents:

UNIT I Basics of Investment

CO1

Investment: Concepts, scope and features; Introduction to Indian Stock Market; Types of Risks: systematic and unsystematic risk; Problems related to risk and return. [7HRS]

UNIT II Fundamental Analysis

CO2

Fundamental Analysis: Analysis of Company, Industry & Economy; Equity Valuation And Bond Valuation. [8 HRS]

UNIT III Technical Analysis

CO3

Technical Analysis: Dow Theory, Various Charts and Patterns in Technical Analysis, Elliot Wave Theory; Efficient Market Hypothesis. [7HRS]

UNIT IV Portfolio Analysis And Portfolio Selection

CO4

Portfolio Utility Theory and Indifference Curves; Markowitz Portfolio Selection Model; Portfolio of Two Securities and Three Security Portfolio. [7HRS]

UNIT V Portfolio Revision And Portfolio Evaluation

CO5

Sharpe Single Index Model, Capital Asset Pricing Model. Portfolio Investment Process: Selection, Execution, Revision and Performance Evaluation. [7HRS]

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Text Books:

S. No.	Title	Authors	Publisher
1)	Security Analysis & Portfolio Management	Pandian P.	Vikas Publication House pvt ltd
2)	Security Analysis & Portfolio Management	D.E.Fisher and R.J. Jordan	Prentice Hall/ Pearson Edu.

Reference Books:

S. No.	Title	Authors	Publisher
1)	Investments: Analysis and management	J.C. Francis	McGraw Hill
2)	Investments: Analysis and management	Reilly Frank K and Keith C. Brown,	Thomson Learning,
3)	Modern Investment & Security analysis	Rusell J. fuller & James L. Farrell	McGraw Hill

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MG251332	CORPORATE FINANCE AND VALUATION	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. The objective of this course is to understand various concepts related to corporate finance. 2. To study in detail various tools and techniques in the area of finance. 3. To develop the analytical skills that would facilitate financial decision making.	On successful completion of the course, the student will be able to: CO1:- Understand the different method of corporate valuation. CO2:- Understand the calculation and precautionary mode of working capital. CO3:- Understand the concept of capital budgeting and evaluate proposals. CO4:- Understand construction and analysis of cash flow. CO5:- Understand the major investment decision in form of Merger and acquisition.

Course Contents:

UNIT I Introduction to Corporate Finance

CO1

Corporate Finance: Basic Concepts; Valuation Methods; Value Creation and New Valuation Tools; Alternative Valuation Approaches to specific cases. [7HRS]

UNIT II Working Capital Management

CO2

Working Capital Management: The Treasury function; Mode of precaution, models and approaches. [8 HRS]

UNIT III Investment Decision

CO3

Capital Budgeting: Capital budgeting: an overview; Project cash flows; Forecasting cash flows: Quantitative/Qualitative/Judgmental; Project analysis under Certainty/Risk; International project appraisal. [7HRS]

UNIT IV Cash Flow Management

CO4

Operating Cash Flow Management in a firm; How to manage the liquidity position of a company [7HRS]

UNIT V Merger and Acquisition

CO5

Mergers and Acquisitions: The Mergers and Acquisition Market; Definitions and basic concepts; Origination/ Advisory Mandate: The Process Design; Controlled Auction; M&A Financing Alternatives; How do Finance providers value M&A deals; Other M&A issues. Models. [7HRS]

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Text Books:

S. No.	Title	Authors	Publisher
1)	Advance Corporate Finance	Krishnamurti & Viswanath	PHI

Reference Books:

S. No.	Title	Authors	Publisher
1)	Financial Management	M Y Khan, P K Jain	McGraw Hill
2)	Corporate Finance for Business	Tarbert	Oxford University Press
3)	Financial Management and Policy	V. K. Bhalla	Anmol Publications
4)	Financial Management	Tulsian & Tulsian	S Chand
5)	Essentials of Financial Management	I M Pandey	Vikas Publishing House
6)	Financial Management	P. Chandra	McGraw Hill

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MG251333	MANAGEMENT OF WORKING CAPITAL	L = 2	T = 1	P = 0	Credits = 3
Evaluation	ESE	CT	TA	TOTAL	ESE Duration
Scheme	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. The objective of this course is to understand various concepts related to working capital. To study in detail various tools and techniques in the area of finance. To develop the analytical skills that would facilitate working capital decision making.	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Understand the key elements and valuation of working capital.</p> <p>CO2:- Understand the different approaches of receivable management.</p> <p>CO3:- Understand the different model of cash management for maintain liquidity.</p> <p>CO4:- Understand the calculation and forecasting inventory for organization.</p> <p>CO5:- Understand the concept of payable management and Methods of Assessment and appraisal.</p>

Course Contents:

UNIT I Introduction to Working Capital

Meaning of Working Capital, Overview of Working Capital Management, Levels of Working Capital Investments, Optimal Level of Working Capital Investment, Working Capital Strategies, Profitability versus Risk Trade-off for Alternative Financing Strategies, Approaches of Working Capital Financing, Concept of Operating Cycle, Calculation of Working Capital [8HRS]

UNIT II Receivables Management

CO2

Meaning of Receivables Management, Determination of Appropriate Receivable Policy, Marginal Analysis, Evaluation of Credit Proposal, Credit Analysis and Credit Decision, Heuristic Approach, Discriminate Analysis, Sequential Decision Analysis. [7HRS]

UNIT III Cash Management

Meaning of Cash Management, Motives for Holding Cash, Factors determining Cash Balance, Collection System, Disbursement Tools, Investment in Marketable Securities, Determining the optimum level of Cash, Baumol Model, Beranek Model, Miller-Orr Model, Stone Model, and Optimization Model. [7HRS]

UNIT IV Financial Forecasting

Financial Forecasting, Forecasting Collection from Accounts Receivable, Forecasting Daily Cash Flow, Cash Balance Uncertainty, Hedging Cash Balance Uncertainty, Meaning of Inventory Management, Cost of Holding, Cost of Placing order, Inventory Control Models, Inventory Control Devices, Inventory Management and Valuation, Inventory Management and Cash Flow Timeline [7HRS]

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UNIT V Payable Management

CO5

Meaning of Payables Management, Trade Credit, Terms of Purchase, Stretching of Accounts Payable, Disbursement of Float Management, Other Accruals, Bank Credit – Basic Principles and Practices, Methods of Assessment and Appraisal, Financing Working Capital Gap, Short-Term Financing Sources, Working Capital Control and Banking Policy Integrating Working Capital and Capital Investment Process.

[7HRS]

Text Books:

S. No.	Title	Authors	Publisher
1)	Inventory and Working Capital Management	P Gopalakrishnan	Macmillan Publishers India

Reference Books:

S. No.	Title	Authors	Publisher
1)	Working Capital Management	Bhattacharya Hrishikes	PHI
2)	Working Capital Management	N. K. Jain	A.P.H. Publishing Corporations
3)	Financial Management and Policy	V. K. Bhalla	Anmol Publications
4)	Financial Management	Tulsian & Tulsian	S Chand
6)	Essentials of Financial Management	I M Pandey	Vikas Publishing House
7)	Financial Management	P. Chandra	Mc Graw Hill

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MG251341	HUMAN RESOURCES PLANNING AND DEVELOPMENT	L = 2	T = 1	P = 0	Credits= 3
Evaluation	ESE	CT	TA	TOTAL	ESE Duration
Scheme	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. The students to develop an understanding of the concept & techniques of essential functions of human resource management. 2. The students will understand Human Resources Planning, Deployment and Development in organizations.	On successful completion of the course, the student will be able to: CO1:- Understand the fundamentals of Human Resource Planning and factors that influence its arrangement. CO2:- Develop the ability to draft Job Analysis, specification and description for jobs in general. CO3:- Assimilate the significance and need of HRD. CO4:- Discuss working of HRD in different industries. CO5:- Discuss the recent changing environment of HRD.

Course Contents:

UNIT I Human Resource Planning:

CO1

Human Resource Planning: Strategic planning, Basis for HRP, Meaning, Benefits, objectives, methods and techniques [7HRS]

UNIT II Demand & Supply of HR:

CO2

HR Demand and Supply forecasting (. Job Analysis: Meaning, Purpose, Process, Methods of Collecting Data. Recruitment: Meaning, Modern Techniques of Recruitment; Sources- Internet Based, Placement Agencies. [8 HRS]

UNIT III Evolution and Concept of HRD

CO3

Human Resource Development: Significance, Concept of HRD, features of HRD, Scope, Need, Framework, Techniques of HRD, and Functions of HRD Manager. [7HRS]

UNIT IV HRD in various sectors:

CO4

Research in HRD ,HRD for workers, HRD overview in Govt. and Private systems, HRD for health, and HRD in service industries (Banking , Hospital , event etc) [7HRS]

UNIT V Changing Environment of HRD:

CO5

Changing environment of HRD: Internal and external factors, Internal factors: HR of country and changing demands of employers. [7HRS]

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Text Books:

S. No.	Title	Authors	Publisher
1)	Human Resource Development	Uday Kumar Halder	Oxford University Press

Reference Books:

S. No.	Title	Authors	Publisher
1)	Human resource development & management	Ghosh Biswanath	Vikas Publication house pvt ltd New Delhi
2)	Human Resource Development,	Dr. P.C. Tripath	Sultan Chand & Sons
3)	Evaluation of HRD	Pareek, Udai	Rawat Publications
4)	Human Resource Management	S.S.Khanka	S. Chand & Company Ltd.
5)	Recent Experiences in HRD	Rao, T.V	Oxford & IBH New Delhi
6)	Human Resource Management	Gary Dessler	Pearson Education

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MG251342	CROSS CULTURAL AND GLOBAL MANAGEMENT	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To provide inputs in the area of global and cultural Diversity. 2. To enable the students to manage diversity in the work place. 3. To enables the student to understand the cultural diversity and work in diverse environment.	On successful completion of the course, the student will be able to: CO1:- Describe the concept of culture and significance of cross-cultural management CO2:- Outline the cultural values and differences with dimensions of cultural norms and behaviors. CO3:- Identify various factors affecting culture and decision-making models across cultures. CO4:- Explain culturally intelligent leadership in international trade. CO5:- Discuss on leading and managing multicultural teams in international context

Course Contents:

UNIT I Introduction to Cross-Cultural Management:

CO1

Concepts of culture - globalization of business – organizational culture - Cultural dimensions - cross-cultural management - Management in cultural context - Cross-cultural teams - Diversity Management - Understanding Cultural Values and Differences - cultural norms and behaviors - Cultural Acumen for the Global Manager. [7 HRS]

UNIT II Management in Diverse Cultures:

CO2

Dimensions of Culture - Communicating across Cultures - Negotiating across Cultures - Multicultural Teams - Cross-cultural Marketing - Culture and Human Resource Management Motivation across cultures - Expatriate Management - Global Teams - cultural intelligence - cross-border business agreements. [7 HRS]

UNIT III Business Dimensions of Culture:

CO3

National and global cultures - Decision-making models across cultures -Cultural characteristics - Cross- cultural communication - Negotiating styles in different cultures – Diversity management - Global Citizenship. [7 HRS]

UNIT IV Introduction to Global Leadership:CO4

Concept of Global Leadership - Theories of Leadership – Leadership Attributes - Global Leadership Forces - Leadership across cultures: styles, expectations and management - Culturally intelligent leadership in a globalized business world - Leadership Power and Influence – Leadership Behavior& Culture, Ethics and Norms - Leadership, Transitions & Relocation - Leading Trade Internationally. [7 HRS]

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UNIT V Global Team Management:

CO5

Working in multi-cultural teams: Managing Differences - Managing Multicultural Teams - concepts, processes and performance - Culturally intelligent team management: skills and strategies - Creating cultural competence - ethical dilemmas of international executives - Groups, Teams, and Their Leadership and Change.

[7HRS]

Text Books:

S. No.	Title	Authors	Publisher
1)	Cross - Cultural Management: Text and Cases	Dipak Kumar Bhattacharyya	Prentice Hall India Learning
2)	Cross-Cultural Management: Essential Concepts	Mark F. Peterson, David C. Thomas	Sage Publications

Reference Books:

S. No.	Title	Authors	Publisher
1)	Understanding Cross-Cultural Management	Marie-Joelle Browaeys	Roger Price, Pearson
2)	Effective Leadership in Organisational Success Process	Ravi K. Wadhawan	International Book House
3)	International Human Resource Management	-Dr.Nilanjan Sengupta and Dr.Mousumi. S.Bhattacharyal	Excel Books.
4)	Managing Cultural Differences: Global Leadership for the 21st Century	Neil Remington Abramson, Robert T. Moran,	Routledge

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MG251343	PERFORMANCE MANAGEMENT	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<p>1. Equip students with comprehensive knowledge and practical skills to improve their ability for performance management in their organizations.</p> <p>2. Facilitate students to have broad understanding about performance management systems and also explore the key elements of effective performance management in organizations.</p> <p>3. To develop skills for designing & instituting effective performance management system.</p>	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Describe key components and applicability of theories of Performance Management System. Comprehend the concept, techniques and tools used for Performance Appraisal and Counseling</p> <p>CO2:- Analyze and assess the performance of employees in the organization and manage team performance.</p> <p>CO3:- Determine the applicability of various tools and metrics as a performance evaluation & management tools</p> <p>CO4:- Carry out performance management surveys, compare and evaluate the different performance management systems, and appreciate the best practices in performance management.</p> <p>CO5:- Elaborate and disseminate the importance of Performance Management to the Line Managers.</p>

Course Contents:

UNIT I Introduction to Performance Management :CO1

Overview of performance, performance appraisal, performance evaluation, performance management. The Background, Foundations, Conceptual Framework, Critiques of performance management. Need and Importance of performance management in organization. [7 HRS]

UNIT II Performance Management System:

CO2

The Practice of Performance Management: PMS, Managing Performance Management, Managing under-performance. Performance Management Processes: Goal setting, Feedback, 360-degree feedback, Performance Reviews, Analyzing and Assessing Performance, Coaching.

[7 HRS]

UNIT III Performance Management Model:

CO3

Performance Management in Action: Performance Management surveys, Performance Management Models, The Impact of Performance management on an organization .Process of identification of KPA / KRA – Getting measurable objectives – pitfalls in the process and measurement. [7 HRS]

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UNIT IV Applications of Performance Management:

CO4

The Applications of Performance Management: Managing Organizational Performance, Managing Team Performance, Performance management and Learning, Performance Management and Rewards. Competency Mapping and assessment techniques, Potential appraisal, Training Need appraisal, Performance diagnosis and self-development initiatives. Counseling – Development Models – Process, Aims & Objectives.

[7 HRS]

UNIT V Developing Performance Management:

CO5

Developing and Maintaining Performance Management: Developing Performance Management, The Performance Management Role of Line Managers, Evaluating Performance Management Performance development strategy. Mapping Business Strategies with performance management Strategies. Challenges of managing performance.

[7HRS]

Text Books:

S. No.	Title	Authors	Publisher
1)	Handbook of Performance Management.	Armstrong Michael,	Kogan Page
2)	Appraising and Developing Managerial Performance	TV Rao Learning Systems Pvt. Limited	Excel Books

Reference Books:

S. No.	Title	Authors	Publisher
1)	Performance Management	Bacal Robert	McGraw-Hill
2)	Performance Management	Harvard Business Essentials: Performance Management	Harvard Business School Press
3)	Performance Management: Toward Organizational Excellence	T. V. Rao	Excel Books

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MG251351	DIGITAL BUSINESS	L= 2	T = 1	P = 0	Credits= 3
Evaluation	ESE	CT	TA	TOTAL	ESE Duration
Scheme	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> 1. To make student familiar with concept of E-Commerce, its benefits and application. 2. To make student familiar with Mobile commerce, Social Commerce & IOT. 3. To make student understand the Digital Business Ecosystem. 4. To make student understand the Applications of Digital Business, like e retailing, social shopping, e-learning etc. 5. To make student understand the Applications of Digital Business like online tourism, e employment, Electronic Medical Record System etc. 	<p>Upon successful completion of the course the learner will be able to understand :</p> <p>CO1:-The conceptual framework of e commerce, mobile commerce and social commerce.</p> <p>CO2:-The impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.</p> <p>CO3:-Digital Business Ecosystem & competitive advantage in a digital Business environment.</p> <p>CO4:-The various applications of Digital Business in the present day like e retailing, social shopping, e-learning etc.</p> <p>CO5:-The various applications of Digital Business in the present day like online tourism, e employment, Electronic Medical Record System etc.</p>

Course Contents:

UNIT I Electronic Commerce:

CO1

Electronic Commerce: The Digital Revolution and Society, The Digital and Social Worlds - The Digital Economy, The Digital Enterprise, Virtual Communities, Online Communities, Defining Electronic Commerce, Emerging E-Commerce Platforms. E-Business, Electronic Markets and Networks; The Content and Framework of E-Commerce, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society

[8HRS]

UNIT II Mobile Commerce, Social Commerce and IoT:

CO2

Commerce, Social Commerce and IoT: Mobile Commerce, Attributes Applications and Benefits of M Commerce, Mobile Marketing - Shopping and Advertising. Social Commerce: Social Commerce, The Benefits and Limitations of Social Commerce, Benefits to Customers, Retailers, Employees, players in the ecosystem. Internet of Things: Concept of IoT, Smart Homes and Appliances, Smart Cities, Smart Cars, Wearable Computing and Smart Gadgets.

[8 HRS]

UNIT III Digital Business Ecosystem :

CO3

Digital Business Ecosystem: Electronic Commerce Mechanisms, Online Purchasing Process, E-Marketplaces - Types, Components and Participants, Disintermediation and Reintermediation; Customer Shopping Mechanisms -Webstores, Malls, and Portals, Electronic Malls , Web (Information) Portals. Intermediaries: Roles of Intermediaries in E-Marketplaces, Electronic Catalogs, E-Commerce Search Activities, Digital Payments: Smart Cards, Stored-Value Cards, EC Micropayments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Security, Ethical, Legal, Privacy, and Technology Issues

[7HRS]

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UNIT IV Digital Business Applications I:

CO4

Digital Business Applications - I: Electronic Retailing: Characteristics, Advantages, Limitations, E-Tailing Business Models,. Social Shopping – Concept, Benefits and Drivers, Social Shopping Aids – Recommendations, Reviews, Ratings, and Marketplaces, Real-Time Online Shopping. The Online Versus Off-Line Competition, Click-and-Brick models, Product and Service Customization and Personalization. E-Banking, Mobile Banking, Pure Virtual Banks, Insurance, and Stock Trading. E-Learning, E-Training, and E-Books: Basics of ELearning, Characteristics, Advantages, Limitations.

[7HRS]

UNIT V Digital Business Applications II :

CO5

Digital Business Applications - II: Online Travel and Tourism Services: Characteristics of Online Travel, Benefits, Limitations, and Competition in Online Travel Services. E-employment: Online Job Market, Social Networks Based Job Markets, Social Recruiting, Virtual Job Fairs and Recruiting Events, Benefits and Limitations of the Electronic Job Market. E-Health: Definition, Electronic Medical Record Systems (EMR), Doctors' System, Patients Services, Medical Devices and Patients Surveillance. Entertainment, Media & Gaming: Service Industry Consumer Applications. Digital Products, Internet TV and Internet Radio.

[7HRS]

Text Books:

S. No.	Title	Authors	Publisher
1)	Introduction to E Commerce & Social Commerce	Turban E , Whiteside J , King D, Outland J	Springer
2)	E-Business and E-Commerce Management- Strategy, Implementation and Practice,	Dave Chaffey	Pearson
3)	Electronic Commerce – A Managerial Perspective	Efraim Turban, David King, Dennis Viehland, Jae Lee	Pearson Education

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MG251352	INTERNET BUSINESS MODELS AND BUSINESS STRATEGIES	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To provide an overview about organizational transformations of e-Business, knowledge management, and legal & ethical issues of Internet Provide a unified framework for a Business Model for Internet based E-commerce Explore the theoretical basis for the constituents of a Business Model Highlight the strategic issues an Internet based E-commerce organization faces in designing an appropriate business model Sensitize the students to the statutory and legal issues related to E-commerce. 	<p>Upon successful completion of the course the learner will be able to understand :</p> <p>CO1:-Develop a basic understanding of the issues in an overall framework of Internet based E-commerce</p> <p>CO2:-Understand the variety of e-business models, i.e., business to business, business to customer, consumer to consumer;</p> <p>CO3:-Know what Business model Comprises of & Design a appropriate Business Model</p> <p>CO4:-Know about Business Model for E commerce, Formulate Strategy and implement online forms</p> <p>CO5:-Understand the impact of internet on various industries like Banking, Retail, Healthcare, Travel etc.</p>

Course Contents:

UNIT I Introduction

CO1

Introduction to E-Commerce and its impact on organization, economy, Porter's framework in the new economy, Value chain, virtual value chain, Extracting value out of the value chain :(Amazon publishing industry case). [7HRS]

UNIT II Information

CO2

Economics of information, impact on strategy; Value proposition, business models and revenue models on the web; Business models, components, dynamic and appraisal. [7 HRS]

UNIT III

CO3

Value configuration and the internet; Market opportunity analysis, customer interface, market Communication. [7HRS]

UNIT IV

CO4

Strategy formulation and implementation for online firms, BMG online, ford, dell, eBay, egghead.com, priceline.com, yahoo, MicroAge, wells, Fargo online, Charles schwab, Merryl Lynch etc. [7HRS]

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UNIT V

CO5

Comprehensive overview and case discussion of impact of internet on various industries Banking, Travel, Insurance, Automobiles, Health care, advertising, telecom, retail etc. [7HRS]

Text Books:

S. No.	Title	Authors	Publisher
1)	Internet Business Models and Strategies: Text and Cases	Afuah, Allan and Christopher L Tucci	McGraw Hill Higher Education
2)	Electronic Commerce: From Vision to Fulfillment	Awad	PHI
3)	IT Strategy and Management	Dubey	PHI
4)	E-Commerce: Business, Technology, Society	Kenneth C. Laudon & Carol Traver	Addison Wesley
5)	Electronic Commerce, A Managerial Perspective 2006	Efraim Turban, David King, Dennis Viehland, and, Jae Lee	Prentice Hall
6)	A managerial handbook for E-commerce	Kalakota, R. and Whinston, A.B.	John Wiley & Sons, New York,
7)	Electronics Commerce and Business Communications	Chesher, M. and Kaura, R.	Springer

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MG251353	KNOWLEDGE MANAGEMENT AND INNOVATION	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> 1. To prepare students to understand the current theories, practices, tools and techniques in knowledge management (KM) to deal with the challenges with the organization and management of knowledge.to equip students with an understanding of the main issues in the management of technological innovation 2. To understand different types of innovation and also what trend of innovation is being followed. 3. To identify the strategic and organizational challenges involved in managing technological innovation. 4. Develop an ability to design innovation strategies that can successfully take advantage of innovation opportunities. 5. To evaluate different options, formulate and develop strategy and assess and resolve managerial challenges. 	<p>Upon successful completion of the course the learner will be able to understand :</p> <p>CO1:-Develop a basic understanding of Innovation ,Knowledge Management & Strategic Management</p> <p>CO2:-Understand the variety of Innovations and the trends going on for innovation</p> <p>CO3:-Apply Innovation as a strategy, and manage the innovation process strategically</p> <p>CO4:-Design Innovation Management, and develop strategies for product, service & process and organization Innovation</p> <p>CO5:-Understand the Strategic network , develop strategies for promoting ,sustaining & diffusing Innovation.</p>

Course Contents:

UNIT I

CO1

Introduction to Innovation Economy, KM, Strategic Management and Knowledge and Innovation Management. [7HRS]

UNIT II

CO2

Knowledge and Innovation in Organizations Innovation Types and Trends. [8 HRS]

UNIT III

CO3

Innovation Economy and Strategy
Innovation as a Strategic Process
Strategic Management of Innovation Processes [7HRS]

UNIT IV

CO4

Designing Innovation Management
Strategic Stakeholder Management of Innovation
Strategies for product, services, process and organization innovation [7HRS]

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UNIT V

CO5

Networking Innovation: Strategic network management
Strategies for promoting, sustaining and diffusing innovation
Strategic Management of technological innovation

[7HRS]

Text Books:

S. No.	Title	Authors	Publisher
1)	Knowledge Management: Systems and Processes	Becerra–Fernandez & Sabherwal	PHI
2)	Knowledge Management in Organizations	HISLOP	Oxford University Press
3)	Strategic Management in the Innovation Economy: Strategy Approaches and Tools for Dynamic Innovation Capabilities	Davenport, Thomas H.; Leibold, Marius; Voelpel, Sven	Published Jointly by Publicis Corporate Publishing and Wiley, 2006 (ISBN 3895782637)
4)	Management of Technological Innovation: Strategy and Practice	Dodgson, Mark; Gann, David; Salter, Ammon	Oxford University Press
5)	Strategy, Innovation, and Change: Challenges for Management	Galavan, Robert; Murray, John; Markides, Costas	Oxford University Press
6)	Innovation as Strategic Reflexivity, Routledge	Sundbo, Jon; Fuglsang, Lars	
7)	Innovation Management: Strategies, Concepts and Tools for Growth and Profit	Maital, Shlomo; Seshadri D. V. R	Response Books (A division of Sage Publications)

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MG251361	PRODUCTION PLANNING AND CONTROL	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To know about routes and schedules for the work that will ensure the optimum utilization of materials, workers, and machines. To know about facility plans and location planning as well as aggregate planning. To understand capacity plans and material requirement planning for optimum utilization of resources. To know the various methods of inventory control as well as forecasting techniques. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:-The Students will be able to understand production planning and control and its types.</p> <p>CO2:-The students will be able to understand facility planning, location planning for plant development and aggregate planning for optimum utilization of resources.</p> <p>CO3:-The students will be able to understand capacity planning for development of single and multiple products.</p> <p>CO4:-The students will be able to understand material requirement planning as well as various time witch affect production system.</p> <p>CO5:-The students will be able to understand inventory management and inventory control as well as various forecasting techniques.</p>

Course Contents:

UNIT I Introduction Of Production Planning and Control

CO1

Introduction, Basic Concepts and Advantages. Functions of Operations Planning, Routing, Scheduling, Dispatching and Inspection. Types of Planning - Strategic Planning, Tactical Planning and Operational Planning.

[7HRS]

UNIT II Facility Planning

CO2

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

[8 HRS]

UNIT III Capacity Planning

CO3

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

[7 HRS]

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UNIT IV Material Requirement Planning

CO4

Material Requirement Planning – Introduction, Need for Material Planning, Basic Material Requirement Planning: Concept and Implementation, Independent versus Dependent demand; Lumpy Demand; Lead Time; Common Use Time; and Time Phasing. **Replacement Theory:** Replacement policy for equipment, Items that Fail suddenly, Staff Replacement. [7HRS]

UNIT V Inventory Control

CO5

Inventory Control- Meaning, Types of Inventory, Pressure for Low Inventory, Pressure for high inventory, Inventory Reduction Tactics, Inventory Techniques - ABC Analysis and Economic Order Quantity (EOQ). Forecasting - Importance and Features, Different types of Forecasting Techniques for Estimating Demand. [7HRS]

Text Books:

S. No.	Title	Authors	Publisher
1)	Production and Operations Management	S N Chary	New Delhi: Tata McGraw Hill Publications.
2)	Operations Management for Competitive Advantage	Chase, Jacobs, Aquilano and Agarwal.	Tata McGraw Hill

Reference Books:

S. No.	Title	Authors	Publisher
1)	Production and Operations Management	N K Nair	Tata McGraw Hill
2)	Operations Management': Quality and Competitiveness 'in a Global Environment	Russel	Wiley India
3)	Operations Management	William J Stevenson	McGraw Hill Education, New Delhi
4)	Quantitative Techniques in management	N D Vohra	McGraw Hill Education, New Delhi
5)	Production and Operations Management: Concepts, Models and Behavior	Adam & Ebert	PHI

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MG251362	LEAN MANUFACTURING SYSTEMS	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To enable students to understand lean and agile manufacturing strategy. To acquaint students with the basic principles of problem solving. To provide students with a working knowledge of the Lean human resource creation. To help the students to understand the various applications related to visual factory. To acquaint students with the basic principles of agile manufacturing trends. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Comprehend the technical terms of lean and agile manufacturing strategy.</p> <p>CO2:- Apply problem solving in the real life scenario.</p> <p>CO3:- Recognize the fundamental lean principles and pertain with Lean human resource creation</p> <p>CO4:- Realize the various benefits associated with visual factory and implement it in the work place.</p> <p>CO5:- Execute agile manufacturing in the organization to obtain smooth conduction of work.</p>

Course Contents:

UNIT I Introductory Concepts

CO1

Lean: Introduction, definition philosophy and its evolution.
Basic Principles of what is -Lean, Approaches of lean manufacturing. Lean tools
Error proofing steps, Mistake proofing procedures, Value Addition, Types of Wastes.

[7HRS]

UNIT II Doctrine of Lean System

CO2

5S principles: Meaning, Concept, Significance.
Problem solving steps, Kaizen, Value Stream Mapping, Standardized work.
Pull/push systems, PDCA Cycle

[8 HRS]

UNIT III Human Resource and Supply Chain Management

CO3

Lean human resource creation: Lean and downsizing
Lean Supply chain management: Lean warehousing, Lean distribution, Inventory Management.

[7HRS]

UNIT IV Quality Management

CO4

Lean Quality Management, Statistical process control: Types of charts, Statistical process control implementation, Six Sigma
Visual management: Introduction, Visual factory, Andon, Affinity Diagram.

[7HRS]

UNIT V Agile System

CO5

Introduction, Relationship between lean and agile manufacturing,
Agile Organization, Strategic tools for agile firms.

[7HRS]

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S. No.	Title	Authors	Publisher
1)	Lean Tools in Apparel Manufacturing	Manoj Tiwari, Prabir Jana	Elsevier Science
2)	Agile Manufacturing: The 21st Century Competitive Strategy	A. Gunasekaran	Elsevier Science

Reference Books:

S. No.	Title	Authors	Publisher
1)	Lean Production Simplified, Second Edition	Pascal Dennis	Taylor & Francis
2)	Lean Production Implementing a World-class System	John Black, John R. Black	Industrial Press
3)	Lean Manufacturing, Tools, Techniques, and How to Use Them	William M Feld	Taylor & Francis
4)	Lean Enterprise Systems	Steve Bell	Wiley
5)	Learning Agile	Andrew Stellman, Jennifer Greene	O'Reilly Media

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MG251363	LOGISTICS MANAGEMENT	L= 2	T = 1	P = 0	Credits= 3
Evaluation	ESE	CT	TA	TOTAL	ESE Duration
Scheme	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> 1. To enable students to understand the concepts and principles of logistics management. 2. To acquaint students with the basic principles of material and inventory management. 3. To provide students with a working knowledge of the distribution and supply chain management. 4. To help the students to understand and manage logistic customer services, E-logistics etc. 5. To acquaint students with the international and global issues in logistics. 	<ol style="list-style-type: none"> 6. On successful completion of the course, the student will be able to: 7. CO1:-Comprehend the technical terms of logistics management. 8. CO2:- Apply problem solving with reference to material and inventory management in the real life scenario. 9. CO3:-Recognize the working principles of distribution and supply chain management. 10. CO4:-Realize the various benefits associated E logistics, and thereby manage logistic customer services. 11. CO5:-Execute the decisions concerning with the issues of international and global logistics.

Course Contents:

UNIT I Logistics Management

CO1

Logistics Management: Definition of logistics and the concepts of logistics. Logistics Activities: Functions of the logistics system – transportation, warehousing, order processing information handling and procurement. [7HRS]

UNIT II Material Management

CO2

Materials management functions and control, inventory management in logistics system, inventory decision-making, MRP, MRP II systems, multi-echelons. [7HRS]

UNIT III Distribution Management

CO3

Distribution Management, Outbound logistics, Facility location, Classical location problems, Strategic planning models for location analysis, location models, multi objective analysis of location models, Role of transportation in a supply chain - direct shipment, warehousing, cross-docking; push vs. pull systems; transportation decisions (mode selection, fleet size), market channel structure. [7HRS]

UNIT IV Customer Service

CO4

Logistics Customer Service, Modeling logistics systems, Simulation of logistic systems, cost effective distribution strategies, Value of information in logistics, E-logistics, risk pooling effect. [7HRS]

UNIT V International and Global Issues

CO5

International and global issues in logistics, integrated functional activities in logistics, Role of government in international logistics and Principal characteristics of logistics in various countries and regions. [7HRS]

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S. No.	Title	Authors	Publisher
1)	Logistics Management	Ailawadi & Singh	PHI
2)	Logistics Management for International Business: Text and Cases	Sudalaimuthu & Anthony Raj	PHI

Reference Books:

S. No.	Title	Authors	Publisher
1)	Logistics	David Bloomberg, Stephen LeMay, Joe Hanna	Prentice Hall 2001
2)	SAP Processes: Logistics	Thomas Teufel, Jurgen Rohricht, Peter Willems	Addison-Wesley, 2002
3)	Multi-objective management in freight logistics: increasing capacity	Massimiliano Caramia, Paolo Dell'Olmo	Springer

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MG251371	HOSPITAL MANAGEMENT	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To provide the basic concept of Hospital Planning and designing. 2. To understand the concept of Hospital organizations and other administrative services in Hospital	On successful completion of the course, the student will be able to: CO1:- Understanding the origin of Hospital and its development. CO2:- Enumerate the general consideration for planning and designing of hospitals CO3:- To understand the need and importance of equipment and physical facilities. CO4:- Appreciate the organizational structure of hospital. CO5:- To develop the skills of planning are location, design and layout of administrative services in hospital

Course Contents:

UNIT I Introduction:

CO1

Introduction to Hospital – meaning – definition – concept – types nature – scope - Classification – Changing role of hospitals. [7HRS]

UNIT II Planning the Hospital:CO2

Planning the Hospital –Planning for a New Hospital- Guiding Principle in Planning Hospital Facilities and Services- Preliminary Survey- Financial Planning- Equipment Planning- Permanent Hospital organization Planning: Early Consideration- Operational Plan and Functional Plan [8 HRS]

UNIT III Facility Master Plan:

CO3

Facility Master Plan- Design Team- Design Development Stage- Planning and Hospital Building –Building Contract and Contract Document- Furnishing and Equipping the Hospital-Purchase of Capital Equipment's- Ready to Operate Stage- Before Opening the Hospital- Commissioning and Inauguration. [7 HRS]

UNIT IV Hospital Structure:

CO4

Organizing of the Hospitals-Organizational Structure-Management Structure- Organizational Charts-Management of the Hospital- Introduction-Two Lines of Authority in the Hospital- Professional Management of the Hospital. [7 HRS]

UNIT V Administrative Services:

CO5

Designing Administrative Services- Executive Suite – Professional Service Unit Financial Management Unit- Hospital Information System (HIS) - Nursing Service Administrative Unit- Human Recourse Management-Public Relations Department . [7HRS]

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Text Books:

S. No.	Title	Authors	Publisher
1)	Hospitals :Facilities Planning and Management	G.D.Kunders	Tata McGraw-Hill

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MG251372	HOSPITAL SUPPORTIVE SERVICES & FACILITIES MANAGEMENT	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1) To get familiarized with support service systems in hospitals. 2) To get acquainted with hazards and its management in hospital environment.	On successful completion of the course, the student will be able to: CO1:- Familiarize and develop understanding of the of various support services in Hospital. CO2:- Acquire knowledge on maintenance of various essentials services in hospitals CO3:- Demonstrate and learn the importance of utility services in hospitals. CO4:- Assess the importance and organizing of supportive services of hospital. CO5:- Explore and identify the recent trends in Disaster management and operations management of Utility services in Hospital

Course Contents:

UNIT I Services :

Nutrition and Dietary services – Pharmacy services – Medical Records services.

CO1

[7HRS]

UNIT II Engineering and Maintenance :

Facilities Engineering – Maintenance of Civil Assets – Electrical supply and Water supply – Medical gas pipeline – Plumbing and Sanitation – Air conditioning system – Hot water and Steam supply – Communication Systems –Biomedical engineering departments in modern hospitals

CO2

[8 HRS]

UNIT III Managing Utility Services:

Laundry services – House keeping services – CSSD - Energy conservation methods – AMC

CO3

[7HRS]

UNIT IV Organizing Of Support Services:

Ambulance services – Mortuary services – Hospital security services.

CO4

[7HRS]

UNIT V Disaster management:

Disaster management – Fire hazards – Engineering Hazards – Radiological hazards. Outsourcing Of Support services–Waste disposal and management.[7HRS]

CO5

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Text Books:

S. No.	Title	Authors	Publisher
1)	Hospitals :Facilities Planning and Management	G.D.Kunders	Tata McGraw-Hill
2)	Hospital Management	Anand .K.K	Vikas Publishing New Delhi
3)	Managing a Modern Hospital	Srinivasan, A.V. (ed.)	Response Books, New Delhi

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MG251373	OPERATIONS MANAGEMENT IN HOSPITALS	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. Understand the functional operations in Hospitals. 2. Familiarize with the operations of supporting services and procurement management of Hospitals. 3. To understand and implement quality management system in hospital and healthcare organizations.	On successful completion of the course, the student will be able to: CO1:- Understand the various operational services in Hospital. CO2:- Describe the supportive services in hospitals(Housekeeping, food service, CSSD etc) CO3:- Ability to apply the principles and practice of purchasing. CO4:- Evaluate the quality assurance operations in hospital. CO5:- Acquire the knowledge and skills in managing various inventories in hospitals

Course Contents:

UNIT I Front Office & Clinical Services operations in Hospitals: :

CO1

Admission – Billing – Medical Records – Ambulatory Care- Death in Hospital – Brought-in Dead - Maintenance and Repairs Bio Medical Equipment . Clinical Departments – Out patient department(OPD)

[7 HRS]

UNIT II Operations of Supportive Services in Healthcare::

CO2

House Keeping –Linen and Laundry, Bio Medical Waste Management - Food Services - Central Sterile Supply Department (CSSD) and infection control process

[8 HRS]

UNIT III Purchase operations:

CO3

Organizing the purchasing function – financial aspects of purchasing– tactical and operational applications in purchasing.

[7HRS]

UNIT IV Quality Assurance Operations in Hospitals:

CO4

Quality of services in Hospitals, Certifications & Accreditations of Hospitals, Quality Management in Hospitals, Quality Indicators, and Quality Evaluation of Performance.

[7HRS]

UNIT V Inventory Management:

Inventory Management: valuation and accounting for inventory –physical location and control of inventory – planning and replenishment concepts – protecting inventory; Value Management, Value engineering, value analysis and HIS in Store

[8HRS]

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Text Books:

S. No.	Title	Authors	Publisher
1)	Essentials For Hospital Support Services And Physical Infrastructure	Madhuri Sharma	Jaypee publishers
2)	Hospital Administration'	Joshi SK	Jaypee Publishers
3)	Opportunities in Hospitals & Healthcare Administrations	Pradeep Bhardwaj	Jaypee publishers
4)	Handbook of health care quality and patient safety	Dr.Girdhar J Gyani	Jaypee Publishers
5)	Managing a Modern Hospital	Srinivasan, A.V. (ed.)	Response Books, New Delhi
6)	Operations Management – Decision Making in Operations Function	Schoedev, Roger G	McGraw Hill, New Delhi,

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MG251311	Internship Report & Viva	L = 0	T = 0	P = 4	Credits = 2
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	60		40	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none">1. To enable students to understand the fundamental concepts and principles of management and thereby execute it in realistic world.2. To acquaint students with the working environment of the industry.3. To develop communication, interpersonal and behavioral skills pertaining to organizational need.	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:-Comprehend the organizational dynamics.</p> <p>CO2:-Address the challenges and cut throat competition prevailing in the industry.</p> <p>CO3:-Recognize the organizational hierarchy and thereby establish relations with the outer world.</p>

Course Contents:

Students will be required to undergo 6-8 weeks training with any organization / firm / company etc. Where they learn the practical aspects of management. After the training the student is required to submit the report of training to the institution / department within three weeks after the start of the third semester and the report will be evaluated by one external and internal examiner followed by viva voce/presentation for end semester examination. The report should show what student has learnt during the training period. The TA marks will be awarded on the basis of presentation.

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MG251312	MOOC / Rural Immersion Report & Viva	L = 0	T = 0	P = 6	Credits = 2
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	60		40	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To demonstrate their ability to apply learned skills to explore managerial solutions across disciplines and cultures. To improve the personality of students and make them confident to face the employment process. To acquaint the students with rural India and thereby develop their ability to provide solutions to them. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:-Comprehend the subjects across disciplines and take managerial decisions.</p> <p>CO2:-Address the challenges and cut throat competition prevailing in the industry.</p> <p>CO3:-Provide innovative solutions to the need of end customers demanding from rural India.</p>

Course Contents:

Students will be required to undergo 6-8 weeks online teaching delivered by SWAYAM (a programme initiated by Government of India). This is done through a platform that facilitates hosting of all the courses, taught in classrooms to be accessed by anyone, anywhere at any time. All the courses are interactive, prepared by the best faculties from IITs, IIMs, IGNOU and other reputed institutes. The students are required to produce SWAYAM certificate, in any Course delivered through SWAYAM. Credits would be transferred on to the academic record of the students for courses done on SWAYAM.

OR, the students are required to prepare a Rural immersion report. The report will be evaluated by one external and internal examiner followed by viva voce/presentation for end semester examination. The report should show the solution to the rural issues and recommendation for the betterment of rural lives.

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MG251313	Entrepreneurship Project Report & Viva	L = 0	T = 0	P = 2	Credits = 1
Evaluation Scheme	ESE	CT	TA	TOTAL	ESE Duration
	60		40	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To demonstrate their ability to apply learned skills to explore entrepreneurial skills. To improve the individuality of students and make them confident to establish a startup. To acquaint the students with the issues concerned with entrepreneurial establishment. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:-Comprehend the pros and cons (Government involvement and legislation) associated with the establishment of an enterprise.</p> <p>CO2:-Address the challenges concerned with the setup of startup.</p> <p>CO3:-Provide innovative solutions to the need of customers at an affordable worth.</p>

Course Contents:

Students are required to prepare a Project report of the proposed venture. The report will be evaluated by one external and internal examiner followed by viva voce/presentation for end semester examination. The report should contain project description (*location, raw material, fuel, water etc. requirement*), Marketing plan, Capital structure, financial and technical aspects, social responsibility etc.

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