



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)
MBA II Year (Semester III & IV)

MBA III Semester						
Subject Code	Subject Name	Course Type	External	Internal	Maximum Marks	Credit
CP-301	Business Policy & Strategic Management	Common	70	30	100	6
CP-302	Field Project	Common	-	-	100	6
SP-303	Specialization -1, Paper I	Elective	70	30	100	4
SP-304	Specialization -1, Paper II	Elective	70	30	100	4
SP-305	Specialization -2, Paper I	Elective	70	30	100	4
SP-306	Specialization -2, Paper II	Elective	70	30	100	4
Semester Total					600	28

MBA IV Semester						
Subject Code	Subject Name	Course Type	External	Internal	Maximum Marks	Credit
CP-401	Business Legislation	Common	70	30	100	6
CP-402	Management Information System & Decision Support System	Common	70	30	100	6
SP-403	Specialization -1, Paper-I	Elective	70	30	100	4
SP-404	Specialization -1, Paper-II	Elective	70	30	100	4
SP-405	Specialization -2, Paper-I	Elective	70	30	100	4
SP-406	Specialization -2, Paper-II	Elective	70	30	100	4
Semester Total					600	28



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: CP-301
Name of Group:		
Name of the Course: Business Policy & Strategic Management		
Course Code: CP-301		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.
2. Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.
3. Students will be able to demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.
4. Students will be able to demonstrate capability of making their own decisions in dynamic business landscape.
5. Students will be able to develop their capacity to think and execute strategically.

Syllabus

Units	Content
1	Business Policy as a field of study: Genesis and importance of Business Policy; Vision, Mission, Objectives and policies; General Management point of view: Strategic Decision making and Role of Strategist in Strategic Management
2	Environmental Analysis and Internal Analysis; SWOT Analysis; Industry Analysis; Concept of value chain, Strategic profile of a firm: case study method
3	Competitive Analysis: Framework for analyzing competition, competitive advantage of a firm; Strategic Planning: Formulation of Strategies,
4	Strategic Choice and Implementation: Tools and techniques for Strategic Analysis; Impact Matrix, The experience Curve, BCG Matrix, GEC Model.
5.	Industrial Analysis Concept of Value Chain, Strategic Profile of a firm, Framework for Analyzing competition, competitive Advantage of a firm

Suggested Readings

1. Ansoff, H Igor, Implanting Strategic Management Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984.
2. Budhiraja; S B and Athereya, M B. Cases in Strategic Management New Delhi, Tata MaGraw Hill, 1996
3. Christensen, C. R. etc. Business Policy; Text and Cases, 6th ed., Homewood Illinois, Richard D. Irwin, 1987.
4. Glueck, Willam F. Strategic Management and Business Policy, 3rd ed New York, McGraw Hill, 1988.
5. Hax, A C and Majluf, NS. Strategic Management Englewood Chiffs, New Jersey, Prentice Hall Inc. , 1984

6. Hamel, G and Prahalad, C. K. Competing for the Future Boston, Harvard Business School Press, 1994
7. Peters, Tom. Business School in a Box New York, Macmillan, 1995.
8. Lomesh & P.K.Mishra, Business Policy & Strategic Management, Vikas Pub



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: CP-302
Name of Group:		
Name of the Course: Field Project		
Course Code: CP-302		Max. Marks :100

COURSE OBJECTIVES

1. To provide practical exposure to real business environments.
2. To apply theoretical knowledge to practical problems.
3. To develop analytical, research, and report writing skills.
4. To enhance communication and professional skills through interaction with industry professionals.
5. To promote ethical behavior and decision-making in professional settings.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: MSM-1
Name of Group:		
Name of the Course: Consumer Behavior		
Course Code: MSM-1	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.
2. Identify and explain factors which influence consumer behaviour.
3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
4. Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
5. In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context.

Syllabus

Units	Content
1	Introduction to Consumer Behaviour: Consumer Behaviour & Marketing Strategies. (Segmentation promotion and Positioning Strategies).
2	Consumer Perception: Purchase search, information processing and Consumer Involvement theory; Evaluative criteria & Decision Rules; Consumer attitude & attitude Change.
3	Influence of Personality: and self concept on Buying Behaviours; Psychographics & life style; Consumer Behaviour Audits & Consumer Behaviour Studies in India
4	Reference Groups & Family Influence: Selected groups' and celebrities' influence And family Decision Making; Diffusion of Innovation & Opinion leadership, Industrial buying Behaviour.
5.	Consumer Decision Making: Simple Model of Consumer decision making Models of Consumers.

Suggested Readings

1. Assael, H. Consumer Behaviour and marketing Action. Ohio, South Western, 1995.
2. Engle, J. F. etc. Consumer Behaviour. Chicago, Dryden Press, 1993
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1989.
4. Hawkins, D. I. etc. Consumer Behaviour: Implications for Marketing Strategy. Texas, Business 1995.
5. Mowen, John C. Consumer Behaviour. New York, MacMillan, 1993.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: MSM-2
Name of Group:		
Name of the Course: Advertising Management		
Course Code: MSM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Examine advertising and its functions in relation to brand success.
2. Critically evaluate how creative concepts and executions will contribute to brand success.
3. Analyze advertising and branding techniques and apply them to a variety of different issues.
4. Explain the work effectively in teams to analyze and prepare presentations on advertising and brand management issues.
5. Describe Two Step Flows of Communication Theory of Cognitive, Stimulation of Primary and Selective Demand.

Syllabus

Units	Content
1	Advertising's Role in the Marketing Process: Legal Ethical and Social Aspects of Advertising; Process of Communication- Wilbur Schramm's Model.
2	Dagmar Approach- Determination of Target Audience; Building of Advertising Programme-Message, Headlines, Copy, Logo, Appeal, Layout.
3	Campaign Planning; Media Planning; Budgeting Evaluation-Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organisation- Selection Compensation and Appraisal of an Agency; Electronic Media Buying.
4	Advertising campaign-Advertising V/s Consumer behaviour; Sales promotion- Role of Creative strategies; Advertising- Retail, National, Cooperative, Political International, Public Service Advertising.
5.	Two Step Flow of Communication Theory of Cognitive Dissonance and Clues for Advertising Strategists: Stimulation of Primary and Selective Demand- Objective Setting and Market Positioning.

Suggested Readings

1. Aaker, David A. etc. Advertising Management, 4th ed. New Delhi, Prentice Hall on India, 1985.
2. Beleh, George E and Beleh, Michael A. Introduction to Advertising and Promotion, 3rd ed. Chicago, Lrwin, 1995.
3. Borden, William H. Advertising, New York, John Wiley, 1981.
4. Hard Norman. The Practice of Advertising, Ozford, Butterworth Heinemann, 1995.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: FSM-1
Name of Group:		
Name of the Course: Security Analysis and Investment Management		
Course Code: FSM-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Explored to different avenues of investment.
2. Equipped with the knowledge of security analysis.
3. Apply the concept of portfolio management for the better investment.
4. Invest in less risk and more return securities.
5. Fundamental analysis, technical analysis and efficient market analysis.

Syllabus

Units	Content
1	Investment- Return and Risk; Operations of Indian Stock Market; New Issue Market; Listing of Securities; Cost of Investing in Securities; Mechanics of Investing; Markets and Brokers.
2	Investment Companies; Market Indices and Return; Security Credit Ratings; Objectives of Security Analysis; Investment Alternatives; Valuation Theories of Fixed and Variable Income Security.
3	The Return to Risk and the Investment Decision; Government Securities; Non Security Forms of Investment; Real Estate Investment; Instruments of the Money Market
4	Stock Market Analysis- Fundamental and Technical Approach, Efficient Market Theory, Recent Developments in the Indian Stock Market
5.	Meaning of Investment, nature scope and types of investment.

Suggested Readings

1. Amling, Frederic. Investment. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1983.
2. Bhalla, V. K. Investment Management; Security Analysis and Portfolio Management., 8th ed., New Delhi, S. Chand, 2001.
3. Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management. 6th ed., New Delhi, Prentice Hall of India, 1995.
4. Fuller, Ressel J. and Farrell, James L. Modern Investment and Security Analysis, New York, McGraw Hill, 1993.
5. Haugen, Robert H. Modern Investment Theory. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1987.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: FSM-2
Name of Group:		
Name of the Course: Working Capital Management		
Course Code: FSM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Discover basic understanding of a company's working capital structure.
2. Identify how to manage working capital to increase profits.
3. Explore and establish basic knowledge of Working Capital Management policies.
4. Identify how to calculate the cash conversion cycle.
5. Explore and establish knowledge of working capital in the budgeting process and credit policy.
6. Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.

Syllabus

Units	Content
1	Concept of Working Capital Management, Importance of Working Capital, Kinds of Working Capital, Factors Determining Working Capital, Estimating Working Capital Requirements.
2	Management of Cash -Motives for Holding Cash and marketable securities; Cash System, Managing the Cash Flows. Cash Concentration Strategies, Disbursement tools.
3	Investment in Marketable Securities; Forecasting Cash Flows; Managing Corporate Liquidity and Financial Flexibility; Measures of Liquidity, Determining the Optimum Level of Cash Balances – Baumol Model, Beranek Model, Miller— Or Model, Stone Model
4	Receivable Management- Determining the appropriate Receivable Policy, Marginal Analysis, Credit Analysis and Decision, Sequential Decision of analysis, Inventory Management-kinds of Inventories, Benefits and Costs of Holding Inventories, Inventory.
5.	Management and Valuation. Inventory Control Models, Short-term financing; Programming Working Capital Management; Integrating Working Capital and Capital Investment Processes

Suggested Readings

1. Bhalla, I V K, : Working Capital Management, Text and Cases, 4th ed. Delhi, Anmol, 2001.
2. Hampton J. J. and C. L : Wagner Working Capital Management, John Wiley & Sons, 1989
3. Mannes, T.S. and J.T. Zietlow : Short-tens Financial' Management, West Pub. Co., 1993.
4. Scherr, F.C. Modern Working Capital Management, Prentice Hall, 1989.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: HRSM-
		1
Name of Group:		
Name of the Course: Management of Industrial Relations		
Course Code: HRSM-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Acquire a solid theoretical, practical and ethical perspective on many aspects of industrial relations.
2. Critically analyse theories, models, and paradigms in the field.
3. Understand the key participants, institutions, relationships and processes in employment relations, so that you acquire an enhanced ability to influence industrial relations outcomes in an informed manne.
4. Develop research, writing and speaking skills necessary for work, life and further postgraduate study.
5. Strengthen key competencies in group participation, oral and written communication and persuasion, critical thinking, problem-solving, information processing and planning.
6. To Design and formulate various IR processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behavior.

Syllabus

Units	Content
1	Industrial Relations Perspectives; Industrial Relations and The Emerging Socio-economic Scenario; Industrial Relations and the state; Legal Framework of Industrial Relations.
2	V Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and the Management ; Discipline and grievance Management; Negotiation and Collective Settlements; Participative Management and Co-ownership; Productive Bargaining and Gain Sharing; Employee Empowerment and Quality Management; Industrial Relations and Technological Change.
3	Conceptual and Theoretical Understanding of Economic Theory Related to Reward Management; Competitive Imperatives; Productivity, Quality , Service, Speed , Learning; Planning for improved Competitiveness; Diagnosis and Bench marking, Obtaining Commitment; Determination of Inter and Intra-industry Compensation Differentials; Internal and External Equity in Compensation Systems
4	Understanding tools Used in Designing, Improving and Implementing Compensation Packages; Compensation Designs for Specific type of Human Resources like Compensation of Chief Executives, Senior Managers, R&D Staff, etc; Understanding different components of Compensation Packages like Fringe Benefits, Incentives and Retirement

5.	Compensation Practices of MNC's and Strategic Compensation Systems; Statutory Provisions governing different Components of Reward System; Working of different Institutions related to Reward System like Wage boards, Pay Commissions
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Suggested Readings

1. Armstrong, Michel and Murlis Helen Reward management: A Handbook of Salary Administration. London, Kegan Paul 1998.
2. Bergess, Lenard R. wage and Salary Administration. London, Charles E- Merrill 1984.
3. Kochan T A & Katz Henry. Collective Bargaining and Industrial Relations Homewood, Illinois Richard D Irish 1988.
4. Niland J R etc The Future of Industrial Relations New Delhi Sage 1994.4



RKDF UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: HRSM-
		2
Name of Group:		
Name of the Course: Management of Training and Development		
Course Code: HRSM-2	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Explain the role of training and development in human resources management.
2. Describe the psychology of the learning process on which training is based.
3. Analyze the training needs of an organization.
4. Assess, design, access and implement various methods, techniques and sources of training.
5. Evaluate the value of the training once completed from the individual employee and the organization's viewpoint.

Syllabus

Units	Content
1	Training process- an overview; role, responsibilities and challenges to training manager; organization and management of training function; training needs assessment and action research; instructional objectives and lesson planning; learning process.
2	Training climate and pedagogy; developing training modules; training methods and techniques; facilities planning and training aids; training communication; training evaluation; training and development in India.
3	Training and Development Methodologies : Overview of Training Methodologies- Logic and Process of Learning; Principles of Learning; Individual differences in learning, learning process, learning curve, learning management system; Criteria for Method Selection; Skills of an Effective Trainer; Use of Audio-Visual Aids in training; Computer Aided Instructions Distance Learning, Open Learning, E- Learning; Technologies Convergence and Multimedia Environment.
4	Designing Training and Development Programs: Organization of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; orientation and socialization; diversity training, choice of training and development methods.
5.	Evaluation of Training and Development: Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation; Costing of training, measuring costs and benefits of training program

Suggested Readings

1. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay.

2. Trvelove, Steve, Handbook of Training and Development, Blackwell Business.
3. Warren, M.W. Training for Results, Massachusetts, Addison-Wesley
4. Craig, Robert L., Training and Development Handbook, McGraw Hill.
5. Garner, James, Training Interventions in Job Skill Development, Addison-Wesley.
6. Kenney, John; Donnelly, Eugene L. and Margaret A. Reid, Manpower Training and Development, London Institute of Personnel Management.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: HSM-1
Name of Group:		
Name of the Course: Legal And Ethical Issues for Hospitals		
Course Code: HSM-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Identify the 6 major components of the American Legal System.
2. Critically discuss healthcare institutional, professional provider and staff liability issues, including civil and criminal liability, Good Samaritan laws and legal, ethical and cultural considerations of diverse populations.
3. Evaluate selected exemplars of medical malpractice and antitrust issues.
4. Describe the legal, ethical, legislative and regulatory issues relevant to healthcare facilities (e.g., laws, regulations, accreditation, licensure, as well as, human resources, information and risk management) and service providers (e.g., licensure, insurance, and staff privileges).
5. Analyze legal, ethical, legislative, and evidence based practice guidelines, affecting patient-provider relationships, communication strategies, and inter-professional provider relationships including: healthcare decision-making issues, beginning/end of life issues and handling of patient information.

Syllabus

Units	Content
1	Establishment, Registration and Regulation of Health Care Organization: Registration and Regulation of Healthcare organization under Andhra Pradesh Private Medical Care Establishment Act 2002; Formation of Health care Organization under Partnerships and Corporate basis (private and public) and compliance with Medical Council of India Act.
2	Hospitals and Labour Enactments: Hospital as an Industry – Unrest in Hospitals – Dispute Settlement Mechanism, Arbitration, Conciliations and Adjudication of Disputes; Role of Trade Unions, Unfair Labour Practices and Victimization – Disciplinary Actions – Requisitions of a valid disciplinary enquiry – Service Conditions – Retrial benefits – Social Security and Insurance.
3	Hospital Services and Law: Contractual obligations in Hospital Services – Requisites of a valid contract – Hospital as a ‘bailee’ – Physicians – Patient relations – duties towards patients by medical and Para-medical staff – medical ethics and code of conduct to be observed in rendering hospital services, MCI Guidelines, OATHS
4	Medico Legal Issues: Police Investigation – Giving evidence – Court deliberations organ transplantation – Euthanasia (mercy killing) – Diagnosis, prescriptions and administration of drugs – Post treatment services – Anesthesia, Surgery and sale of drugs.

5.	Liability of Hospitals: contractual liability – Award of damages and principles relating there to, criminal liability and defenses available to hospitals and medical staff. Tortuous liability and vicarious liability. Legal remedies available to patients. Remedies under contract law, torcriminal law and consumer protection act. CP Act, RTI
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Suggested Readings

1. S.L. Goel, Healthcare Management and Administration, Deep & Deep Publications Pvt. Ltd. New Delhi, 2010.
2. Srinivasan, A.V. (ed.), Managing a Modern Hospital, Chapter 12, Response Books, New Delhi, 2009.
3. Encyclopedia of Bio-medical Ethics – Two Volumes.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: HSM-2
Name of Group:		
Name of the Course: Management of Healthcare Services		
Course Code: HSM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Identify various support and utility services of the hospital.
2. Describe the role of support and utility services in delivering quality patient care.
3. Identify planning and designing considerations while planning for services.
4. Articulate the functional requirements of individual departments.
5. To learn how hospital support and utility services influence patient care.

Syllabus

Units	Content
1	Health and Disease: Concept, Definitions & Dimensions of health, Wellbeing, Determinants of health, Evolution of medicine, Public Health, Health indicators, Health service philosophies, Disease & causation, Natural history of disease, Disease control & prevention, Changing patterns of disease, Disease classification and International Health (WHO, WB, UN).
2	Public and Private Health Care Services in India: Evolution of public health systems in India (ancient, colonial & post independence), Health Planning in India (Committees, Planning commission, Five year plans, National Health Policies), Public health systems in India (Center, State, District & Village level), Rural development, Corporate philosophy, Evolution and organization of private health systems in India and Current trends in private health care in India
3	Global Health Service Systems: Introduction to the global health scenario, Health System Models: Full State provision and funding model, NHS Model, Social health insurance model.
4	Population Health: Introduction to population studies, Issues of Indian society & culture, Nuptiality & Fertility, Reproductive health, Population and Development (policies, programs & evaluation), introduction to epidemiology (concept, terms, aims & uses), epidemiological methods, Epidemiology of communicable diseases (chicken pox, measles, diphtheria, TB, polio & HIV/AIDS) and Epidemiology of Non communicable diseases (CHD, Cancer, Diabetes & Obesity).
5.	Contemporary Issues in Health Services Management: Medical technology, Health care work force, Learning management, Intersectoral collaboration, Risk Management, Equity in health care and Innovating for the future.

Suggested Readings

1. Park K: 2005. Text Book of Preventive and Social Medicine. Banarsidas Bhanot Publishers: Jabalpur. 18th Ed.
2. Beaglehole R & Bonita R. 1997. Public Health at the Crossroads: Achievements and Prospects. Cambridge University Press: United Kingdom.
3. Gupta M C, Chen L C & Krishnan T N. 1996. Health Poverty and Development in India. Oxford University Press: Bombay.
4. White K. 2006. The Sage Dictionary of Health and Society. Sage Publications: New Delhi.
5. Kumar R. 1998. Medicine and the Raj: British Medical Policy in India (1835-1911). Sage Publications: New Delhi.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code-RTSM-1
Name of Group:		
Name of the Course: Retail Concepts and Practices		
Course Code: RTSM-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Understand the functions of retail business and various retail formats and retail channels.
2. Understand the difference between Retail and Manufacturing Supply Chain.
3. Types of Retail Stores,. Retail Models and theories of retail development, the future of retailing.
4. Analyze Retail Market and Financial Strategy including product pricing.
5. Integrate the various Space Management, Factors, Affecting Store Location, Layout and Design.

Syllabus

Units	Content
1	Introduction to retail management, the concept of retailing, Nature and Scope, Functions of Retailers, Planning and Forecasting in retailing.
2	Indian and Global Retail Environment. The evolution of retail in India, the rise of the retailer, challenges and changes impacting retail development in India.
3	Types of Retail Stores,. Retail Models and theories of retail development, the future of retailing.
4	Organization design and structure in Retail, Retail formats, HR Management in Retail.
5.	Space Management, Factors, Affecting Store Location, Layout and Design

Suggested Readings

1. Retailing management by Swapna Pradhan, Tata McGraw Hills.
2. Retailing management by Suja R. Nair, Himalaya Publication.
3. Retailing management by Gibson G. Vedamani, Jaico Books.
4. Retailing management by Roger Cox, Paul Britain, and Pearson Education.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: RTSM-2
Name of Group:		
Name of the Course: Marketing Concepts In Retail Management		
Course Code: RTSM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Understand the impact of retailing on the economy.
2. Comprehend retailing's role in society and, conversely, society's impact on retailing.
3. See how retailing fits within the broader disciplines of business and marketing.
4. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
5. Know the responsibilities of retail personnel in the numerous career positions available in the retail field.

Syllabus

Units	Content
1	Segmentation, Targeting, Positioning and consumer behavior in retail marketing, pricing policies and techniques.
2	Merchandise Management, Retail Merchandising, Mercantile, Planning and its process, buying systems, tools used for mercantile functions, evaluating mercantile performance.
3	Supply chain management in retailing, management of service and quality in retailing
4	Retail Marketing mix, Retail communication mix, Role of advertising, Sales promotion, Public relations and Personal selling in retailing.
5.	Customer relationship 'management in retailing, building and sustaining Relationships in retailing, Servicing the retail customer

Suggested Readings

1. Retail marketing management by David Gilbert, Pearson Education.
2. Marketing management by Philip Kotler.
3. Retailing by J. Barry Mason and David J. Burns.
4. Retail management by Ronald W. Hasty and James Reardon.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: RSM-1
Name of Group:		
Name of the Course: Rural Industrialization		
Course Code: RSM-1	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. To enable the students to understand nature of Industrialization.
2. To make familiar the students about rural development process.
3. To enrich the students about Industrial Labour.
4. Organization and administration of KVIC; Promotional measures; Subsidies, incentives and financial inputs.
5. Role of Co-operatives, Financial institutions, Central, State and Local Government.

Syllabus

Units	Content
1	Rural – Urban Organizational and industrial patterns; Decentralized Industries. Small and Medium Scale Industries.
2	Choice of Rural, Agro based industries: issues in the size and Location of Industries: Appropriate technology and Issues in the transfer of technology.
3	Rural labour employment and rural industries,: Policy and Development of Cottage industries
4	Organization and administration of KVIC; Promotional measures; Subsidies, incentives and financial inputs; Issues in product development, Pricing, Quality marketing and supporting Organizations.
5.	Role of Co-operatives, Financial institutions, Central, State and Local Government; Socioeconomic impacts of Rural industrialization; Sectoral Systems Approach to Rural Industrialization

Suggested Readings

1. Acharya, S.S. and Agarwal, N.L. —Agricultural marketing in India; 1987. Oxford & IBH, New Delhi.
2. Dasgupta, S. —Diffusion of Agriculture Innovation in Village India, 1989. John Wiley, New York.
3. Desai, Vasant, —Rural Development, 1988 Himalaya, Bombay.
4. Dholakia, R.H. and Iyenger, —Planning for Rural Development: Issues and Case studies, 1988. Himalaya, Bombay.
5. Hanumantha Rao, C.H. —Technological Change and Distribution of Gains in Indian Agriculture, 1975. Macmillan, Delhi.
6. Papola, T.S. —Rural Industrialization —, 1982. Himalaya Bombay.

7. Thakur, S.Y. —Rural Industrialization in India: Strategy and approach, 1986. Sterling, New Delhi.



RKDF UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: RSM-2
Name of Group:		
Name of the Course: Rural Marketing		
Course Code: RSM-2	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Developed understanding of the Indian rural economy.
2. Identification of challenges and opportunities in rural marketing.
3. Exposure to the rural marketing environment and rural markets, Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors.
4. Understanding the applications of marketing to rural marketing, Marketing structure and performance processing facilities for different agricultural products.
5. Nature, scope and role of cooperatives marketing in India. Application of the rural marketing mix (4 A's).

Syllabus

Units	Content
1	Nature, characteristics and the potential of rural market in India, Socio-cultural economic & other environmental factors affecting rural marketing.
2	Attitudes and behavior of the rural consumers and farmers; Marketing of consumer durables and non-durable goods and services in the rural markets with special reference to product planning, Media Planning, planning of distribution channels and organizing personal selling in rural markets in India.
3	Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors; Organization and functions of agricultural marketing in India.
4	Marketing structure and performance processing facilities for different agricultural products. Role of warehousing; Determination of agricultural prices and marketing margins. Role of agricultural price commission. Role of central and state governments. Institutions and organizations. In agricultural marketing.
5.	Unique features of commodity markets in India. Problems of agricultural marketing; Nature, scope and role of cooperatives marketing in India.

Suggested Readings

1. Arora, R.C., Integrated Rural Development', 1979, S. Chand, New Delhi.
2. Desai, Vasant, —Rural Development, 1988. Himalaya, Bombay.
3. Mishra, S.N., Politics and Society in Rural India'. 1980 Inter India, Delhi.
4. Porter, Michael E. Competitive Strategy', 1980. Free Press, New York.
5. Rudra, Ashok, Indian Agricultural Economics', Myths and Realities, 1982, Allied, Delhi.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: BSM-1
Name of Group:		
Name of the Course: Indian Banking System		
Course Code: BSM-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Introduction to Indian Banking System, Reserve Bank- Legal framework and main functions.
2. To train and equip the students with the skills of modern banking and insurance is run.
3. Students will be taken for trainings to banks and insurance companies.
4. To develop and inculcate the traits of professionalism amongst the students.
5. Professional attire, professional communication skills and professional discipline will be inculcated.
6. Understand the Origin and the growth of the Indian Banking System.

Syllabus

Units	Content
1	Introduction to Indian Banking System, Reserve Bank- Legal framework and main functions, Different types of accounts, Banker customer relationship, customer services in banks, KYC norms and antimoney laundering.
2	Technology in banks, Payment and settlement system in banks- New age clearing, national gateways, international gateways, Retail banking, Treasury management, priority sector lending
3	Reserve Bank of India- Legal framework and main functions Commercial Banking, public, private, foreign, co-operative sector Different types of bank accounts Banker Customer relationship Customer Service in Banks.
4	Types of Banks, Commercial banks, Industrial banks, Cooperative banks and rural banks, marketing of banking and insurance services, Contemporary issues in banking and insurance.
5.	Technology in Banks Payment and settlement system – New Age Clearing Payment and settlement system, National gateways Payment and settlement system.

Suggested Readings

1. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi).
2. Ganguly Anand - Insurance Management (New Age International Publishers, New Delhi).
3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York).
4. Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi).
5. Kakkar, Bisen - Insurance & Risk Management (New Age Publication, New Delhi).



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: BSM-2
Name of Group:		
Name of the Course: Banking Service Management		
Course Code: BSM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. To disseminate knowledge among the students inculcate with theoretical structures about banking and insurance.
2. To train and equip the students with the skills of modern banking and insurance is run.
3. Students will be taken for trainings to banks and insurance companies.
4. To develop and inculcate the traits of professionalism amongst the students.
5. Communication skills and professional discipline will be inculcated.

Syllabus

Units	Content
1	Banking Services – Meaning and Importance – Economic and Monetary implications of Banking Operations – Tangible Services – Deposits, Withdrawals.
2	Banking Services – Loans and Advances – Forms of Advances – General Loans, Overdrafts, Clean advances, Term advances, Consumer Loans, Foreign bills purchases, Advances against Hire purchase advances,.
3	Regulations for Banking Services – Banking Regulation Act 1949 – RBI Act 1934 – Negotiable Instrument Act 1881- Endorsement, Crossing of Cheques, Payment of Cheques, Collection of Cheques, Bills of Exchange
4	E – Banking Services – Internet Banking – Phone Banking – Mobile Banking – ATM's - Debit Card – Credit Cards.
5.	Banking sector reforms – Basle Norms – Capital Adequacy - Globalised Challenges in Banking Services – New Trends in Banking Services – Measurement of Service Quality

Suggested Readings

1. B.S.Khubchandani, Practice and Law of Banking', Mac Millan India Ltd 2000.
2. K.C.Nanda, Credit and Banking', Response Book, Sage Publications , 1999
3. Sundram & Varshney, Banking and Financial System', Sultan Chand & Sons
4. Dr.S.Gurusamy, Financial Services & System', Vijay Nicole imprints Pvt Ltd
5. H.L.Bedi & V.K.Hardikar, Practical Banking'
6. C.Jeevanandan, Practice & Law of Banking



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: DSM-1
Name of Group:		
Name of the Course: Disaster Preparedness and Decision making		
Course Code: DSM-1	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Effectively define and describe the terminology used within disaster planning and emergency management.
2. Comprehend the scope, extent, and complexity of natural and man-made disasters and emergencies.
3. Understand the problems associated with government collaboration and assistance to state and local governments and non-governmental organizations.
4. Discuss effective means to plan, mitigate, respond, and recover from disasters and emergencies, natural and man-made.
5. Articulate the knowledge gained from a review of case studies of significant importance.
6. Students will learn different disasters and measures to reduce the risk due to these disasters. Also, students will learn institutional frame work for disaster management at national as well as global level.

Syllabus

Units	Content
1	Global Disaster: Science and Policy, Institutional framework for disaster preparedness and mitigation- Global and Indian scenario.
2	Hazard monitoring, Tracking and modeling, Early warning systems, Warning protocols, India Disaster Resource Network, Environmental Hazards, Public health aspects of disaster management and emergency services systems.
3	Conceptual and Applied Issues in Emergency Management: Operational decision making, Introduction to Emergency Management and planning, Organization and structure for Emergency Management, Emergency management.
4	Principles of natural hazard reduction, Toxicology and Biohazards in Emergency Management, Terrorism Preparedness: Critical Infrastructure and Emergency Management, Emergency Preparedness, Response, and Planning for Hazardous Materials, Terrorism, WMD, and other contemporary Issues.
5.	Disaster Planning, Public Administration/Policy and Emergency Management, Incident Command Centre, Training Need Analysis and Human Resource Development Plan, Corporate/public agency coordination

Suggested Readings

1. Living With Risk: A global Review Of Disaster Reduction Initiatives 2004 Vision, United Nations, 2004.

2. Parasuraman S., India Disasters Report: Towards a Policy Initiatives, Oxford University Press, 2004.
3. Arnold, Margaret and Kreimer, Alcira (eds.), "Managing Disaster Risk in Emerging Economies", Disaster Risk Management Series No. 2, World Bank, Washington, D.C., 200



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: DSM-2
Name of Group:		
Name of the Course: Environment Law and Protection		
Course Code: DSM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Students will be able to get basic knowledge of environment, pollution and various principles.
2. Students will be able to get the knowledge about Constitutional provisions for the protection of environment.
3. Students will learn about the legal provisions of the water pollution.
4. Students will also learn about the air pollution.
5. Students will get the knowledge about the Environment (protection) Act, powers of central government and state government to make laws and Environment Tribunals.

Syllabus

Units	Content
1	Historical Background: Overview of provisions of Indian Constitution, Laws relating to environment and industrial self regulation.
2	The Pollution Control Boards of India: Central Level, State Level, Implementation, Level of Compliance.
3	Long term Implications of Disasters with regard to Law: Crisis Morphology, Long term consequences for the victims, Revising the models of Disaster Management, Policy Implications
4	Environment Jurisprudence: Case Law, The Public Liability Insurance Act of 1991, Role of Human Rights in Disasters, Public Activism and Role of PIL.
5.	International provisions and effects in India, Various Indian acts with regard to environment protection

Suggested Readings

1. David Shaman, India's Pollution Regulatory Structure and Background, in New Ideas in Pollution Regulation, World Bank Group, January 5, 1996.
2. Andrew Waite, Environmental law : Hand book / Andrew Waite . - London: Butterworths, 1984.
3. Andrew Waite & Tim Jewell (Ed.), Environmental Law in Property Transactions, London: Butterworths, 1997.
4. Diane Warburton, Ed., Community and Sustainable Development : Participation in the future, London: Earthscan Publications Ltd., 1998.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: PSOM-1
Name of Group:		
Name of the Course: Manufacturing systems management		
Course Code: PSOM-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Ability to apply mathematical Operations strategy, system concept of production, types of production system knowledge to identify and solve real problems of manufacturing organizations.
2. Ability to analyse the problems of the manufacturing sector on contemporary issues and identify research opportunities and do research using proven methodologies.
3. Ability to design and develop solutions with regard to a productive manufacturing system or a product which fulfils customers real requirements through total quality management and intergraded product development approaches and managing its lifecycle.
4. Ability to conduct investigations on complex problems of manufacturing organisations by the use and analysis of data and experimental methods for improving productivity.
5. Capacity to understand the modern tools and their applications in advanced manufacturing systems, automation, and modeling of such systems and to attain an appropriate mastery of the knowledge, techniques, skills of the discipline.

Syllabus

Units	Content
1	Introduction: Operations strategy, system concept of production, types of production system, process planning – make or buy decisions – specific equipment selection – process plans, process reengineering.
2	Facilities location: Facility location factors, location analysis techniques – location factor rating– center of gravity technique – load distance technique.
3	Aggregate planning: Aggregate planning strategies – heuristic method and transportation model for aggregate planning. Materials requirement planning: Objectives - master production schedule – bill of materials – MRP calculations – lot sizing in MRP and manufacturing resource planning
4	Inventory analysis and control: Definitions – inventory control systems - ABC inventory System -- EOQ models for purchased parts and manufactured parts – quantity discounts – reorder point - Inventory models under uncertainty.
5.	Facility layout: Classification of layout, layout design procedures – ALDEP, CORELAP and CRAFT. Line balancing: Rank positional weight method - COMSOAL algorithm.

Suggested Readings

1. R. Panierselvam, —Production and operations management, PHI, 2010.

2. Roberta S. Russell and Bernard W. Taylor III, —Operations managementl, PHI, 2007.
3. P. B. Mahapatra, —Operations management: a quantitative approachl, PHI, 2010.



RKDF UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: PSOM-2
Name of Group:		
Name of the Course: Computer Aided Design in Manufacturing		
Course Code: PSOM-2	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Understand 2 dimensional and 3 dimensional transformations, modeling and analysis and CAD/CAM integration.
2. CNC machine tool building, CNC programming using manual method and generation of CNC codes using CAM software.
3. Use basic and advanced features of current CAD software.
4. Understand how CAD technology can be leveraged in the design process.
5. Design a part or assembly of parts using Computer-Aided Design software.
6. Use parametric modeling techniques to reflect engineering requirements.

Syllabus

Units	Content
1	Overview of CAD systems: Conventional and computer aided design processes – advantages and disadvantage – CAD hardware and software – analytical and graphics packages – networking of CAD systems.
2	Computer graphics and graphics transformation: Image processing – transport of graphics data – graphic standards – display and viewing – transformations – customizing graphics software's.
3	Geometric modeling: Wire frame, surface and solid modeling – applications and advantages – Boolean operations – half-spaces – filleting of edges of solids – boundary representations – constructive solid geometry – sweep representation
4	Parametric design and object representation: Object-oriented representation – types of coordinate system – parametric design – definition and advantages – parametric representation of analytic and synthetic curves – parametric representation of surfaces and solids – manipulations. Mechanical assembly – mass property calculation.
5.	Introduction to finite element analysis: Basic steps in finite element problems formulation – element type and characteristics – element shapes – co-ordinate systems – 1D link elements and beam elements – shape functions – stiffness matrices – direct stiffness method – 2 D elements – axisymmetric elements – plane stress problem – higher order elements.

Suggested Readings

1. New man and Sproull, —Principles of interactive graphics”, McGraw Hill.

2. C. S. Krishnamoorthy and S. Rajeev, —Computer aided design”, Narosa Publishing House, 1991.
3. Ibrahim Zeid, —CAD/CAM theory and practice”, McGraw Hill Inc, 1991.
4. Vera B. Anand, —Computer graphics and geometric modelling for engineers”, John Wiley & SonsInc., 1993.
5. Sandhu Singh, —Computer aided design and manufacturingl, Khanna Publishers, 1998.
6. User’s Manuals for Ansys, Adams, Pro/Engineer, Cadds 5 and Autocad softwares.
7. R. D. Cook, —Concepts and applications of finite element analysis”
8. Daryl L. Logan, —A first course in the finite element method”



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: HHM-1
Name of Group:		
Name of the Course: Food production & bakery		
Course Code: HHM-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Maintain hygiene and cleanliness of kitchen, kitchen equipment's and cooking utensils following safety precautions.
2. Work with head cook in menu planning and menu engineering.
3. Undertake various vegetable cuts which will help in cooking to a specific perfection as desired by the industry.
4. Work with head cook in preparation of mise-en-place and foods, prepare, season and cook soup, meat, vegetable and another foodstuff.
5. Plan and prepare basic Indian food recipes.
6. Prepare foods for breakfast buffet/ ala carte menu.

Syllabus

Units	Content
1	Importance of kitchen knowledge of indian regional staple food, ingredients and spices.a study of various regional cuisines: Punjabi – Bengali,Gujarati - Maharashtra ,Kashmiri - Mugalai ,South Indian - Rajasthani Goan.
2	A study of indian breads.bread rolls. a study of indian sweetmeats. A study of indian accompaniments Pickles, Chutneys, Murabbas, Papads etc. Mouth fresheners.
3	Comparative study of traditional and modern indian cookery. methods of mixing food
4	Patisserie (bakery science) bread diseases. Bread varieties.
5.	Function of ingredients in cake making. Cake making methods: sugar batter method. - Boiled method ,flour batter method – sugar water method. Blending method. - all in process

Suggested Readings

1. Sudhir K. Shibal - The Ashok book of Favorite Indian recipes.
2. MadhurJaffery's - Cook Book.
3. ChandanPadmanabhan- Dakshin Veg. Delicacies from South India.
4. J. Inder S. Kalra - Prasad Cooking.
5. Khalid Aziz - Indian Cooking
6. VimlaPatil - Food Heritage of India

7. VimlaPatil - Festival Cook Book
8. MadhurJaffery's - Flavours of India.
9. Joseph Amendola - Understanding Baking



RKDF UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: HHM-2
Name of Group:		
Name of the Course: Food and beverage service		
Course Code: HHM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Execute professional practices based on the occupational standards steps of service.
2. Utilize food service technology in the guest service cycle.
3. Describe various types of service techniques.
4. Suggest appropriate recommendations to enhance the customer experience.
5. Recognize the importance of service recovery techniques.
6. Employ strategies for dealing with various types of customers.

Syllabus

Units	Content
1	ANCILLARY DEPARTMENTS: Pantry, Still room, Platter room, Hotplate, Wash up, Linen Store, Kitchen Stewarding- a brief description.
2	ROOM SERVICE: Types of room service Centralized / Decentralized / Decentralized Mobile. List of equipments. Trolley and tray setup. House rules of room service waiter. Room Service menu
3	BEER: History (A brief description of how beer came into being).Ingredients. Brewing process: Bottom fermentation; Top fermentation. Storage of beer. types of beer (Ale, Lager, Draught, Wheat beers). Characteristics. Service of beer.
4	WINES: Introduction to wines. Definition of wines. Viticulture – Seasons, soil & area of growth. Composition of grape and its effect on the nature of wine. Wine makers calendar. Wine categories: RED, WHITE, and ROSE. Characteristics of wines - Still, natural, sweet, dry, vintage & non – vintage. Principal wine producing countries: France, Italy, Germany, Spain, \ Portugal, America, Australia.
5.	WINES OF OTHER COUNTRIES: Italy. Germany. Wine of Spain with special reference to Sherry (in details).Wine of Portugal with special reference to port and Madeira. Australian wines. American wines

Suggested Readings

1. Jalfrey L. Clarke Table & bar.
2. Denis R. Lillicrap F&B Service
3. Matt. A. Casoo F&B Service
4. Tom Stevenson World Wine Encyclopedia

5. Michael M.Coltman Beverage Management



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: ISB-1
Name of Group:		
Name of the Course: Export Import Procedures, Documentation & Logistics		
Course Code: ISB-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Providing an overall perspective on the international business environment and economic relations.
2. Developing analytical skills for identifying export opportunities and undertaking.
3. Export marketing in countries offering export potential for wide ranging products of Indian origin.
4. Developing an understating towards export procedures & documentation.
5. Imparting knowledge in the area of logistics.
6. Enhancing benefits from exports by understanding foreign trade policy.

Syllabus

Units	Content
1	Documentation Framework-Exim Documentation; International Business Contracts; Types , formation, Elements, Legal Dimensions, Dispute Settlement.
2	Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP); Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance.
3	Foreign Exchange Regulations and Formalities; Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures ; Role of Clearing and Forward Agents'; Excise clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo; Custom Clearance of Import Cargo.
4	Negotiations of Documents with Banks; Procedures and documentation for availing export incentives-Duty draw backs, Import Licensing and other incentives; Processing of an Export Order.
5.	World Shipping: Structure, Liners, and Tramps, Conference System; Freight and structure. Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization, Machinery for Consultation; Air Transport: International set-up, Freight rate structure.

Suggested Readings

1. Bhalla, V.K. & S. Ramu, International Business Environment & Management', 5th ed., Delhi, Anmol, 2001.
2. Desai, H.B. Indian Shipping Perspectives', Delhi Anupam Publications 1988.

- Govt. of India, Handbook of Import-Export Procedures.
- Paras Ram, Export: What, Where and How', Delhi, Anupam Pub. 1995.



RKDF UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: ISB-2
Name of Group:		
Name of the Course: International Economic Organizations & Regional Blocks		
Course Code: ISB-2	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

- Students will be able to evaluate the legal, social and economic environments of business.
- Students will be able to describe the global environment of business.
- Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business.
- Students will be able to apply decision-support tools to business decision making.
- Students will be able to apply knowledge of business concepts and functions in an integrated manner.
- Students will demonstrate conceptual domain knowledge of Foreign Trade.

Syllabus

Units	Content
1	International Economic Organizations and Development Diplomacy: Regimes and regimes theory.
2	International Organizations as international institutions; International Monetary Fund (IMF) : World Bank Group-International Bank for Reconstruction and Development (IBRD), International Development Agency (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA)
3	General Agreement on Tariffs and Trade (GATT); World Trade Organization (WTO), United Nations Conference on Trade and Development (UNCTAD); International Labour Organization (ILO)
4	Economic Integration and endogenous growth.
5.	Selected Regional Blocks-NAFTA, EU, ASEAN, SAARC, Globalization vs. Regionalization to port and Madeira. Australian wines. American wines

Suggested Readings

- Balassa, Bela, 'Theory of Economic Integration', London, George Allen & Unwin Ltd., 1961.
- Bhalla, V.K. World Economy in 90s: A Portfolio Approach, Delhi, Anmol Pub Pvt. Ltd. 1990.
- Dreze, Jean and Sen, Aamrtya. 'Indian Development: Selected Regional Perspective', Delhi Oxford University Press, 1997.
- Jackson, J. 'The World Trading System', Cambridge, Mass: MIT Press 1994

5. Krugman, Paul R. and Obstfeld, M. _International Economics', 3rd ed., USA, Harper Collins Pub. 1994.



RKDF UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: PSEM-1
Name of Group:		
Name of the Course: Power Generation, Transmission & Distribution		
Course Code: PSEM-1	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Know the basic aspects in the area of power generation, transmission, distribution and protection.
2. Design power factor correction equipment, transmission line parameters, and decide upon the various protection schemes to be adopted in various cases.
3. Steam Generators: Boiler and steam Generator construction types, Energy Balance and efficiency of steam Generator.
4. Hydro Power Generation, Hydro Turbine, Large medium and small hydro power station , ability to design and analyze the real time electrical transmission system with respect to various electrical parameters considering environmental and economic obligations.
5. Develop the ability to implement the appropriate safety equipments for design of electrical power system with enhancing the efficiency of the transmission and distribution system with environment friendly technology.

Syllabus

Units	Content
1	Electrical Energy Generation, concepts, various types of generating stations and their locations. Study of Thermal, Hydel, Nuclear and Non Conventional energy generation schemes .Block diagram of various power stations- schemes and sub systems.
2	Steam Power Plants: Types of power plants , steam power plant: Design Operation & Thermodynamic Analysis, steam turbine power output, Power Plant Performance Monitoring & Testing, Heat Rate, Efficiency, Optimization of Performance
3	SteamGenerators: Boiler and steam Generator construction types, Energy Balance and efficiency of steam Generator, Furnace & burners, steam Generators with fluidized based Combustion (FBC): fluidized bed types; emissions reduction in Fluidized bed furnaces, Steam turbines, Condensers, feed Water Heaters and Cooling Water systems Gas Turbine Power Plants: Air standard joule Cycle, Actual efficiency of the Gas Turbine Power Plant, Enhancing the Gas Turbine Plant Performance: increasing the compression Pressure Ratio and Turbine inlet Temperature.
4	Hydro Power Generation, Hydro Turbine, Large medium and small hydro power station, Micro Hydel Nuclear power generation and peaceful uses of nuclear

	energy. Generation :synchronous generator, operation ,power angle characteristics ,and the infinite bus concept, dynamic analysis and modeling of synchronous machines, excitation systems, prime mover governing systems, automatic generation control, auxiliaries.
5.	AC transmission: Over head cables, transmission line equations, regulation & transmission losses, performance estimation, reactive power compensation, flexible AC transmission, skin, proximity and Ferranti effects, corona phenomena ,critical voltages and power loss. HVDC transmission. Distribution system: distribution system, conductor's size, Kelvin's law performance calculations and analysis, distribution inside industrial & commercial buildings entrance terminology, substation & feeder circuit design considerations, distribution automation.

Suggested Readings

1. Power Generation Technology-Dr.V.K.Sethi, Sudit Publication.
2. Thermal Power Technology - Dr.V.K.Sethi, Sudit Publication.
3. Green Power _ Dr V K Sethi, IK Publications
4. Generation, distribution and utilization of electrical energy by C.L.Wadhwa, NewAge International.
5. Elements of power system analysis- WilliamStevenson Mc-Graw Hill
6. Modern power system analysis- I..S. Nagrah and D.P. Kothari, Tata McGraw Hill.
7. Power system analysis- John Grainger and willian Stevenson,Mc- Graw Hill.
8. Electrical power transmission system :Analysis and Design- Turan Gonen, John Wiley& Sons.
9. Theory and problems of electric power systems by S. A. Nasqr



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: PSEM-2
Name of Group:		
Name of the Course: Renewable Energy Systems		
Course Code: PSEM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Understand the need of energy conversion and the various methods of energy storage. To Understand the Need, importance and scope of non conventional and alternate energy resources.
2. Explain the field applications of solar energy, To understand role significance of solar energy.
3. Identify Winds energy as alternate form of energy and to know how it can be tapped, To provide importance of Wind Energy.
4. Explain bio gas generation and its impact on environment, understand the role of ocean energy in the Energy Generation.
5. Understand the Geothermal & Tidal energy, its mechanism of production and its applications, To get the utilization of Biogas plants and geothermal energy.
6. Illustrate the concepts of Direct Energy Conversion systems & their applications. To understand the concept of energy Conservation.

Syllabus

Units	Content
1	Solar Power: Introduction, Solar Photovoltaic, History and projection ,Advantage& disadvantage of Photovoltaic Systems, Application of Photovoltaic Systems, Overview of SPV programme in India ,Solar potential, solar mission of GoI, Role of MNRE ,IREDA etc, .Energy from Sun ,Insolation available on earth; Global Radiation distribution on an inclined plane. Solar Photo voltaics: Basic principle of power generation in a PV cell; Band gap and efficiency of PV cells ;Component of PV System, Solar Cells; Types; Working; I-V characteristics; losses. Solar PV panel ;Balance of Systems; Fabrications of Modules; Economics of PVS systems; Future prospects; Applications of Photovoltaic: Domestic lighting Systems; Remote Applications; Hybrid; Grid linked PV Systems. Designing of Solar Photovoltaic Systems: Designing of PV systems, Need for different cell design, The technology route for making solar cells, costing of PV systems, Operation & Maintenance of PV Systems; Battery Storage: Types and Properties of mono crystalline, polycrystalline and multi crystalline cells ,Amorphous silicon thin film cells; Photovoltaic materials.
2	CSP technologies: Parabolic trough collector technology, Linear Fresnel collector technology, solar tower technology and Stirling dish technology ;the solar resource, CSP plant design and performance; Solar field sizing, latest trends in design of Mega Solar Power Plants. Solar Thermal: thermal storage; Solar thermal applications –water and space heating ;solar ponds; dryers; distillation; solar cooker ;Passive solar design ;solar thermal collectors -Glazing, evacuation, selective surfaces ,concentrators; case studies of solar power plants.

3	The Wind Energy Resource: Nature of atmospheric winds ; wind resource characteristics and assessment; anemometry ;wind statistics; speed frequency distribution, effect of height, windrose, weibull distribution, atmospheric turbulence, gust wind speed, effect of topography. Aerodynamics: Velocity and force vector diagrams of wind turbine blades, Aerodynamics of aerofoil, lift forces ,drag forces, stall, effect of Reynolds's number, actuator disc ,momentum theory and Betz coefficient. Coefficient of power optimal choice of cut- in, rated and cut-out wind speeds, blade element theory, Residual velocity capture-Contour Rotation. Design Features: Vertical and horizontal axis turbines, design characteristics, multiple stream tube theory, vortex wake structure, tip losses, rotational sampling, wind turbine design programs aerodynamics loads, tower shadow, wind shear blade coning gyroscopic, transient and extreme loads. Operation and Controls Mechanisms: Power performance ,pitch control, yaw control, aerodynamic braking ,teeter mechanism, control policies and their effect on energy capture and mechanical stress on wind turbine components. Wind turbine dynamics with induction and synchronous generators. Power electronics interfaces for variable speed operation wind farm electrical design.
4	Solar Thermal Systems Solar still, Solar cooker, Solar pond ,Green house technology: Fundamentals ,design ,modelling and applications. Solar Thermal Power Systems ; Flat Plate Collector, Hot Air Collector, Evacuated Tube Collector, Parabolic, Compound Parabolic and Fresnel Solar Concentrators, Central Receiver System ,Thermal Analysis of Collectors Performance of Solar Collectors. Properties and Characteristics of Materials Reflection from ideal specular, ideal diffuse and real surfaces; Selective Surfaces: Ideal coating Characteristics; Types and applications; Anti-reflective coating; Preparation and characterization. Design & modeling of solar energy systems Performances of solar collectors, FChart method ,ϕ-FChart method; Utilizability modeling & Simulation of Solar Energy Systems. Thermal applications of solar energy: Solar Water Heating Systems(Active&Passive) ,Solar Space Heating & Cooling Systems, Solar Industrial Process Heating Systems ,Solar Dryers & distillation Systems ,Methods of modeling and design of Solar heating system,Cooling requirements of buildings, Vapour absorption refrigeration cycle; Water, ammonia & lithium bromide-water absorption refrigeration systems; Solar desiccant cooling; thermal power generation.
5.	Storage and Economic analysis Solar Thermal EnergyTypes :Sensible storage;Latent heat storage; Thermo-chemical storage; Design of thermal storage system; Transport of energy. Life cycle analysis of Solar Energy Systems; Time Value of Money; Evaluation of Carbon Credit of Solar Energy Systems. Cases studies of solar thermal plants. Hydro Power: Potential, Hydro power Generation and Distribution, Mini and Micro hydel Power (MHP) Generation: Classification of hydel plants, Concept of micro hydel, merits, MHP plants: Components, design and layout, Turbines – Classification and selection criteria, efficiency and performance characteristics ,Status in India. Integrated Energy systems and their cost benefit analysis; case studies of hydro power plants. Nuclear Engineering: Introduction, Why Nuclear Power for Developing Countries, Radio activity and Radioactive Change Rate of Radioactive Decay, Irradiation of Medical products and other application of artificial radioactive, Mass – Energy Equivalence, Binding Energy, Release of Energy by Nuclear Reaction, types of Nuclear Reactions ,Initiation of Nuclear Reaction, Nuclear Cross – section, Nuclear

	Fission, The Fission Chain Reaction, moderation, Fertile Materials and Breeding. Fick's law.
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Suggested Readings

1. Solar Energy fundamentals & applications; by H.P. Garg, J Prakash.
2. Solar Energy Technologies; by Chetan Solanki, IIT, Bombay.
3. Solar Electricity; by Wiley.
4. From Sunlight Electricity by Shirish Sinha Teri.
5. Concentrating Solar Power: RENEWABLE ENERGY TECHNOLOGIES: COST ANALYSIS SERIES, Volume 1: Power Sector, Issue 2/5 IRENA 2012.
6. Wind Energy Technology–John F.Bakar & Jenkins.
7. Paul Gipe, wind Energy Comes of Age ,John Wiley & Sons Inc.
8. L.L.Fraser, Wind Energy conversion System, Printice Hall.
9. Tony Burton et al, wind Energy Hand Book, John Wiley & Sons Inc.
10. Directory, Indian Wind power 2004, CECL, Bhopal.
11. Wind Energy, Theory & Application-Siraj Ahmed.
12. J.A.Duffie & W.A.Beckman: Solar Engineering of Thermal Process
13. S.A.Kalogirou: Solar Energy Engineering
14. Principles of Solar Engineering –F.Kreith and J.F.Kreider,(McGrawHill Pub.)
15. Solar Energy Handbook– Kreider and Kreith (McGraw Hill Book Company)
16. Solar Distillation: Malik, tiwari etc.(Pergamon Press 1982)
17. Solar Energy Engineering–A.A.M.Sayigh



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: TSM-1
Name of Group:		
Name of the Course: Strategic and Quality Management in Tourism		
Course Code: TSM-1	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Demonstrate an in-depth understanding of the strategic management.
2. Demonstrate an understanding of philosophies, principles, concepts, processes, tools and techniques of various strategic management theories.
3. Demonstrate a thorough practical knowledge about activities and work procedures of an organisation where an internship takes places.
4. Apply appropriate theories and methods in conducting applied research.
5. Analyze and critically review various strategic management frameworks.
6. Formulate a research problem and conduct the research in relationship with strategic management by combining theories and practices.

Syllabus

Units	Content
1	Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.
2	Laws relating to accommodation, travels agencies land tour operation sector, Law land regulations related to airlines and airways, laws related to surface transport.
3	Concept of Product in Tourism and special issues related to marketing of Tourism products. Principle Middlemen relationship in Tourism and their respective role in marketing various tourism products. Components of marketing mix with special reference to Tourism. Promotional Techniques.
4	Linkage in Tourism Marketing: Linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments. Market segmentation & product positioning. Role of Public Sector Tourism Institutions in Tourism marketing.
5.	Communication mix: Component of communication mix: Communication- mix in Tourism & Travel marketing. Public relations: significance of PR, Methods and Techniques of PR: Advertising Decisions: Meaning and Advertising process, role of advertising in Tourism, Advertising objectives and budgets. Media alternatives and Media selection, and measurement of advertising effectiveness. Personal selling: meaning and its role in tourism promotion.

Suggested Readings

1. Dynamics & Tourism by Rattan Deep Singh.
2. Marketing Management by Phillip Kotler.

3. Tourism Marketing by S.M. Jha.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: TSM-2
Name of Group:		
Name of the Course: Tourism Business Environment		
Course Code: TSM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. To Understand the scope, approaches and methodology of tourism geography.
2. To understand the different physical dimensions of earth and its need in geography of tourism.
3. Discuss the changes in climatic and weather condition of the world and its impact on tourist destination.
4. To study the different physical and political features of Indian subcontinent.
5. To study the different physical and political features of world geography.

Syllabus

Units	Content
1	History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.
2	Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.
3	Growth and development of tourism in India, National Action Plan 1992.
4	Impacts of tourism economics, social, physical and environmental, Tourism trends world over and its futuristic study.
5.	Emerging trends in tourism health tourism, adventure tourism, ecotourism.

Suggested Readings

1. Aggrawal, Surinder , Travel Agency Management: Communication India, 1983.
2. Bhatia, A.K., Tourism Development, Principles and practices: Sterling Publishers (P) Ltd., New Delhi.
3. Anand, M.M., Tourism and Hotel Industry in India: Sterling Publishers (P) Ltd., New Delhi.
4. Brymer, Robert A., Introduction to Hotel and Restaurant Management, Hub Publications, Co., Iowa, 1984.
5. Burkart&Madlik, Tourism- Past, present and future, Heinemann, London.
6. Christopher J. Holloway: The Business of Tourism, Macconald and Evans, 1983.
7. I.I.T.T.M.: Growth of Modern Tourism Monograph: IITTM, New Delhi, 1989.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: ITSM-1
Name of Group:		
Name of the Course: Management of Technology Innovation And Change		
Course Code: ITSM-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. To assess the range, scope, and complexity of the phenomena, issues, and problems related to technology management;.
2. To discuss various problems where particular managerial decisions need to be taken such as technology acquisition and transfer;.
3. To use a range of tools used in technology creation, search, assessment, selection, implementation, utilization, and strategy;.
4. To describe the primary tasks and decisions that are required to turn a technological innovation into a sound business opportunity.
5. To assess how to integrate engineering and business knowledge in running business successfully.

Syllabus

Units	Content
1	Technology Management: Understanding Technology and its Relationship with Wealth of Nations and Firms Specific Knowledge.
2	Technology Life Cycles, Technology Acquisition and Absorption; Technology Exports / Joint venture Abroad. Technological Intelligence and Forecasting, Global Trends in Technology Management
3	Change Management: Understanding the Nature, Importance, Forces, Types of Change; Diagnosing Organizational Capability to Change-strategy, Structure, Systems and People; Building Culture and Climate for Change: Role of Leadership; Managing Transformations.
4	Innovations Management: Invention vs. Innovation; Innovation Strategies and Models; Concurrent Engineering; Process Innovation, Product Innovation, Innovation Management.
5.	Creative and Lateral Thinking Management: Thinking, Creative Thinking, Problem Solving, Managing Lateral Thinking

Suggested Readings

1. Hossein Bidgoli. (2010), The Handbook of Technology Management (3 Volume Set), Wiley.
2. Larisa V. Shavinina, (2003), The International Handbook of Innovation, 1st Edition, Elsevier Science, Permagon.
3. Tushman, Michael L and Philip Anderson. (2004). Managing Strategic Innovation and Change, 2nd Edition, Oxford University Press.
4. Adair, John. (2011). Leadership for Innovation, 2nd Edition, Kogan Page India Private Limited.

5. Narayanan, V K. Managing Technology and Innovation for Competitive Advantage. 3rd Edition, Pearson Education.
6. Frederick Betz, Managing Technological Innovation, Competitive Advantage from change, 3rd Edition, John Wiley & Sons, Inc. , USA.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: ITSM-2
Name of Group:		
Name of the Course: Information System Management		
Course Code: ITSM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Relate the basic concepts and technologies used in the field of management information systems.
2. Compare the processes of developing and implementing information systems.
3. Outline the role of the ethical, social, and security issues of information systems.
4. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
5. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

Syllabus

Units	Content
1	Meaning and Role of Information Systems, Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems.
2	Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems
3	Planning for Information Systems: Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems.
4	Managing Information Systems: Enterprise Management, Information Resource Management, Strategic Management, Operational Management, Resource Management Technology Management ,Distributed Management.
5.	Introduction to BPR: Concept, Need for Reengineering, Benefits, guiding principles ,BPR and performance Improvement, Pitfalls in BPR, Myths of BPR, BPR implementation methodology, BPR implementation methodology

Suggested Readings

1. James A O'Brien, George M Marakas and Ramesh Behl. (2009). Management Information Systems, 9th Edition, Tata McGraw Hill Education, New Delhi.
2. Michael Hammer and James Champy, (2003). Reengineering the Corporation: A Manifesto for Business Revolution, 1st Edition, HarperCollins.
3. Turban, E., McLean, E. and Wetherbe, J. (2000). Information Technology for Management: Making Connections for Strategic Advantage. , 2nd Edition, John Wiley and Sons.
4. D.P.Goyal. (2006). Management Information Systems-Managerial Perspectives, 2nd Edition, Macmillan, New Delhi.

5. S.A.Kelkar. (2009). Management Information Systems-A concise Study, 2nd Edition, Prentice Hall of India.
6. Nirmalya Bagchi, (2010). Management Information Systems, 1st Edition, Vikas Publishing House, New Delhi.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: LSCM-1
Name of Group:		
Name of the Course: Principles and Practice of Logistics Management		
Course Code: LSCM-1	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Identify and Analyze Business Models, Business Strategies and, corresponding Competitive Advantage.
2. Formulate and implement Warehouse Best Practices and Strategies.
3. Plan Warehouse and Logistics operations for optimum utilization of resources.
4. Explain the scope of logistics in business.
5. Explain the core and support activities in logistics.
6. Explain about the logistical integration hierarchy.

Syllabus

Units	Content
1	Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive Advantages of Logistics – Functions of Logistics management – principles – Logistics Network – Integrated Logistics system.
2	Elements of Logistics and Inventory carrying – Ware housing – Material handling – Order processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Performance measurements.
3	Transportation – participants in Transportation Decisions – Modes of Transportation – Factors influencing Transport economics – documents in Transport Decision Making Warehousing / Distribution – Functions of Warehouse – benefits of Warehouse – Service – Warehousing Alternatives – Warehouse site selection – Factors while initiating Warehouse Operations – Warehouse
4	Management Systems Packing and Materials Handling – Functions of packaging – Communication – Packaging cost – Types of Packaging Material – Unitization – Containerization – Designing a package factors affecting choice of packaging materials.
5.	Organisation for effective logistics performance – centralised and decentralised structures – stages of functional aggregation in organisation, financial issues in logistics performance – Measures – Steps in ABC costing – Financial Gap Analysis integrated Logistics – Need for Integration - Activity Centres in Integrated Logistics Role of 3PL and 4PL – Principles of LIS.

Suggested Readings

1. Krishnaveni Muthiah Logistics Management and Seaborne Trade Himalaya Publishing House.
2. D.K. Agarwal, Textbook of Logistics and Supply chain Management Mac Millian India Ltd.

3. Martin Christopher, Logistics and Supply Chain Management Pearson Education.
4. Ronald H. Ballou, Business Logistics and Supply chain Management, Pearson Education.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: LSCM-2
Name of Group:		
Name of the Course: Supply Chain Management		
Course Code: LSCM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Identify the concepts of supply chain..
2. Classify logistics and supply chain management.
3. Identify the difference between service and manufacturing supply chains.
4. Analyze supply chain dynamics and various issues of supply chain performance.
5. Relate the supply chain processes.
6. Develop the supply chain strategies.

Syllabus

Units	Content
1	Introduction to Supply Chain Historical perspective Understanding Supply Chain :key issues in supply chain management Objectives, importance, Decision phases -Examples of supply chains Supply chain strategies, The supply chain becomes value chain Supply chain as a competitive weapon.
2	Supply chain synergies Collaborate with supply chain partners Supply Chain Drivers and Design Drivers of supply chain performance: Framework for structuring Facilities, including warehouse, Inventory, Transportation, Information, Sourcing, and Pricing – Yield management /Revenue management.
3	Sales and Operations Planning Demand management Demand forecasting, Aggregate Planning and Managing Supply, Demand and Inventory Aggregate Planning in a Supply Chain: role, aggregate planning problems, strategies, role of IT, Implementation Responding to predictable variability in supply chain – Types of supply chains-creating responsive supply chains lean and agile supply chain their characteristics.
4	Customer value and supply chain management Dimensions of customer value-value added services –customer value measures Push-pull boundary –mass customization and supply chain management outsource - Third and Fourth - Party Logistics providers –managing risk in supply chains Creating a sustainable supply chain
5.	Supply chain analytics Use of computer software in supply chain problems - Electronic commerce –emerging mega trends supply chain of the future –seeking structural flexibility –The multi-channel revolution 2020 vision

Suggested Readings

1. Coyle, J., Langley, J., Gibson, B. and Novack, R., A Logistic Approach to Supply Chain Management, Cengage Learning, 2009.

2. Handfield, R. and Monczka, R., Sourcing and Supply Chain Management, 5th Edition, Cengage Learning, 2012.
3. Hugos, M., Essentials of Supply Chain Management, 3rd Edition, John Wiley and Sons, 2011.
4. Liu, J., Supply Chain Management and Transport Logistics, Routledge, 2011.
5. Sinha, A. and Kotzab, H., Supply Chain Management: A Managerial Approach, Tata McGraw-Hill Education, 2011.
6. Sople, V.V., Supply Chain Management: Text and Cases, Pearson, 2011.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: PHSM-1
Name of Group:		
Name of the Course: Pharma Logistics Management		
Course Code: PHSM-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Demonstrate adequate knowledge and mastery of techniques relevant to pharmacy administration and/or to demonstrate a clear understanding of concepts, information and techniques at the forefront of the pharmacy administration.
2. Develop awareness of the responsibilities of pharmacy administration, including understanding the role and functions of pharmacy and their role in healthcare context and prepare to handle the management and development issues faced by a manager, including structure and organization; planning and managing resources; and reviewing and evaluating services.
3. Recognize how operational problems and situations are handled in practice by undertaking and reporting at a pharmaceutical industry.
4. Formulate ideas and develop and participate in implementation of plans.
5. Take a proactive and self-reflective role in working and to develop professional relationship.

Syllabus

Units	Content
1	Importance of Logistics & Purchase / Supply in Pharma Management Objectives & Policies.
2	Electronic Data Interchange; Bar Coding, Purchasing Transportation Services
3	Purchase Description; Specification; Standardization, Warehousing Decisions
4	Outsourcing – Make or Buy Decision; Global Servicing, Legal Aspects of Purchasing.
5.	Pricing & Cost Analysis, Inventory Management

Suggested Readings

1. Purchasing & Supply Management – Pearson Publications.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: PHSM-2
Name of Group:		
Name of the Course: Pharmaceutical Marketing		
Course Code: PHSM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Gain knowledge in Product Management of Pharmaceutical Products.
2. Gain knowledge of Marketing Management and Sales Management.
3. Acquire skills in Brand Planning.
4. Acquire skills to Launch a Product.
5. Raise Product Management standards.
6. Define marketing and describe its societal contributions.
7. Describe the marketing mix and illustrate it for a pharmacy service

Syllabus

Units	Content
1	Introduction to Pharmaceutical Marketing: Identification of pharmaceutical market; market behaviour; physician prescribing habits; patient motivation; market analysis.
2	The Pharmaceutical Products: Drug Development and the Marketing Research Interface; Diversification and Specialisation; Marketing Generic Drugs; Non-prescription drugs.
3	Distribution Channels: Manufacturer; Wholesaler; Retailer; Hospital and Government Agencies.
4	-Competitive Practices: Economic and Competitive Aspects of the Pharmaceutical Industry; Advertising; Detailing and other forms of Promotion; Retail Competition – The Community Level; International Marketing.
5.	Controls: Internal & External Controls

Suggested Readings

1. Principles of Pharmaceutical Marketing – Mickey C. Smith.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: ABSM-1
Name of Group:		
Name of the Course: Agribusiness Environment and Policy		
Course Code: ABSM-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Role of agriculture in Indian economy.
2. Problems and policy changes relating to farm supplies, farm production.
3. Agro processing, agricultural marketing, agricultural finance etc. in the country Impact of globalization on agribusiness sector.
4. Linkages among sub-sectors of the agribusiness sector, Economic reforms and Indian agriculture.
5. Agribusiness- concepts and approach, evaluation of systems, Emerging trends in production, processing, marketing and exports.
6. Policy controls and regulations relating to the industrial sector with specific reference to agroindustries.

Syllabus

Units	Content
1	Role of agriculture in Indian economy; problems and policy changes relating to farm supplies, farm production, agro processing, agricultural marketing, agricultural finance etc. in the country.
2	Structure of Agriculture - Linkages among sub-sectors of the Agribusiness sector; economic reforms and Indian agriculture; impact of liberalization, privatization and globalization on Agri business sector.
3	Emerging trends in production, processing, marketing and exports; policy controls and regulations relating to the industrial sector with specific reference to agro-industries.
4	Agribusiness policies- concept and formulation; and new dimensions in Agri business environment and policy.
5.	Agricultural price and marketing policies; public distribution system and other policies

Suggested Readings

1. Adhikary M. 1986. Economic Environment of Business. S. Chand & Sons.
2. Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ.
3. Francis Cherunilam 2003. Business Environment. Himalaya Public.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: ABSM-2
Name of Group:		
Name of the Course: Agricultural Marketing Management		
Course Code: ABSM-2		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Understand the fundamentals of management with reference to agribusiness..
2. Acquaint with various functional areas of agribusiness.
3. Study the managerial functions and its applications with reference to agribusiness.
4. Learn the concepts and process of Planning and Organizing.
5. Provides knowledge about the Staffing, Directing and Control.
6. Students will be able to identify the problems of agricultural marketing and find solutions to solve the problems.

Syllabus

Units	Content
1	Meaning and scope, agricultural marketing and economic development; Agricultural market structure – meaning, components and dynamics of market structure; marketing strategy – meaning & significance, formulation of marketing strategy; agribusiness marketing environment, design of marketing mix, market segmentation and targeting, determinants of consumer's behaviour
2	Product management - product management process and decisions, new product development – significance and classification of new product, stages and estimation of demand of new product; product life cycle
3	Pricing policies and practice for agribusiness - determinants of price, objectives of pricing policies and pricing methods.
4	Promotional management - advertising planning and execution; sales promotion; grading and standardization.
5.	Distribution management - storage and warehousing and transportation management for agricultural products; marketing agencies/intermediaries – roles and functions; distribution channels involved in agribusiness.

Suggested Readings

1. Acharya SS & Agarwal NL. 2004. Agricultural Marketing in India. 4th Ed. Oxford & IBH.
2. Kohls RL & Uhj JN. 2005. Marketing of Agricultural Products. 9th Ed. Prentice Hall.
3. Kotler P. 2002. Marketing Management – Analysis, Planning, Implementation and Control. Pearson Edu.
4. Krishnamacharyulu C & Ramakrishan L. 2002. Rural Marketing. Pearson Edu.
5. Ramaswamy VS & Nanakumari S. 2002. Marketing Management. 2nd Ed. Mac Millan India.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: PTM-1
Name of Group:		
Name of the Course: Foundations of Management & Project Essentials		
Course Code: PTM-1		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. To introduce students to the core functions of management such as planning, organizing, leading, and controlling, and to develop a foundational understanding of organizational behavior and leadership.
2. To provide a comprehensive overview of project management, including project types, life cycles, key stakeholders, and the roles and responsibilities of a project manager.
3. To enhance managerial communication skills through effective report writing, presentations, business correspondence, and negotiation techniques crucial for project environments.
4. To develop analytical and decision-making abilities using quantitative tools like linear programming, decision trees, simulation models, and time-series forecasting for solving managerial problems.
5. To impart fundamental knowledge of financial and management accounting, enabling students to interpret financial statements, prepare budgets, and apply cost control techniques relevant to project-based settings.

Syllabus

Units	Content
1	Principles of Management: Features and objectives of Management Functions of management (planning, organizing, leading, controlling), Decision-making and leadership, Organizational behaviour
2	Introduction to Project Management: Definition, Key areas of Project Management, Scope and types of projects, Issues in Project Management, Project lifecycle & stakeholders, Role of a project manager.
3	Business Communication for Managers: Introduction and Reason behind Managing Communication, Managerial communication Reports, presentations, business writing, Negotiation skills.
4	Quantitative Techniques for Decision-Making: Introduction, Linkage Between Business Decision making and Quantitative Techniques, Linear programming, Decision trees, simulations, Time-series forecasting.
5.	Financial and Management Accounting: Financial Reporting, Balance sheet, profit & loss, Budgeting and cost control, Project accounting. Tools and Techniques of Management Accounting.

Suggested Readings

1. Arun Kanda, project management, phi, Delhi, 2011
2. Joseph Heagney, Fundamentals of Project Management, Amacom, 2019
3. Panneerselvam & Senthil Kumar, project management, PHI, Delhi, 2009
4. Ramakrishna, essentials of project management, PHI, Delhi, 2010



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: PTM-2
Name of Group:		
Name of the Course: Fundamentals of Project Management		
Course Code: PTM-2	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. To familiarize students with the fundamental concepts and characteristics of project management, including project life cycles, classification, key roles, and organizational structures for managing projects.
2. To enable students to understand project identification and selection processes, emphasizing feasibility studies, project screening methods, and strategic alignment through portfolio management.
3. To develop students' competence in project finance and budgeting, including capital budgeting techniques such as NPV, IRR, and payback period, along with cost estimation and financial structuring.
4. To equip students with skills for effective project planning and scope management, such as developing a Work Breakdown Structure (WBS), scope definition, time estimation, and preparation of comprehensive project plans.
5. To provide knowledge and tools for project scheduling and resource management, focusing on techniques like Gantt charts, PERT, CPM, milestone planning, resource allocation, and time-cost optimization methods like crashing.

Syllabus

Units	Content
1	Introduction to Project Management: Definition and Characteristics of a Project, Objectives and Classification of Projects, Project Life Cycle and Project Phases, Role and Skills of a Project Manager, Stakeholders and Organizational Structures for Projects
2	Project Identification and Selection: Introduction of Project Identification, Project Environment (internal and external), Feasibility Studies, Classification of Projects, Project Screening and Selection Criteria, Project Charter and Business Case, Project Portfolio Management.
3	Project Finance and Budgeting: Overview of Project Finance, Capital Budgeting Techniques (NPV, IRR, Payback), Cost Estimation Methods, Project Budgeting and Cost Baselines, Financial Structuring and Sources of Project Finance
4	Project Planning and Scope Management: Project Planning Process and Importance, Work Breakdown Structure (WBS), Scope Definition and Scope Creep, Project Time Estimation Techniques, Developing Project Plan and Schedule
5.	Project Scheduling and Resource Allocation: Gantt Charts and Bar Charts, Network Techniques: PERT and CPM, Resource Leveling and Resource Allocation, Milestone Planning, Time-Cost Trade-offs and Crashing.

Suggested Readings

1. Arun Kanda, Project Management, PHI, Delhi, 2011
2. Erik W Larson, Clifford F Gray, Rohit Joshi, Project Management-The Managerial Process, McGraw Hill,2011
3. Joseph Heagney, Fundamentals of Project Management, Amacom,2019
4. Panneerselvam & Senthil Kumar, Project Management, PHI, Delhi, 2009
5. Ramakrishna, Essentials of Project Management, PHI, Delhi, 2010



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- III Semester		Program Code: MTM-1
Name of Group:		
Name of the Course: Fundamentals of Material Management		
Course Code: MTM-1	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Understand the fundamentals and strategic importance of material management in business operations, including its scope, objectives, and functions.
2. Classify and codify materials effectively using standard methods, and apply value analysis and engineering for cost optimization.
3. Develop and implement material planning and forecasting techniques using tools like BOM, lead time analysis, MRP, and ERP systems.
4. Manage procurement and purchasing activities efficiently, including vendor selection, negotiation, and legal aspects of contracts.
5. Organize and control stores operations, ensuring proper storage, documentation, safety, and security of materials.

Syllabus

Units	Content
1	Introduction to Material Management: Definition, Scope, Elements, Objectives and Basic Functions of Material Management , Importance of Material Management in Business, Integrated Material Management Concept, Aim of Material Management, Economy in Material Management, Role of Materials Manager
2	Classification and Codification of Materials: Benefits of Classification and Codification of Materials, Types of Materials (Raw Materials, Components, Consumables, etc.), Material Classification Methods, Codification Systems (Alphabetical, Numerical, Alphanumeric), Standardization and Simplification of Materials, Value Analysis and Value Engineering.
3	Material Planning and Forecasting: What is Material Planning? Objectives of Material Planning, Approaches to Material Planning, Forecasting Techniques for Demand Estimation, Bill of Materials (BOM), Lead Time Analysis, Planning Tools (MRP, ERP Systems).
4	Procurement and Purchasing: Concept and steps of Procurement, Objectives and Functions of Purchasing, Purchasing Cycle and Procedures, Types of Purchasing (Centralized, Decentralized, Global Sourcing), Vendor Selection and Rating, Negotiation Techniques, Legal Aspects of Purchasing (Contracts, Terms & Conditions).
5.	Stores Management: Introduction, Objectives and Functions of Stores, Types of Stores Layouts, Factors affecting Stores Layouts, Receipt, Inspection, Storage, and Issue Procedures, Stores Records and Documentation, Safety and Security Measures in Stores.

Suggested Readings

1. A.K.Dutta, Material Management, Procedures Text and Cases, Prentice Hall India Learning Private Limited, 1998.
2. Prof.Nand Kishore Sharma, Materials Management Planning and Control, Neha Publishers and Distributors, 2011.
3. Robert M. Monczka, Robert B. Handfield, Larry C. Giunipero, James L. Patterson, Purchasing and Supply Chain Management, Cengage Learning, 2015.
4. Stephen N. Chapman, J. R. Tony Arnold, Ann K. Gate wood and Lloyd M. Clive. Introduction to Materials Management, Pearson Education 2017



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Materials Management

Name of Program : MBA- III Semester		Program Code: MTM-2
Name of Group:		
Name of the Course: Inventory and Warehousing Management		
Course Code: MTM-2	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Understand inventory management fundamentals, including types, functions, associated costs, and key concepts like EOQ, reorder levels, and inventory classification techniques (ABC, VED, FSN, HML).
2. Apply inventory control techniques such as JIT, Kanban, two-bin system, safety stock planning, and compare perpetual vs. periodic inventory systems.
3. Comprehend warehousing and storage systems, including types of warehouses, modern storage technologies (e.g., AS/RS), material handling tools, and safety/fire control measures.
4. Analyse material handling and packaging methods, focusing on objectives, equipment, industry-specific applications, cost efficiency, and sustainable packaging practices.
5. Evaluate inventory valuation and accounting practices, including valuation methods (FIFO, LIFO, and Weighted Average), stock verification, inventory audit, and their impact on financial performance and compliance.

Syllabus

Units	Content
1	Inventory Management Concepts: Introduction, Aim, Purpose of Material Management, Types and Functions of Inventory, Objectives and Costs Associated with Inventory, Economic Order Quantity (EOQ), Reorder Level, Minimum and Maximum Level, ABC, VED, FSN, and HML Analysis
2	Inventory Control Techniques: Meaning and Definitions and Objectives of Inventory Control, Techniques of Inventory Control, Just-In-Time (JIT), Two-Bin and Kanban System, Safety Stock and Buffer Stock, Inventory Turnover Ratio, Perpetual vs Periodic Inventory System
3	Warehousing and Storage Systems: Introduction, Significance of Good Warehousing, Role and Importance of Warehousing, Types of Warehouses (Private, Public, Bonded, etc.), Modern Storage Systems (AS/RS), Material Handling Equipment, Safety and Fire Control Measures
4	Material Handling and Packaging: Material Handling, Objectives of Material Handling, Categories of Material Handling, Principles and Types of Material Handling Equipment, Material Handling in Different Industries, Negative Aspects of Material Handling, Packaging Functions and Materials, Cost Consideration and Environmentally Friendly Packaging .
5.	Inventory Valuation and Accounting: Methods of Inventory Valuation (FIFO, LIFO, Weighted Average), Physical Verification of Stock, Inventory Audit and Reporting, Inventory as per Accounting Standards, Impact on Profitability and Taxation

Suggested Readings

1. A.K.Dutta, Material Management, Procedures Text and Cases, Prentice Hall India Learning Private Limited, 1998.
2. Prof.Nand Kishore Sharma, Materials Management Planning and Control, Neha Publishers and Distributors, 2011.
3. Stephen N. Chapman, J. R. Tony Arnold, Ann K. Gate wood and Lloyd M. Clive. Introduction to Materials Management, Pearson Education 2017.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: CP-401
Name of Group:		
Name of the Course: Business legislation		
Course Code: CP-401	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Explain the basic elements of forming an enforceable contract and agreement.
2. Classify various negotiable instruments and reason of its dishonor.
3. Enumerate the types of companies its management.
4. Rules of business laws and corporate governance.
5. Understand about different Acts.

Syllabus

Units	Content
1	The Indian Contract Act. 1872: Essentials of a Valid Contract. Void Agreements. Performance of Contracts. Breach of Contract and its Remedies. Quasi-Contracts. The Sale of Goods Act, 1930: Formation of a Contract. Rights of an Unpaid Seller.
2	The Negotiable Instruments Act, 1881: Nature and Types Negotiation and Assignment . Holder-in-Due Course, Dishonour and Discharge of a Negotiable Instrument Arbitration.
3	The Companies Act. 1956; Nature and Types of Companies. Formation. Memorandum and Articles of Associations Prospectus Allotment of Shares, Shares and Capital. Membership. Borrowing Powers.
4	Management and Meetings, Accounts and Audit. Compromise Arrangements and Reconstruction. Prevention of Oppression and Mismanagement. Winding Up.; Consumer Protection Act and Cyber Laws.
5.	Basic provisions of pollution control, environment protection and intellectual property rights. Laws related to mergers & acquisitions in view of the multinational companies operating in India.

Suggested Readings

1. Avtar Singh. Company Law, 11th ed. Lucknow, Eastern, 19996.
2. Khergamwala, J. S. The Negotiable Instrument Acts, Bombay, N.M. Tripathi, 1980.
3. Remaiya, A. Guide to the Companies Act. Nagpur, Wadhwa, 1992.
4. Shah, S.M. Lectures on Company Law, Bombay, N.M. Trhpathi 1990.
5. Tuteja, S.K. Business Law for Managers. New Delhi Sutan Chand, 1998.
6. S.K.Mishra Labour & Industrial Law of India; Allahbad Law Agency 2007.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: CP-402
Name of Group:		
Name of the Course: Management Information System & Decision Support System		
Course Code: CP-402	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Know about Management Information Systems department uses three learning objectives to assess student learning.
2. In MIS, students will understand the leadership role of Management Information Systems.
3. achieving business competitive advantage through informed decision making.
4. Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
5. Effectively communicates strategic alternatives to facilitate decision making.

Syllabus

Units	Content
1	Information System in Business Introduction to Information System; System Concepts; System & Sub System; System Feed back; Types of Information System; Applications; System Development Life Cycle (SDLC).
2	Managing Data Resources Introduction; Organizing Data in a Traditional File Environment; Data Base Management System; Data Base Environment; The range of Data Base Applications; Integration of Information; Role of Enterprise Resource Planning (ERP); Customer Relationship Management; Work Group Integration; Integration of Different Systems; Information System Organizations & Business Processes.
3	Management of Information Systems, Technology, and Strategy The Technology: Computer and Computer Processing; Role of Information Technology in Organization; Information System and Strategy; Strategic Analysis.
4	Electronic Communication System Electronic Conference; Electronic Meeting Systems; Electronic Discussions; Electronic Publishing; Introduction to Networks; Network Basics; LAN Basics; Internet Working; ISDN Basics; Network Management
5.	Business Telecommunications Telecommunication and Network; The Internet and World Wide Web (WWW); E Business; Applications on E-Business; Transaction Process System (TPS); Operational Information Systems.

Suggested Readings

1. Management Information Systems by Jaiswal and Mittal, Oxford University Press.
2. Decision Support Systems and Intelligent Systems by Turban and Aronson, Pearson Education Asia.
3. Management Information Systems by C.S.V.Murthy.
4. Management Information Systems by Laudon, Laudon, Dass, Pearson Education Asia.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: MSM-3
Name of Group:		
Name of the Course: Sales and Distribution Management		
Course Code: MSM-3		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Apply fundamental concepts involving the selling and buying process with particular emphasis on oral, written, and interpersonal communications.
2. Integrate various methods of developing, directing, and evaluating sales forces and distribution channels. Identify how institutions develop and expand customer relationships.
3. Analyze how institutions conceive, produce, and transfer goods and services to points of consumption.
4. Discuss ethical considerations that occur when making sales and sales management decisions.
5. Discuss critically about the current and future direction of marketing channels.

Syllabus

Units	Content
1	Introduction: definition, objectives, Functions and Classification of Sales Management. The Sales Organization: Purpose, Principles and Policies of Sales Organization, Setting up of the Sales Organization, Typical Sales Organization Structure.
2	Management of Sales Force: Recruiting and Selecting Sales Personnel, Developing and Conducting Sales Training Programmes, Designing and Administering Compensation Plans, Supervision of Salesman, Motivating Sales Personnel, Sales meetings and contests.
3	Sales Forecasting, Methods, Designing Territories and allocating Sales efforts, objectives and quotas for Sales Personnel, Developing and managing Sales evaluation programme.
4	Distribution: Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries- Wholesaling and Retailing; Logistics of Distribution; Channel Planning.
5.	Organizational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal issues; Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.

Suggested Readings

1. Anderson, R. Professional Sales Management Englewood Cliffs, Jersey, Prentice Hall Inc. 1992.
2. Anderson, R. Professional Personal Selling Englewood Cliffs, Jersey, Prentice Hall Inc. 1991.
3. Buskirk, R H and Stanton, W J. Management of Sales Force. Homewood Illinois, Richard D. Irwin. 1983.

4. Dalrymple, D J. Sales Management: Concepts and Cases, New York, John Wiley, 1989.
5. Johnson, E M etc. Management Concepts. Practices and Cases, New York, McGraw Hill, 1986.
6. Station, William J etc. Management of a Sales Force, Chicago, Lrwin. 1995.
7. Still, R R Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc. 1988.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: MSM-4
Name of Group:		
Name of the Course: Service Marketing		
Course Code: MSM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Discuss how the services sector operates in developed economies.
2. Define and illustrate the main components of services marketing theory.
3. Critically appraise the way in which this theory can be practically applied in the service sector.
4. Develop and justify alternative marketing approaches that can be used by service managers.
5. Present material relating to the topics both verbally and in written form.

Syllabus

Units	Content
1	Market Situation Analysis: Analysis of Competitor's Strategies and Estimating their Reaction Pattern and Competitive Position; Market Leader Strategies- Expanding the Total Market, Protecting Market Share, Expanding Market Share, Market Challenger Strategies- Choosing and Attack Strategy, Market Follower Strategies.
2	Competitive Market Strategy for Emerging Industries, Declining Industries and Fragmented Industries; Balancing Customer and Competitor Orientations,
3	he Emergence of Service Economy; Nature of Services; Goods and Services Marketing; Marketing Challenges in Service Businesses; Marketing Framework for Service Businesses; The Service Classification; Service Product Development; The Service Encounter;
4	Quality Issues and Quality Models; Demand – Supply Management; Advertising, Branding and Packaging of Services; Recovery Management and Relationship Marketing; Service Marketing: origin and Growth- Classification of Services- Marketing of financial servicesThe Indian scene- Designing of service strategy
5.	Industry Segmentation and Competitive Advantage; Product Differentiation and Brand positioning, Competitive Pricing, Competitive Advertising, Role of Sales Promotion in Competitive Marketing The Service Consumer Behaviors; Service Management Trinity; Service Vision and Service Strategy.

Suggested Readings

1. Cravens, D W. Strategic Marketing.
2. Kotler, Philip. Marketing Managemen.
3. Poter, M E. Competitive Strategy.
4. Lovelock, Christopher H. Services Marketing.
5. McDonald, Malcom and Payne, A. Marketing Planning for Services.
6. Kaynak, E and Savitt, R. Comparative Marketing Systems.

7. Porter, M E. Competitive Advantage.
8. Lovelock, Christopher H. Managing Services.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: FSM-3
Name of Group:		
Name of the Course: Management of Financial Services		
Course Code: FSM-3		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Evaluate financial products and strategies offered by the variety of financial services institutions.
2. Suitability and appropriateness in meeting consumer needs.
3. Describe and apply financial concepts, theories and tools.
4. Explain the structure of the financial markets.
5. Understanding of Financial Services & Institutions & its Functioning.

Syllabus

Units	Content
1	Introduction to Indian financial system: Role/ functions, component, constituents,/ development, role in economic development, weaknesses of Indian financial system. Financial Services: Concept, Nature & Scope of Financial Services.
2	Fundamentals of Mutual Funds, Merchant Banking, underwriting Securitization of debt, leasing, hire purchase, venture capital, factoring & forfeiting, Discounting, Credit rating & Credit Card
3	Financial Institutions: Fundamentals & Basic Concept Role & important of Financial institutions, Banking financial institute, non Banking Financial institutions.
4	Working and organization of Different Financial institutions in India: RBI, IFCI, ICICI, IDBI, UTI, LIC.
5.	Hire purchase, venture capital, factoring & forfeiting, Discounting, Credit rating & Credit Card

Suggested Readings

1. Gorden, & Natarajan- Financial Markets & Services, Himalaya Publishing House.
2. Gorden, & Natarajan- Financial Markets & Institutions, Himalaya Publishing House.
3. Clifford Gomez- Financial Markets, Institutions & Financial Services ,Prentice Hall of India Ltd.
4. Tripathi Nalini Prava, Financial Services Prentice Hall of India Ltd.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: FSM-4
Name of Group:		
Name of the Course: Strategic Corporate Finance		
Course Code: FSM-4		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Consolidate knowledge of and apply the technical language and practices of financial management.
2. Undertake sophisticated financial analysis with regard to Corporate valuation, interest rate and currency risk management and present the information in an appropriate format.
3. Evaluate, synthesise and apply the contemporary theories and empirical evidence concerning Financial Management to a range of problems and situations.
4. Critically evaluate the impact of macro economics and recognise the role of international financial institutions in the financial management of multinationals.
5. Identify and assess the potential impact of emerging issues in finance and financial management. Apply appropriate communication and numerical skills, including the ability to present quantitative and qualitative information, together with analysis, argument and commentary, in form which will be understood by its intended audience.

Syllabus

Units	Content
1	Basic Concepts of Income Tax: Computation of Income under Different Heads of Income, Deductions and Exemptions in Additional Tax on Undistributed Profits.
2	Meaning and Scope of Tax Planning: Tax Planning, regarding, Dividends Policy, Issue of Bonus, Shares, Amalgamation & Merger of Companies, Tax Planning in respect of Managerial Remuneration, Collaborations, Joint Ventures
3	Management Control- An overview Nature, Scope and Concept of Management Control System. Organization Goals, Strategic Planning and implementations, Organization Structure,.
4	Management control Process: Programming, Budgeting, Planning and Procedures. Budgetary Control. Analysis of Variances, Flexible Budgeting Zero-bases Begetting Performance Budgeting.
5.	Management Control Structure, Behavioural Aspects of Management Control. Contingency Theory, Organizational Climate, Position of Controller in the Organization Structure of an Organization

Suggested Readings

1. Ahuja, G. K. & Gupta Ravi Systematic Approach to Income Tax, Allagabad, Bharat Law House, 1999.
2. Lyengar, A. C. Sampat Law of Income Tax Allagabad, Bharat law House, 1981.
3. Kanga, JB and Palkhivala, N. A. Income Tax, Bombay, Vol. 1-3, N. M. Tripathi.

4. Ranina, H. P. Corporate Taxation: A Hand book, 2nd ed., New Delhi, Oriental law House. 1985.
5. Anthony, R. N. And Govindrajan V. Management Control Systems, 8th ed., Taraporevvals, Chicago, Irwin, 1995.
6. Ghosh, R. K. and Gupta, G. S. Cost Analysis and Control, New Delhi, Vision 1985.
7. Maciariello, J. A. and Kirby C. J. Management Control System. Englewood Cliffs, New.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: HRSM-3
Name of Group:		
Name of the Course: Human Resource Planning and Development		
Course Code: HRSM-3	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Explain the importance of human resources and their effective management in organizations.
2. Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs.
3. Describe the meanings of terminology and tools used in managing employees effectively. Record governmental regulations affecting employees and employers.
4. Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training.
5. In- depth understanding of the role of training in the HRD.

Syllabus

Units	Content
1	Macro level manpower planning and labor market analysis; 14organizational human resources planning; stock taking; work force flow mapping; Age and grade distribution mapping; models and techniques of manpower demand and supply forecasting; behavioral factors in human resources planning- wastage analysis; retention; redeployment and exit strategies.
2	Career management and career planning; performance planning; potentials appraisal and career development; HRD climate; culture; QWL and management of change.
3	TQM and HRD strategies; HRD in strategic organizations; human resources information system; human resources valuation and accounting.
4	Macro Level manpower Planning and Labour market Analysis - Organisational Human Resource Planning -- Stock Taking -- Work Force Flow mapping -- Age and Grade Distribution mapping.
5.	Models and Techniques of manpower demand and supply forecasting-- Behavioural Factors in HRD -- Wastage Analysis ñ Retention -- Redeployment and Exit Strategies. Career Management, Career Planning and Career Development. Module IV: Performance Planning – Potentials Appraisal -- HRD Climate. Module V: Human Resource Information System – Human Resource Accounting

Suggested Readings

1. Strategic HRM by Mabey and Salama.
2. Development Human Resources by Mabey and Thompson.
3. Human Resource Information System: Development and Application by Kavanagh



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: HRSM-4
Name of Group:		
Name of the Course: Compensation Management		
Course Code: HRSM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Decode the underlying Compensation Philosophies of different organizations.
2. About value, what they value, and how they value the contributions of employees from different functions and levels across in the organizations.
3. Recognize the significance of the basic issues of compensating human resources by creating Equitable Pay Systems in organizations.
4. Learn the principles, method and techniques of designing and implementing Market Competitive Compensation Systems through benchmarking surveys and the advantages and limitations of benchmarking best practices.
5. Create a Pay Structure for different occupational groups by defining Pay Levels and Pay Forms taking into consideration of internal equity and external competitiveness.

Syllabus

Units	Content
1	Conceptual and Theoretical understanding of Economic theory related to reward management; Competitive Imperatives; Productivity, Quality, Service, Speed, Learning, Planning for Improved Competitiveness; Diagnosis and Benchmarking-Determination of Inter and Intraindustry Compensation differentials; Internal and external Equity in compensation system.
2	Understanding tools used in Designing, Improving and Implementing Compensation packages; Compensation designs for Specific Type of Human Resources like Compensation of Chief Executives, Senior managers, R & D Staff
3	Understanding different components of compensation packages like fringe benefits, incentives and Retirement Plans; Compensation Practices of Multinational Corporations and Strategic Compensation Systems..
4	Statutory Provisions governing Different Components of Reward systems. Working of different Institutions Related to Reward System Like Wage Boards, pay Commissions etc.
5.	Compensation Practices of MNC"s and Strategic Compensation Systems; Statutory Provisions governing different Components of Reward System; Working of different Institutions related to Reward System like Wage boards, Pay Commissions.

Suggested Readings

1. Armstrong, Michel and Murlis Helen Reward management: A Handbook of Salary Adinistration. London, Kegan Paul 1998.

2. Bergess, Lenard R. wage and Salary Administration. London, Charles E- Merril 1984.
3. Kochan T A & Katz Henry. Collective Bargaining and Industrial Relations Homewood, Illinois Richard D Irish 1988.
4. Niland J R etc The Future of Industrial Relations New Delhi Sage 1994.4.
5. Papola T S & Rodgers, G. Labour Institutions and Economic Development in India. Geneva ILO 1992.
6. Virmani B R Participative Management vs. Collective Bargaining New Delhi, Vision Books 1988.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: HSM-3
Name of Group:		
Name of the Course: Hospital Waste Management		
Course Code: HSM-3		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Explain municipal solid waste management systems with respect to its physical properties, and associated critical considerations in view of emerging technologies.
2. Outline sources, types and composition of solid waste with methods of handling.
3. Sampling and storage of solid waste.
4. Select the appropriate method for solid waste collection, transportation, redistribution and disposal.
5. Describe methods of disposal of hazardous solid waste.

Syllabus

Units	Content
1	Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures.
2	Hospital Hazards Management: Meaning – Need – Principles – Purpose.
3	Control of Hospital Acquired Infection: Types of Infection – Common Nosocomial Infection and their Causative Agents – Prevention of Hospital Acquired Infection – Role of Central Sterile Supply Department – Infection Control Committee – Monitoring and Control of Cross-Infection – Staff Health.
4	Biomedical Waste Management: Meaning – Categories of Biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Standards for Waste Autoclaving, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage.
5.	Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier – Methods of Excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of Organic Matter – Modern Sewage Treatment – Drawbacks of improper disposal of wastes – Solid and liquid.

Suggested Readings

1. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: HSM-4
Name of Group:		
Name of the Course: Health care economics		
Course Code: HSM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Learn about the institutional structure of health care markets in the United States. Analyze how health care outcomes are influenced by changing market forces, social forces, and government forces.
2. Explain how the provision and use of medical care are influenced by traditional insurance, costsharing measures, managed care restrictions, and consumer driven health plans. Explain how government insurance programs affect participants, medical providers, and private insurance markets.
3. Describe the different types of medical care data and how those measurements are driven by reimbursement and quality measurement needs.
4. Evaluate the impact of health care reform from both the free-market and government-interventionist perspectives.
5. Explain the impact of the major elements of the Affordable Care Act.

Syllabus

Units	Content
1	Analyzing Medical care Markets the Medical Care Market Place, The competitive Market Model, Market Failure in Medical Markets, Government Intervention in Medical Markets.
2	Healthcare system: Indian Healthcare system - Health Policies - Expenditure and Allocations under Five year Plans Role of Private Sector and PPP.
3	Market for Healthcare Professionals Application of the Theory of Labor Markets in the case of Health Care Professionals, The Market for Physicians Services, Models of Physician Behavior, The Market for Nursing Services, The Market for Dental Services
4	Public – Government"s role in different socioeconomic systems, Budgets – Allocation of Medical field – central – state governments – structure – five year plans.
5.	Medical Tourism: Role of Medical Tourism, Methods to attract Foreign Medical Tourists, Facilities available for foreign patients, Role of travel Agencies, Govt. Policy on Medical Tourism.

Suggested Readings

1. Even J. Douglas: Managerial Economics – Theory, Practice and problems, Prentice Hall of India.
2. Dufty N.F. Managerial Economics – Wesley Publishing House, New York, 2007
3. Stills E. Addison: Managerial Economics, Homewood, Illionois, Dersey Press Inc, 2008.
4. Spencer M.H.: Managerial Economics, Homewood, Illinois, Richard C. Irwin Inc, 2009.

5. Verma J.C.: Managerial Economics – Concepts and Analysis for Business Decisions in Indian Environment, Lawrence Publishing House, New Delhi, 2006.
6. Varshey R.L. & Maheswari K.L: Managerial Economics, Sultan Chand & Sons Publishers.
7. Thomas P.C.: Managerial Economics.2005. 8. Salratore Dominick: Managerial Economics in Global Economy, Thomson, 2006.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: RTSM-3
Name of Group:		
Name of the Course: Marketing Concepts in Retail Management		
Course Code: RTSM-3		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Understand the functions of retail business and various retail formats and retail channels.
2. Understand the difference between Retail and Manufacturing Supply Chain Understand.
3. Key drivers of retail supply chain and how to select a retail store location.
4. Analyze Retail Market and Financial Strategy including product pricing. CO5 Integrate the various Supply Chain partners and how to collaborate with them.
5. Understand the functioning of retail operations.

Syllabus

Units	Content
1	Retail stores operations. Mall management, setting objectives for retailers', performance, Management of retail brand
2	Retail strategies, Retail marketing strategy, Finance and location strategies for retailing
3	Market research for retail management, trading area analysis Research before and after setting up a retail store.
4	Retail management information system, Information gathering and processing, Application of I.T. to retail management.
5.	Financial aspects of retail, Retail audit and measures of performance evaluation.

Suggested Readings

1. Retail management, a Strategic Approach by Berman Barry, Evans Joel R., and Pearson Education.
2. Retail management by Michael Levy, Tata McGraw Hills.
3. Retail management by Chetan Bajaj, RajnishTuli& NidhiShrivastav.
4. Retailing by Robert Lusch, Patrick Dunne, South Western Publishing Co.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: RTSM-4
Name of Group:		
Name of the Course: Retail and Brand Management		
Course Code: RTSM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. On successful completion of this module, the learner will be able to: Demonstrate knowledge of the nature and processes of branding and brand management in retail sector.
2. Evaluate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas.
3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions. Formulate and justify brand development decisions.
4. Analyze and discuss contemporary brand related problems and develop appropriate strategies and initiatives.
5. Familiarize students with the decisions involved in running a retail firm.

Syllabus

Units	Content
1	Introduction to Brands: Products v/s Retail Brands, Anatomy of a Brand, Overview of brand building process in Retail organization.
2	The Growth of Retail Power and the Brand-building Challenge Investing in Store Brands Customers and Brands.
3	Understanding Retail brands from the customer,,s perspective Brand Positioning Brand Identity: Brand Essence, Brand Personality, Brand Customer Relationships etc.
4	Articulating the Brand Identity: Logos, Mascots, Taglines, and Packaging etc. Executing the Brand Identity through the 4P,,s.
5.	Executing the Brand Identity through Promotion“ Brand Extensions Brand Product Portfolio Brand Equity: Development and Measurement Managing the Brand Portfolio over time

Suggested Readings

1. Keller, K, Strategic Brand Management, Prentice Hall, New Jersey, 1998.
2. Aaker, D A, Building Strong Brands, Free Press, 1996
3. Aaker, D A, Managing Brand Equity, Free Press, 1994
4. Kapferer, Jean Noel, Strategic Brand Management,
5. Kogan Page, 1997 Gilmore, F Brand Warriors, Harper Collins Business, 1998
6. PranK.Chaudhary(2001), Successful Branding, Hyderabad: University Press Power of Retail Branding



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: RSM-3
Name of Group:		
Name of the Course: Co-operative Management		
Course Code: RSM-3		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Communicate Concept and Characteristics of Cooperatives.
2. Explain Functional and Management aspects of Cooperatives.
3. Organize a cooperative institution based upon grassroots level after analyzing market condition.
4. About Procuring Management.
5. Understanding towards Distribution Management.

Syllabus

Units	Content
1	Co-operative Administration: A Global perspective: Ecology of Co-operative Administration; the Co-operative Sector & Economic Development.
2	Co-operative Management; Nature & Functions; Professionalized Management for co- operatives; Role of Leadership in Co-operative Management; Placement and the Role of the Board of Directors in Co-operative Management.
3	The State and the Co-operative Movement; Effects of Co-operative Law on Management; Long Range Planning for Co-operative Expansion; Policy Making; Executive Direction.
4	Human Resource Management; Organizational Structure; Project Formulation, Implementation and Evaluation; Financial Management; Marketing Management.
5.	Procuring Management; Distribution Management: Co-ordination between Trading Co- operatives & Public Sector Trading Agencies: Problems & Prospects.

Suggested Readings

1. Ansari, A.A., Co-operative Management Patterns, Amol Pub., 1990.
2. Akmat J.S., New Dimensions of Co-operative Management, Himalaya Pub. House, 1978.
3. Goel, B.B., Co-operative Management and Administration, Deep & Deep Pub., 1984.
4. Kamra, Pawan Kr., Co-operative Management, Deep & Deep, 1987.
5. Sah, A.K. Professional Management for the Co-operatives, Vikas Pub. House P Ltd, 1984.
6. Taimni, K.K. Managing the Co-operative enterprise ed., Minerva Associates P. Ltd., 1978.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: RSM-4
Name of Group:		
Name of the Course: Rural Development Issues		
Course Code: RSM-4		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Rural Business and its critical features.
2. The student will be able to o gain insight into the socio-economic structure of rural India o understand the prospects and problems of rural development in India.
3. Managing co-operatives, emergence, endurance and growth of co-operatives.
4. Concept, measures and determinants of rural development.
5. Theory of co-operatives, agency theory, theory of contracts.

Syllabus

Units	Content
1	Rural Business and its critical features; Identification of needs of rural producer organization, enterprises, projects and its people; the rural social and political scenario.
2	Overview of the rural resources-land, soil, climate, water and forests; Overview of the production system containing agriculture, horticulture, seri-culture, forestry, animal husbandry and dairying, fisheries, non-farm activities.
3	Managing co-operatives, emergence, endurance and growth of co-operatives; Leadership issues in cooperatives, evolution of co-operative technologies; Co-operative principles; Issues in establishing agricultural co-operatives, democratic governance in co-operatives; co-operative principles and economic rationality.
4	Economic Theory of co-operatives, agency theory, theory of contracts, transaction cost economics, game theory and their reciprocity, welfare economics and their co-operatives.
5.	Concept, measures and determinants of rural development; Critique of major rural development approach and strategies; growth vs equity oriented approach; area vs group based approach; top down vs participatory and people oriented approach to development planning.

Suggested Readings

1. Jonathan Reuvid, Guide to Rural Business (Kogan Page).
2. Deu S. Mahendra and Basu K.S. - Economic and Social Development (Academic Foundation).
3. Brown Ben, Practical Accounting for Farm and Rural Business (Lavoisier) 2003.
4. Warren M - Financial Management for Farmers and Rural Managers (Blackwell Publishing)
5. Prag P A - Rural Diversification (EG Books)
6. Thorner Daniel and Morner Alice - Land and Labour in India (Asia Publishing House)



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: BSM-3
Name of Group:		
Name of the Course: Insurance and Risk Management		
Course Code: BSM-3	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Identify and categories the various risks face by an organization.
2. Explain the various risk control measures available.
3. Design a risk management program for a business organization.
4. Suggest ways to finance risk. Apply the insurance mechanism in risk management. Describe the management of international risk.
5. Code of Conduct in Advertisement.

Syllabus

Units	Content
1	Introduction and Scope of Insurance- Historical perspective, Conceptual Framework, Meaning, Nature and Scope of Insurance, Classification of Insurance Business viz., Life Insurance and General Insurance.
2	Financial Aspects of Insurance Management- Role of Financial Institutions, Insurance Companies. Important Life Insurance Products and General Insurance Products Determination of Premiums and Bonuses Various Distribution Channels.
3	Risk Management and Underwriting Role of Actuaries- Product framing, Underwriting guidelines, Re-insurance Preparation of Insurance Documents Policy Conditions.
4	Settlement of Claims Insurance Laws and Regulations with respect to following Acts. Insurance Act 1938, Life Insurance Corporation Act 1956, IRDA Act 1999, Consumer Protection Act 1986, Ombudsman Scheme, Income Tax Act, Wealth Tax Act 1957, Married Women's Property Act 1874..
5.	Code of Conduct in Advertisement, Financial Planning and Taxation, Bank Deposit Schemes, Unit Trust and Mutual Funds, Shares, Tax Benefits under Life Insurance Policies.

Suggested Readings

1. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi).
2. Ganguly Anand - Insurance Management (New Age International Publishers, New Delhi).
3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York).
4. Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi).
5. Kakkar, Bisen - Insurance & Risk Management (New Age Publication, New Delhi).
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RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: BSM-4
Name of Group:		
Name of the Course: Banking Law and Practice		
Course Code: BSM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. The main learning outcome of this course is to provide the student an understanding of legal and regulatory aspects of banking.
2. Customer Relationship: Definition and Meaning of “Banker” and “Customers.
3. Deposit Accounts: Opening Operations and Closure, Fixed Deposit Account, Recurring Account, Savings Account , Current Account , Deposit Schemes for NRIs.
4. MICR Clearing ATMs – Credit cards and Debit Cards – Travellers” Cheques – Gift Cheques – Ombudsman and Customer Services – Fraud Detection and Control.
5. ABOUT Negotiable Instrument.

Syllabus

Units	Content
1	Banker – Customer Relationship: Definition and Meaning of “Banker” and “Customer” – Permitted activities of Commercial Banks in India – General and Special Features of their relationship, Their rights and duties.
2	Deposit Accounts: Opening Operations and Closure, Fixed Deposit Account, Recurring Account, Savings Account , Current Account , Deposit Schemes for NRIs.
3	Banking Instruments: Definitions of Negotiable Instrument [NI} – Different Types of NIs and other Instruments – parties to NIs – Crossing – Endorsements – Payment and Collection of Cheques – Forged instruments – Bouncing of Cheques and their implications – Various laws affecting bankers.
4	Banking Services: Remittances – Safe Custody – Safe Deposit Vaults –Collection Facility – MICR Clearing ATMs – Credit cards and Debit Cards – Travellers” Cheques – Gift Cheques – Ombudsman and Customer Services – Fraud Detection and Control.
5.	Accounting conventions, basic accounting principles, bank reconciliation statements, procedure leading to preparation of final accounts, self-balancing ledgers, Accounting in banking companies.

Suggested Readings

1. Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I& II) Vol- III.
2. Varshaney: Banking Law and Practice.
3. Dr. P. Periasamy: Principles and Practice of Insurance.
4. Himalaya Publishing House, Delhi.
5. Inderjit Singh, Rakesh Katyal & Sanjay Arora: Insurance Principles and Practices.
6. Kalyani Publishers, Chennai.

7. M.N. Mishra: Insurance Principles and Practice, S. Chand & Company Ltd, Delhi.
8. G. Krishnaswamy : Principles & Practice of Life Insurance
9. Kothari & Bahl : Principles and Practices of Insurance.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: DSM-3
Name of Group:		
Name of the Course: Environmental Impact Assessment (EIA) and Disaster Management		
Course Code: DSM-3	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Explicate the concept of EIA. Identify the objectives and scope of EIA.
2. Illustrate the necessity of public participation in EIA studies. Summarize the importance of Environmental Attributes.
3. Explain the phenomena of Impacts on environment.
4. Quantify impacts for various developmental projects.
5. Impact Assessment Procedure.

Syllabus

Units	Content
1	Introduction to EIA: Purpose of EIA, Environmental components, projects and its environmental impacts, Environmental impact statement; Projects screening and scoping, Environmental baseline study.
2	Impact Assessment Procedure: Applications of matrices, Networks and overlay maps, Environmental evaluation system, Transnational effects of projects; Impact identification; Impact prediction.
3	GIS in Disaster Management: GIS as effective tool in Disaster management and planning, response requirement study, alternate route for sending relief and shortest evacuation routes. Display and identification of damaged and unsafe structures. Map creation for action plan identification of risk and planning needs.
4	Case Studies: River valley projects; Opencast mining projects; Urbanization and high way project. Display and identification of damaged and unsafe structures. Map creation for action plan identification of risk and planning needs.
5.	Evaluation and mitigation, Monitoring and environmental auditing, Regional and strategic EIA, Environmental management plan, Cost benefit analysis and its dimensions, Problems of EIA in developing countries, Public participation in environmental decision making, presentation and review, EIA report and its contents..

Suggested Readings

1. John Glasson, Riki Therivel and Andrew Chadwick, Introduction to Environmental Impact Assessment, 2nd Ed., UCL Press, Philadelphia, USA, 1994.
2. Singh, R. B. Space technology for Disaster Monitoring and Mitigation in India, INCEDE, University of Tokyo.
3. Larry W. Canter, Environmental Impact Assessment, 2nd Ed., McGraw Hill, New York, 1996.
4. Richard K. Morgan, Environmental Impact Assessment : A methodological perspective, Kluwar Academic Publications, Boston, 199



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: DSM-4
Name of Group:		
Name of the Course: Disaster Management Policy		
Course Code: DSM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Capacity to integrate knowledge and to analyse, evaluate and manage the different public health aspects of disaster events at a local and global levels, even when limited information is available.
2. Capacity to describe, analyse and evaluate the environmental, social, cultural, economic, legal and organisational aspects influencing vulnerabilities and capacities to face disasters.
3. Capacity to work theoretically and practically in the processes of disaster management (disaster risk reduction, response, and recovery) and relate their interconnections, particularly in the field of the Public Health aspects of the disasters.
4. Capacity to manage the Public Health aspects of the disasters.
5. Disaster Management.

Syllabus

Units	Content
1	Disaster Management: Meaning, Approaches and Scope, Elements of disaster management, Essential components of disaster management policy, Formulation and execution of disaster management policy, Command and coordination in disaster management
2	Disaster Management Policy: Significance of disaster management policy, Principles of disaster management policy, Policy options and approaches in disaster management,.
3	Insurance Policies for Disaster Management: Evaluation of risk funding and risk transfer policies; catastrophe insurance pool; Reserve funds and contingent credit policies;.
4	Role of Government and market participants; Insurance policy design; Fiscal cost of relief and reconstruction; Grants and low interest loan for reconstruction; Case Studies and review of Disaster insurance models.
5.	Case study I: Disaster Management Policy in United States of America, Disaster Management Policy in Bangladesh. Case Study II: Disaster Management Policy in South Africa, Disaster Management Policy in Indi.

Suggested Readings

1. H.K. Gupta (2003) Disaster management.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: PSOM-3
Name of Group:		
Name of the Course: Supply chain management		
Course Code: PSOM-3		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Identify and Analyze Business Models, Business Strategies and, corresponding Competitive Advantage.
2. Formulate and implement Warehouse Best Practices and Strategies.
3. Plan Warehouse and Logistics operations for optimum utilization of resources.
4. Demand forecasting in supply chain.
5. Role of aggregate planning in supply chain.

Syllabus

Units	Content
1	Introduction to supply chain management: Supply chain basics, decision phases in supply chain, supply chain flows, supply chain efficiency and responsiveness, supply chain integration, process view of a supply chain.
2	Demand forecasting in supply chain: Role of forecasting in supply chain, components of a forecast, forecasting methods, estimating level, trend and seasonal factors, Holt's model, Winter's model, measures of forecast error.
3	Role of aggregate planning in supply chain: Aggregate planning strategies, managing supply and demand in supply chain.
4	Supply chain inventory: Role of cycle inventory in supply chain, economies of scale, lot sizing for a single product, lot sizing for multiple products, quantity discounts, trade promotions, price discrimination.
5.	Sourcing decisions in supply chain: Supplier selection and contracts, design collaboration, making sourcing decisions in practice. Transportation decisions: Role of transportation in supply chain, factors affecting transportation decisions. Routing and scheduling in transportation.

Suggested Readings

1. Sunil Chopra and Peter Meindl, "Supply chain management - strategy planning and operation" PHI.
2. Handfield R. B., Nichols Jr. E. L., "Introduction to supply chain management", Pearson Education.
3. Raghuram R. and Rangaraj N., "Logistics and supply chain management", Macmillan, 2001.
4. Simchi-Levi, D., Kaminsky, P., and Simchi-Levi, E., "Designing & managing the supply chain: concepts, strategies & case studies." 2nd Edition, Tata McGraw-Hill, 2003.
5. Agarwal D. K., "A text book of logistics and supply chain management", Macmillan, 2003.
6. Srinivasan, G., "Quantitative models in operations and supply chain management", PH



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: PSOM-4
Name of Group:		
Name of the Course: Inventory management & material requirements planning		
Course Code: PSOM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Understand the core features of the operations and production management function at the operational and strategic levels.
2. specifically the relationships between people process, technology, productivity and quality and how it contributes to the competitiveness of firms.
3. Explain the various parts of the operations and production management processes and their interaction with other business functions (strategy, engineering, finance, marketing, HRM, project management and innovation.
4. Material Requirement Planning Systems.
5. Inventory Control Techniques.

Syllabus

Units	Content
1	Inventory Management: Inventory concept; need for inventory; types of inventory, functions, use; Dependent and Independent Demand, Responsibility for inventory management.
2	Strategic Inventory Management: Objectives and Importance of the inventory management function in reference to Profitability, Strategy, customer satisfaction and Competitive Advantage.
3	Inventory Control Techniques: Inventory classification and its use in controlling inventory, Setup time and inventory control, safety stock determination considering service level.
4	Inventory Models: Inventory models – Fixed Order Versus Fixed Interval systems – Developing Special Quantity Discount Models – Inventory Model for Manufactured Items.
5.	Material Requirement Planning Systems (MRP): Meaning, purpose and advantage of MRP, Data Requirements and Management – Files and Database – Updating Inventory Records – Bill of Materials, types of BOM, Modular BOM,.

Suggested Readings

1. Foundations of Inventory Management – Zipkin, McGraw Hill.
2. Orliky's MRP – Plossl.
3. Production Planning And Inventory Control - Seetharama L Narsimhan, Dennis W McLeavy, Peter J Billington, Prentice Hall Of India Pvt Ltd,
4. Introduction To Materials Management, - J. R. Tony Arnold, Stephen N. Chapman - Prentice Hall.
5. Principles of Inventory and Materials Management - Richard J. Tersine, Prentice Hall PTR.

6. Essentials of Inventory Management - Max Muller, AMACOM/American Management Association.
7. Production And Inventory Control - J H Greene, Homewood III: Richard D Irwin.
8. Materials Management – A.R.Palit.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: HHM-3
Name of Group:		
Name of the Course: Accommodation Operation & Management		
Course Code: HHM-3	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Describe the accommodation sector.
2. Examine the relationship between this sector and other components of the hospitality industry identify and explore operational issues within the front and back of house areas of accommodation organizations.
3. Compare the relationship between an accommodation provider's target market and its organisation structure, facilities and service culture.
4. The hospitality industry a steady stream of competent young men and women with the necessary knowledge.
5. Location. Equipment. Storage & Inspection: Stock taking. Marketing & Monogramming. Functioning.

Syllabus

Units	Content
1	CHECK IN PROCEDURES & HANDLING GROUP ARRIVALS: Greeting the guest. Registration: Types of registration, Importance of registration, Legal aspects of Registration. Allotment of rooms. Handing over keys Work flow chart. Types of groups. Rooming list. Pre arrival list. Welcoming & Handling of Check-in at the time of actual check - impost arrival activities with reference to group types.
2	LINEN ROOM :Location. Equipment. Storage & Inspection: Stock taking. Marketing & Monogramming. Functioning.
3	UNIFORM ROOM: Purpose of uniform. No of sets, issuing process & exchange of uniform. Designing a uniform. Layout & planning of the uniform room.
4	LAUNDRY: Duties and responsibilities of laundry staff. Importance and principles. Flow process in Industrial Laundering. Stages in wash cycle. Equipment, Layout, Planning of Laundry. Laundry agents. Dry cleaning.
5.	FIBRES AND FABRICS: Definition. Origin and classification. Characteristics of different fibers – Cotton, Linen, Silk, Polyester, Nylon.

Suggested Readings

1. Joan C. Branson Hotel, Hostel & Hospital Housekeeping.
2. Georgina Tucker The Professional Housekeeper.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: HHM-4
Name of Group:		
Name of the Course: Hotel Housekeeping		
Course Code: HHM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Describe the role of the housekeeping department in hotel operations, and explain the importance of effective communication between housekeeping, the front office and the engineering and maintenance division.
2. Identify typical cleaning responsibilities of the housekeeping department, and explain how area inventory lists, frequency schedules, performance standards and productivity standards are used to plan and organize the housekeeping department.
3. Apply techniques to develop and improve human resource skills in recruiting, selecting, hiring and orienting. Techniques addressed include identifying sources of labor from non-traditional labor markets, implementing internal and external recruiting methods, minimizing employee turnover, enhancing interviewing skills, and orienting new employees to the housekeeping department.
4. Apply techniques to develop and improve human resource skills in areas of training, scheduling, motivating, and disciplining.
5. Techniques addressed include implementing the four-step training method, developing a staffing.

Syllabus

Units	Content
1	Housekeeping as a department: In the hotel, In other institutions: to be applied in a slight different set of circumstances. . Interdepartmental co- operation & co-ordination of Housekeeping. Different sections of housekeeping department.
2	Organisation structure of housekeeping department. Small hotels, Medium hotels, Large Hotels. Duties & Responsibilities of Executive Housekeeper. Duties & Responsibilities of Housekeeping Staff.
3	Functions of housekeeping department . Area of cleaning. Security. . Dealing with guests. . Brief note on lost & found. Baby sitting. Services and facilities offered by various hotels.
4	Cleaning equipment . General considerations and selection. . Classification & Types of equipment. Method of use & mechanism for each type. Care & maintenance. cleaning agents . General criteria for selection. . Classification.
5.	Standard supplies provided in the guest rooms and bathrooms. lost and found procedure in a hotel. Pest control.

Suggested Readings

1. Sudhir Andrews Hotel Housekeeping.
2. Joan C. Branson Hotel, Hostel & Hospital Housekeeping.
3. Georgia Tucker The Professional Housekeeper.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: ISB-3
Name of Group:		
Name of the Course: International Financial Management		
Course Code: ISB-3	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. On successful completion of the course students will be able to: Apply appropriate formats and technologies to financial communication. Analyse, apply and evaluate information within the global financial environment of foreign exchange to solve problems and make informed decisions.
2. Review the problems of dealing in foreign currency and the advantages and disadvantages of overseas funding. Recognise and calculate forward exchange rates given spot rates. Identify market conventions on exchange rate quotation and correctly calculate those quotations.
3. Demonstrate an integrative understanding of the foreign exchange market and the relationships between interest rates, spot and forward rates and expected inflation rates. Comprehend the range of hedging strategies including forward rate hedging and contingent hedging.
4. Explain the use of futures and option contracts in hedging foreign exchange exposure.
5. Analyse, evaluate and synthesise both quantitative and qualitative financial information to influence problem solving and decision making.

Syllabus

Units	Content
1	Multinational Financial Management –An overview, Evolution of the international Monetary and Finance System,
2	Multinational Capital budgeting Application and interpretation, Cost of Capital Structure of the multinational Firm, Dividend Policy of the Multinational Firm.
3	Types of Foreign Exchange Market Organization of the Foreign Exchange Market.
4	Corporate Exposure Management Parameters and Constraints On Exposure Management.
5.	Managing short-term assets and liabilities, long-run Investment Decision, The foreign Investment Decision.

Suggested Readings

1. Abdullah, F.A. Financial Management for the Multinational Firm. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1987.
2. Bhalla, V. K. International Financial Management. 2nd ed. New Delhi, Anmol, 2001.
3. Buckley, Adrian, Multinational Finance, New York, Prentice Hall Inc. 1996.
4. Kim, Suk and Kim, Seung. Global Corporate Finance: Text and Cases, 2nd ed. Miami Florida, Kolb, 1993,
5. Shapiro, Alan C. Multinational Financial Management, New Delhi, Prentice Hall of India, 19985.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: ISB-4
Name of Group:		
Name of the Course: International Marketing Management		
Course Code: ISB-4		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Identify and analyse opportunities within international marketing environments. Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment;.
2. Select, research, and enter a new international market Prepare an international marketing plan.
3. Develop a comprehensive course of action for a business firm using formal decision making processes.
4. Complete a final written project using skills acquired throughout the course; and.
5. Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team.

Syllabus

Units	Content
1	International Marketing –definition ,concept and setting; Distinction between international Trade ,Marketing and Business ;Economic environment of international Marketing ;International Institutions –World Bank, IMF, WTO, UNCTAD, Common Markets, Free Trade Zones, Economic Communities.
2	Constraints on International Marketing –Fiscal and non Fiscal Barriers , Non Tariff Barriers; Trading Partners - Bilateral Trade Agreements, Commodity Agreements and GSP; India and World Trade ,Import and Export Policy ,.
3	Public Sector Trading Agencies, ECGC, Commodity Boards etc. Procedure and Documents – Registration of exporters, Export Quotations, Production and clearance of goods for export.
4	International Marketing mix-Identification of markets ,Product policy , International product life cycle, promotion strategy, pricing strategy and distribution strategy; various forms of international business ; marketing of joint ventures and turnkey projects.
5.	Direction and Quantum of India's Exports; Institutional Infrastructure for Export Promotion; Export Promotion councils. Shipping and Transportation ,Insurance ,Negotiation of Documents; Instruments of Payments-Open Account , Bills of Exchange ; Letter of creditExport finance.

Suggested Readings

1. Bhattacharya,B. Export Marketing : Strategies for success.
2. Johri ,Lalit M. International Marketing : Strategies for success.
3. Keegan, Warren: Global Marketing Management.
4. Onkvisit,sak,and shaw,JJ.: International marketing analysis and strategy.

5. Pripalomi ,V.H. : International Marketing.
6. Terpstra,vern and sarathi,R. :International Marketing.
7. Walter,I and Murray, T . Handbook of international business.



RKDF UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: PSEM-3
Name of Group:		
Name of the Course: Clean Coal and Green Power Technology		
Course Code: PSEM-3	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Prepare the students for successful career in the energy industry, energy service companies, energy utility and consultancy agencies and in the academic and R&D institutions.
2. Produce graduates strong in understanding on energy resources, technologies and systems, energy management fundamentals, and capable in innovative technological intervention towards the present and potential future energy issues.
3. Produce energy professionals, who are sensitive to, and well aware of, the energy issues and concerns, and who can apply their specialized knowledge for the sustainable development.
4. Carbon Capture & Sequestration Zero Emission Technology.
5. Advanced Energy Systems.

Syllabus

Units	Content
1	Clean Coal Technologies- Super Critical Power cycles, Integrated Gasification Combined Cycles, Circulating fluidized bed combustion and gasification, Gas cleaning systems and environmental issues, Principles of Waste Heat Recovery and Co-Generation, Analysis of Heat Recovery Systems, Regenerators & Recuperates for waste Heat Recovery, Condensate and Back Pressure Steam Turbines, Design of Waste Heat Recovery Boilers, Combined Cycle Power Plants based on waste Heat Recovery
2	Carbon Capture & Sequestration Zero Emission Technology CO ₂ Capture–Flue Gas Approach, Oxygen combustion Approach, Hydrogen/Syn gas Approach.
3	Green Productivity: New Power cycles, Dry Ice co-generation, Biological CO ₂ fixation with Algae, Zero Emission Technologies, Recycling of CO ₂ ., Carbon Credits. CO ₂ Transportation, CO ₂ Utilization & Storage:- Deep Saline Aquifers, Cost Considerations, CO ₂ Capture, CO ₂ Transportation, CO ₂ Storage, Legal Issues, Environmental Health & Safety.
4	Advanced Energy Systems, Fluidized Bed Combustion, Atmospheric Fluidized Bed Combustion (AFBC), Pressurized Fluidized Bed Combustion (PFBC) and Circulating Fluidized Bed Combustion (CFBC), Clean Coal Technologies- Supercritical Cycles, Integrated Gasification Combined Cycle (IGCC), IGCC Power Plants, Flue Gas De-Sulfurization and Coal Beneficiation, IGCC Power Plant Cycle Efficiency, Cold and Hot Gas Clean-Up.
5.	Hydrogen, Fuel Cell, Thermoelectric Generator, MHD-generator, Fusion reactor: Hydrogen Production & Utilization as Energy Source; Fuel Cells; Types of Fuel cells; Fuel Cell Power Plant concepts.

Suggested Readings

1. Power Generation Technology -Dr.V.K.Sethi, BookParadise
2. Solar Energy Thermal Processes, J.A.Duffire and W.A.Beckmen.
3. Applied Solar Energy ,A.B.Meinel.
4. Wind Power, V.D.Hunt.
5. Energy and Environment, Himalya Publishing House, Mumbai,H.V.Jadhav.
6. Biomass, Energy and Environment Oxford University Press,NH Ravindranath and DO Hall.
7. Power Plant Engineering by Dom kundwal
8. A Rationale on Adoption of IGCC Technology for Indian Coals... By Dr VK Sethi & Dr DN Reddy
9. Green Engineering (Environmental Conscious Design of Chemical Processes) by Allen & Shonnard
10. Green Power For Energy Security & Environmental Sustainability: Dr V K Sethi, IK Publications
11. The Eco-friendly Energy Engineering by Nikolai VKhartchenko
12. Power Plant Performance Monitoring by Gay, Palme,rErbes\
13. TEDDY: TERI Year book Solutions for the 21 stCentury IEA Publications & TSR, USA
14. Carbon Utilization.. Dr V K Sethi, SPRINGER.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: PSEM-4
Name of Group:		
Name of the Course: Energy Conservation Management & Audit		
Course Code: PSEM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Conceptual knowledge of the technology, economics and regulation related issues associated with energy conservation and energy auditing.
2. Ability to analyse the viability of energy conservation projects.
3. Capability to integrate various options and assess the business and policy environment regarding energy conservation and energy auditing.
4. Advocacy of strategic and policy recommendations on energy conservation and energy auditing.
5. Electrical Billing, Power Factor & Capacitors, Load Management, Energy Conservation in Motors.

Syllabus

Units	Content
1	Energy Scenario: Commercial and Non-commercial energy, primary energy resources, commercial energy production, final energy consumption, energy needs of growing economy, long term energy scenario, energy pricing, energy sector reforms, energy and environment, energy security, energy conservation and its importance, restructuring of the energy supply sector, energy strategy for the future, air pollution, climate change, Energy Conservation Act- 2001 and its features.
2	Career management and career planning; performance planning; potentials Electrical Billing, Power Factor & Capacitors, Load Management, Energy Conservation in Motors & Transformers (Types, Characteristics), Pumps, Compressors, Blowers, Fan Cooling Towers.
3	Energy Conservation Opportunities in Compressed Air Distribution System, Lighting System, Energy Conservation through: Variable Speed Drives.
4	Energy Audit, Need, Types of Energy Audit, Energy Management Audit Approach, - Understanding Energy Costs, Matching Energy Use to Requirement, Maximizing System Efficiencies, Optimizing the Input Energy Requirements, Energy Audit Instruments.
5.	Investment Need, Appraisal and Criteria, Financial Analysis Techniques-Simple Payback Period, Return on Investment, Net Present Value, Internal Rate of Return, Cash Flows, Risk and Sensitivity Analysis; Financing Options, Energy Performance Contracts and Role of ESCOs.

Suggested Readings

1. Energy Conservation in Process Industry, Kenny W.F.

2. Energy Conservation & Utilization, Krenz H. Jerrold
3. Waste Energy Utilization Technology, Kiang, Yen Hsiung
4. Wasteless Chemical Processing, Kafarov, V.V.
5. Electrical Energy Utilization& Conservation, Tripathy,S.C.
6. Efficient Electrical use by C.B.Smith
7. Savings Electricity in Utility Systems of Industrial Plants by B.G.Desai,B.S.Vaidya
D.P.Patel&R.Parman
8. EfficientUseofelectricityinindustriesbyB.G.Desai,B.S.Vaidya,M.P.ParmaradR.
9. Pump application desk Book by P.N.Garagy
10. Electrical Power Distribution in Industrial plants by M.D.Parmar
11. Electronic Energy Utilization and Conservation by S.C.Tripaths
12. Industrial Energy Management &Utilization, Hemisphere Publishing Corporation,
Washington, G.L.Witte, Philips S. Schmidt andDaidR.Brown.
13. Principles of Management, Vol I,II,&III byS.Tarachand.
14. Industrial Management by O.P.Khanna..



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: TSM-3
Name of Group:		
Name of the Course: Tourism concepts and impacts		
Course Code: TSM-3		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. This course will introduces the concept of tourism.
2. growth and development, motivations for travel.
3. role of tourism as an economic intervention.
4. global nature of tourism, tourism products and emerging trends in tourism industry.
5. Domestic and International tourism.

Syllabus

Units	Content
1	Tourism: Concepts: Definitions and Historical development of tourism; Types of tourist-Visitor-Excursionist, Types and Forms of Tourism; Tourism system: Nature, characteristic Model of tourism system- Leiper's Model, Components of tourism and its characteristics and classification of tourist.
2	Domestic and International tourism: Domestic tourism; features, pattern of growth, profile. International tourism; Generating and Destination regions. Pattern of growth and Profile. Analysis of pattern of growth and profile of famous domestic tourism in the state of Himachal Pradesh, Madhya Pradesh, Gujrat, Goa & kerala and analysis of International destination of USA, UK, France, China & Malaysia.
3	Travel statistics & Motivation Tourism Statistics, type and method of measurement. Classification on elements of tourism. Types of tourist motivation and classification.
4	Tourism Impacts: Impacts: Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political- Impact Assessment: Social Impact Assessment, Environmental Impact Assessment and Environmental Impact Assessment. – Environmental and Social Accounting and Auditing- Tourism Satellite Accounting (TSA)
5.	Tourism Organizations: Objectives and Role of ITDC, ASI, TFCI, Ministries of Railways and Civil Aviation in development; An overview of National and International organizations and associations: IATO, TAAI, FHRAI, WTO, ICAO and IATA, FAITH.

Suggested Readings

1. Travel Industry : Chunky Gee et-al
2. Tourism Systems - Mill and Morisson
3. Successful Tourism Management - Prannath Seth
4. Tourism Management Vol - 4 - P.C. Sinha

5. Tourism Development - R. Gartner
6. Tourism Planning and Development - J.K. Sharma
7. Studies in Tourism - Sagar Singh
8. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
9. Tourism: Principles and Practices - McIntosh , R.W.
10. Tourism : Past, Present and Future - Burkart & Medlik.



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: TSM-4
Name of Group:		
Name of the Course: Tourism products of India		
Course Code: TSM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. Know what are Culture Based Tourism Products.
2. What are the categories of Culture Based Tourism Products.
3. Types of Tourists Who Consume Culture Based Tourism Products.
4. Culture based Tourism Product – Festival and India.
5. Emerging: Rural, Gastronomy, Golf, cruise, wine & dark tourism.

Syllabus

Units	Content
1	Introduction & Heritage tourism, Tourism products: meaning, characteristics, classification, Heritage: meaning, types, history, evolution, continuity, Heritage management organizations: UNESCO, ASI, ICOMOS, INTACH, Historic monuments of tourist significance: forts, palaces, museums, art galleries
2	Architecture & religion, Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period., Different style of architecture in India - Hindu, Buddhist and Islamic., Popular religious centres: Hindu, Buddhist, Jain, Sikh, Muslim & Christian.
3	Nature based products, Islands & beaches, Deserts & Hill stations, Protected areas: Wildlife sanctuaries, national parks & biosphere reserves, Adventure & Eco-Tourism
4	Special interest tourism products, Performing art of India: classical dances, folk dances and folk culture , Handicrafts and textiles : important handicraft objects and centres, craft melas, souvenir industry, Fairs and Festivals : Social, religious and commercial fairs of touristic significance, Medical, health & rejuvenation tourism.
5.	Emerging products & cases, Emerging: Rural, Gastronomy, Golf, cruise, wine & dark tourism , Case studies of World Heritage Sites: Taj Mahal , Khajuraho western group of temples, Ajanta & Ellora caves, Darjeeling rail, Sunderban, Konark sun temple, Bodh Gaya, Mahabalipuram.

Suggested Readings

1. The Wonder that was India : A.L. Basham.
2. A Cultural History of India : A.L. Basham
3. India - Lonely Planet :
4. India - Plan your own holiday : S. Jagannathan
5. Travellers Indian : H.K. Kaul



RKDF UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: ITSM-3
Name of Group:		
Name of the Course: E-Governance and Framework of ICT		
Course Code: ITSM-3	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

The objective of this subject is to prepare students in understanding the various initiatives taken by government for promoting E-Governance, E-governance models and IT Act. Course Contents

Syllabus

Units	Content
1	Overview of E-Government and E-Governance: Stages of E-Governance, National E-Governance Plan(NeGP), Mission Mode Projects and their implementation status, E-Governance Introduction to Egovernance,
2	E governance Models: Critical Flow Model, Interactive-service model/Government to-Citizen-toGovernment Model (G2C2G),Major areas of E-governance Services, Public Grievances: Telephone, Ration card, transportation, Rural services Land Records.
3	Phases of e-government: “Brochure ware”, Interactive, and Transaction,, Five Stages of Electronic Government Development, Statutes affecting e-government development,, Human Infrastructural preparedness, Challenges for E-governance.
4	Policies: National Telecom Reforms, National Telecom Policies NTPs, Regulations: Digital Divide and Digital Dividends, Development and rationale of regulation and, deregulation,
5.	Role of Telecom Regulatory Agencies - Telecom Regulatory Authority of India (TRAI) & ITU, Information Technology Act (2000), Internet and E-commerce issues: privacy, security, domain names, etc, Wireless: frequency auctions, standards, competition.

Suggested Readings

1. Vikram Raghavan, (2007). Communication Law in India-Legal Aspects of Telecom, Broadcasting, and Cable Services, 1st Edition, Lexis Nexis Butterworths.
2. D N Gupta, (2008). E Governance A Comprehensive Framework, 1st Edition, Jain Publications
3. Heather E Hudson, (2006). Global Connections - International Telecommunications Infrastructure and Policy, 1st Edition, Wiley Publication.
4. . E. Bohlin and S.L. Levin, (2000). Telecommunications Transformation - Technology, Strategy and Policy, 1st Edition, IOS Press.
5. McElroy, (2003).KMCI (Knowledge Management Consortium International) and Butterworth Hienemann, 1st Edition.
6. R. K. Mitra, (2006). E-government: Macro Issues, 1st Edition,GIFT Publishing.



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: ITSM-4
Name of Group:		
Name of the Course: Network Application and Management		
Course Code: ITSM-4		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

Objectives: The course aims to combine the fundamental concepts of data communications and networking with emphasis on business applications. Course Contents

Syllabus

Units	Content
1	Fundamentals of computer network management: Communicating in a Network-Centric World, Communicating over the Network, Application Layer Functionality and Protocols, OSI Transport Layer,
2	OSI Network Layer, Addressing the Network: IPv4, OSI Data Link Layer, OSI Physical Layer, Ethernet, Planning and Cabling Networks, Configuring and Testing Your Network.
3	Introduction to routing: Introduction to Routing and Packet Forwarding, Static Routing, Introduction to Dynamic, Routing Protocols, Distance Vector Routing Protocols, 5 RIP Version 1, VLSM and CIDR, RIPv2 , The Routing Table, EIGRP, Link-State Routing Protocols, OSPF.
4	Switch & wireless technology: LAN Design, Basic Switch Concepts and Configuration, VLANs, Introducing VLANs, VTP, STP, Inter-VLAN Routing, Basic Wireless Concepts and Configuration , Introduction to WANs, PPP Concepts, Frame Relay, Network Security, ACLs, Teleworker, Services, IP Addressing Services, DHCP.
5.	Network management applications: Configuration management, Fault management, Performance management, Event Correlation Techniques, Security Management, Report Management, Service Level Management.

Suggested Readings

1. Mani Subramanian, (2012). Network Management Principles and practice , 2nd Edition, Addison Wesley New York.
2. Jerry, Fitz Gerald and Alan, Dennis. (2009). Business Data Communications & Networking. 10th Edition, John Wiley & Sons.
3. Tanenbaum, A. S. (2004). Computer Networks. 5th Edition, Pearson Education.
4. David A Stamper. (2003). Business Data Communications. 6th Edition, Addison Wesley.
5. Burke Richard J. (2008). Network Management: Concepts and Practice, 1st Edition, Pearson Education.



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: LSCM-3
Name of Group:		
Name of the Course: Logistics Concepts and Planning		
Course Code: LSCM-3		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Explain the scope of logistics in business.
2. Explain logistics and supply chain management.
3. Explain the core and support activities in logistics.
4. Explain about the logistical integration hierarchy.
5. Explain the various issues in logistics integration.

Syllabus

Units	Content
1	Introduction Logistics Introduction –Scope of logistics in business, Logistics and Supply Chain Management, Core and support activities of logistics; Logistical integration hierarchy; Integrated Logistics; Operating objectives; Barriers internal integration; Logistical performance cycles; Supply chain relationships –Channel participants, Channel structure, Basic functions, Risk, power and leadership.
2	Logistics System Design Logistics reengineering, Logistical environmental assessment, Time based logistics, Anticipatory and Response based strategies, Alternative strategies, Logistical operational arrangements, Time based control techniques; Integration theory –Location structure, Transportation economies, Inventory economies, Formulating logistics strategy.
3	Logistics Strategy and Planning Logistics planning triangle, Network appraisal; Guidelines for strategy formulation –total cost concept, Setting customer service level, Setting number of warehouses in logistics system, Setting safety stock levels, Differential distribution, Postponement, Consolidation, Selecting proper channel strategy
4	Inventory and Purchasing Review –Inventory and purchasing decisions; Multi facility location problems –Exact method, Heuristic methods, other methods; Logistics planning and design –Feasibility analysis, Project planning, Assumptions and data collection, Analysis, Development of recommendation, Implementation
5.	Location Decisions Planning and design techniques –Logistics adhoc analysis, Location analysis, Inventory analysis, Transportation analysis.

Suggested Readings

1. Pierre A. David International Logistics: the Management of International Trade Operations 5th Edition 2017.
2. R.H.Ballou, Business Logistics Management, Prentice-Hall, 2004.

3. Richard Lloyd Successful Integrated Planning for the Supply Chain: Key Organizational and Human Dynamics Kogan Page; 1 edition March 2018.
4. John J. Coyle, Edward J. Bardi and C. John Langley Jr., The Management of Business Logistics -A supply chain Perspective, Thomson Business Information, 10th edition 2016.
5. Vinod V. Sople, Logistics Management, Pearson Education, 2nd edition 20



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: LSCM-4
Name of Group:		
Name of the Course: Logistics and Supply Chain Performance Management		
Course Code: LSCM-4		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Learn about the planning of logistics and supply chain management.
2. Evaluate performance of logistics.
3. Reproduce knowledge on measurement of logistics.
4. Design the various measurement systems.
5. Name of control system of logistics.

Syllabus

Units	Content
1	Strategies, Planning and Performance Principles and strategies of Logistics and supply chain management, Logistics and supply chain operations planning, Approaches to develop metrics
2	Logistics Measurements Systems Logistical and supply chain measurement, Measurements in integration context.
3	Logistics Control Systems Logistics / supply chain control, Characteristics of an ideal measurement system
4	Understanding Performance Frameworks Mapping for supply chain management, Lean thinking and supply chain management.
5.	Supply Chain Performance Measurement, Measurement of supply chain performance.

Suggested Readings

1. Bowersox & Closs, Logistical Management, McGraw-Hill Ccompanies, 2017.
2. Martin Christopher, Logistics& Supply chain management,2016.
3. Sunil Chopra and Peter Meindl, Supply Chain management -Strategy, Planning and Operation, Pearson Education 2018.
4. Mohanty, Essentials of Supply Chain Management, Jaico 2018.Publishing Ho



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: PHSM-3
Name of Group:		
Name of the Course: Drug Regulatory Affair		
Course Code: PHSM-3		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

Syllabus

Units	Content
1	Historical perspective on the impact of Food and Drug laws.
2	Manufacturing: Introduction, regulatory requirements as per Indian and other regulatory authorities for manufacturing information formula, process, validation of manufacturing process, equipment, documentation, inspection requirement, regulatory guidelines for active ingredients and formulations. Regulatory guidelines for packaging materials, test and evaluation of packaging materials, biological test, microbiological test and evaluation of closures.
3	Federal Laws – FD & C Act - Definitions, History of FDA; Evolution of Drug Regulations – 1906 Act, 1938 Act, 1962 Amendments; Laws governing evaluation of New Drug products like IND, NDA, ANDA etc.; FDA Product recalls; DESI and OTC Review; Other regulations of 1962 Amendments like labeling requirements of prescription and OTC drugs.
4	FDA Enforcement powers, other federal laws affecting pharmaceutical industry (includes latest amendments in the Indian and international systems), Intellectual property rights: Introduction, purpose, guidelines as per Indian and other regulatory authorities.
5.	Clinical trials: Definition, Phase I, Phase II, Phase III and Phase IV studies, design documentation, presentation and interpretation, statistical analysis of clinical data, factorial design, guidelines as per Indian and other regulatory authorities.

Suggested Readings

1. The Sciences & Practice of Pharmacy – Remington.
2. Community Pharmaceutical Management by Lechman



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: PHSM-4
Name of Group:		
Name of the Course: Pharmaceutical Sales and Customer Relationship Management		
Course Code: PHSM-4		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

Study of pharmaceutical sales is different from study of general sales, various factors like physicians behaviour, promotional strategy, marketing reputations of organizations etc. This course enables students to understand about selling of medicines and pharmaceutical market dynamic.

Syllabus

Units	Content
1	Need and scope of Pharmaceutical selling, Pricing of pharmaceutical products
2	Direct selling – concepts & types, Sales forecasting of pharmaceutical products
3	Role & responsibility of medical representatives
4	Distribution channel and network in pharmaceutical industry.
5.	Managing sales force, Principal channel relationship..

Suggested Readings

1. Pharmaceutical Marketing by Mickey C. Smith.
2. Pharmaceutical Product Development by N. K. Jain



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: ABSM-3
Name of Group:		
Name of the Course: Management of Agribusiness Cooperatives		
Course Code: ABSM-3		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

To provide the students an understanding about the agribusiness cooperative organizations and their management.

Syllabus

Units	Content
1	Cooperative administration- a global perspective, ecology of cooperative administration, cooperative sector and economic development.
2	Cooperative management- nature, functions and purpose of cooperatives – procurement, storage, processing, marketing, process of cooperative formation, role of leadership in cooperative management.
3	The state and cooperative movement, effects of cooperative law in management, long range planning for cooperative expansion, policy making.
4	Human resource management, placement and role of board of directors in cooperative management.
5.	Overview of agribusiness cooperative – credit cooperatives, cooperative marketing, dairy cooperative; financing agribusiness cooperative.

Suggested Readings

1. Akmat JS. 1978. New Dimensions of Cooperative Management. Himalaya Publ. House.
2. Ansari AA. 1990. Cooperative Management Patterns. Anmol Publ.
3. Sah AK. 1984. Professional Management for the Cooperatives. Vikas Publ. House.



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: ABSM-4
Name of Group:		
Name of the Course: Food Retail Management		
Course Code: ABSM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

The objective of this course is to assist students in understanding the structure and working of food marketing system in India, to examine how the system affects farmers, consumers and middlemen and to illustrate the response of this dynamic marketing system to technological, socio-cultural, political and economic forces over time.

Syllabus

Units	Content
1	Introduction to International Food market, India's Competitive Position in World Food Trade, Foreign Investment in Global Food Industry, Retail management and Food Retailing, The Nature of Change in Retailing, Organized Retailing in India, E-tailing and Understanding food preference of Indian Consumer, Food consumption and Expenditure pattern, Demographic and Psychographic factors affecting Food Pattern of Indian Consumer.
2	Value Chain in Food Retailing, Principal trends in food wholesaling and retailing, food wholesaling, food retailing, the changing nature of food stores, various retailing formats, competition and pricing in food retailing, market implications of new retail developments, value chain and value additions across the chain in food retail, food service marketing.
3	4 P's in Food Retail Management, Brand Management in Retailing, Merchandise pricing, Pricing Strategies used in conventional and nonconventional food retailing, Public distribution system, Promotion mix for food retailing, Management of sales promotion and Publicity, Advertisement Strategies for food retailers.
4	Managing Retail Operations, Managing Retailers' Finances, Merchandise buying and handling, Merchandise Pricing, Logistics, procurement of Food products and Handling Transportation of Food Products.
5.	Retail Sales Management Types of Retail Selling, Salesperson selection, Salesperson training, Evaluation and Monitoring, Customer Relationship Management, Managing Human Resources in retailing, Legal and Ethical issues in Retailing

Suggested Readings

1. Berman & Evans. 2008. Retail Management: A Strategic Approach. 10th Ed. Prentice Hall of India.
2. Cox. 2006. Retailing: An Introduction. 5th Ed. Pearson Edu.
3. Levy M & Weitz BW. 2004. Retailing Management. 5th Ed. McGraw Hill.



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: PTM-3
Name of Group:		
Name of the Course: Quality, Risk, and Procurement in Project Management		
Course Code: PTM-3	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. To develop an in-depth understanding of project quality management, including quality planning, assurance, control tools, and industry standards like TQM, Six Sigma, and ISO.
2. To enable students to identify, assess, and manage project risks, using both qualitative and quantitative analysis tools, and to formulate appropriate risk response and control strategies.
3. To equip students with knowledge and skills in project procurement management, including contract types, tendering processes, evaluation methods, and understanding legal and ethical considerations in procurement.
4. To impart practical tools for managing project cost and time, such as budgeting, cost baselines, time compression techniques (crashing, fast-tracking), and performance tracking using Earned Value Management (EVM).
5. To prepare students for effective project audit and closure, focusing on monitoring and evaluation techniques, performance reporting, mid-term reviews, final audits, and capturing lessons learned for future improvement.

Syllabus

Units	Content
1	Project Quality Management: Concepts of Quality in Projects, Quality Planning and Quality Assurance, Tools for Quality Control (Pareto, Cause-Effect, Flow Charts), Total Quality Management (TQM), Six Sigma and ISO Standards
2	Project Risk Management: Introduction to Risk Management, Risk Identification and Documentation (Risk Register), Qualitative and Quantitative Risk Analysis, Risk Response Strategies, Monitoring and Controlling Risks
3	Project Procurement Management: Procurement Planning, Contract Types and Selection Criteria, Tendering and Bid Evaluation, Contract Negotiation and Administration, Legal and Ethical Aspects of Procurement
4	Cost and Time Control in Projects: Cost Estimating and Budgeting, Project Cost Baseline, Time Management Techniques, Project Crashing and Fast-Tracking, Earned Value Management (EVM).
5.	Project Audit and Closure: Project Monitoring and Evaluation, Performance Reporting, Mid-term Review and Corrective Actions, Final Project Audit, Project Closure and Lessons Learned.

Suggested Readings

1. Arun Kanda, Project Management, PHI, Delhi, 2011
2. Erik W Larson, Clifford F Gray, Rohit Joshi, Project Management-The Managerial Process, McGraw Hill, 2011
3. Joseph Heagney, Fundamentals of Project Management, Amacom, 2019
4. Panneerselvam & Senthil Kumar, Project Management, PHI, Delhi, 2009
5. Ramakrishna, Essentials of Project Management, PHI, Delhi, 2010.



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: PTM-4
Name of Group:		
Name of the Course: Advanced Tools and Quantitative Methods in Project Management		
Course Code: PTM-4	Max. Marks :100 (External :70+ Internal 30)	

Course Learning Outcomes

1. To strengthen students' quantitative and analytical skills for project planning and decision-making, using techniques such as forecasting, simulation, decision trees, and linear programming for optimal resource allocation.
2. To expose students to advanced project scheduling methodologies, including Critical Chain Project Management (CCPM), Agile and Scrum frameworks, and schedule optimization strategies like rolling wave planning and compression techniques.
3. To develop expertise in advanced cost estimation and control, incorporating bottom-up/top-down approaches, activity-based costing (ABC), variance analysis, and effective budget and cash flow management.
4. To enable students to proficiently use leading project management software tools, such as MS Project, Primavera, and JIRA for scheduling, tracking, and reporting, as well as collaborative platforms like Slack, Trello, and Asana.
5. To sensitize students to contemporary trends and emerging issues in project management, including sustainability practices, the role of AI and automation, virtual team management, and domain-specific project methodologies across industries

Syllabus

Units	Content
1	Quantitative Techniques for Project Planning: Forecasting and Trend Analysis, Probability and Statistics in Project Decision-Making, Simulation and Modeling Techniques, Decision Tree Analysis, Linear Programming in Resource Allocation
2	Advanced Scheduling Tools: Critical Chain Project Management (CCPM), Agile and Scrum in Scheduling, Rolling Wave Planning, Schedule Compression Techniques, Project Calendar and Lead-Lag Considerations
3	Advanced Cost Management: Bottom-up and Top-down Estimation, Activity-Based Costing (ABC), Variance Analysis, Cost Control Techniques, Budget Forecasting and Cash Flow Management.
4	Software Tools for Project Management: Introduction to PM Software (MS Project, Primavera, JIRA), Gantt Charts, Network Diagrams in Software Tools, EVM Dashboard and Reporting Tools, Collaboration Tools (Slack, Trello, Asana), Project Documentation and Data Analytics.
5.	Contemporary Issues and Trends in Project Management: Sustainability and Green Project Management, AI and Automation in PM, Managing Virtual and Remote Teams, PMO (Project Management Office) Industry-Specific Project Management (IT, Construction, Healthcare.)

Suggested Readings

1. Arun Kanda, Project Management, PHI, Delhi, 2011
2. Erik W Larson, Clifford F Gray, Rohit Joshi, Project Management-The Managerial Process, McGraw Hill, 2011
3. Joseph Heagney, Fundamentals of Project Management, Amacom, 2019
4. Panneerselvam & Senthilkumar, Project Management, PHI, Delhi, 2009
5. Ramakrishna, Essentials of Project Management, PHI, Delhi, 2010



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Name of Program : MBA- IV Semester		Program Code: MTM-3
Name of Group:		
Name of the Course: Logistics, Supply Chain, and Vendor Management		
Course Code: MTM-3		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Understand the principles of logistics and supply chain management (SCM), including their components, functions, cost control methods, and integration with material management.
2. Analyse transportation and distribution strategies, evaluating different transport modes, distribution network design, 3PL/4PL services, and reverse logistics.
3. Develop effective vendor management and outsourcing practices, focusing on vendor selection, evaluation, global sourcing, and ethical supplier relationships.
4. Interpret contract management and negotiation processes in procurement, including contract types, legal frameworks, tendering, dispute resolution, and negotiation techniques.
5. Apply performance measurement tools in material management, using KPIs, benchmarking, TCO analysis, and continuous improvement methods like Kaizen and Six Sigma.

Syllabus

Units	Content
1	Logistics and Supply Chain Management (SCM): Concepts of Logistics and SCM, Process of Logistics, Components and Functions of Logistics, Inbound and Outbound Logistics, Logistics Cost Control and Optimization, Role of SCM in Material Management.
2	Transportation and Distribution: Modes of Transportation (Road, Rail, Air, And Sea), Selection Criteria and Cost Analysis, Distribution Network Design, Third-Party Logistics (3PL) and Fourth-Party Logistics (4PL), Reverse Logistics
3	Vendor Management and Outsourcing: Introduction to Vendor Management, Types of Vendor, Vendor Selection, Evaluation, and Rating, Strategic Sourcing and Outsourcing, Long-Term Partnerships and Alliances, Global Sourcing and Cultural Considerations, Ethical Issues in Supplier Relations
4	Contracts and Negotiation in Procurement: Contract Types (Fixed-Price, Cost-Plus, Time & Material), Legal Framework and Conditions of Contracts, Tendering and Bidding Process, Dispute Resolution and Arbitration, Effective Negotiation Skills and Techniques.
5.	Performance Measurement in Material Management: Key Performance Indicators (KPIs), Benchmarking and Best Practices, Total Cost of Ownership (TCO), Efficiency Metrics in Procurement and Inventory, Continuous Improvement (Kaizen, Six Sigma).

Suggested Readings

1. A.K.Dutta, Material Management, Procedures Text and Cases, Prentice Hall India Learning Private Limited, 1998.

2. Prof.Nand Kishore Sharma, Materials Management Planning and Control, Neha Publishers and Distributors, 2011.
3. Stephen N. Chapman, J. R. Tony Arnold, Ann K. Gate wood and Lloyd M. Clive. Introduction to Materials Management, Pearson Education 2017.
4. Sunil Chopra and Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson Prentice Hall, 2006.



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Materials Management

Name of Program : MBA- IV Semester		Program Code: MTM-4
Name of Group:		
Name of the Course: Strategic Material Management and Technology Integration		
Course Code: MTM-4		Max. Marks :100 (External :70+ Internal 30)

Course Learning Outcomes

1. Understand the strategic role of material management, emphasizing cost reduction, lean practices, sustainable procurement, and strategic inventory positioning.
2. Explore technological advancements in material management, including ICT, ERP/MRP systems, barcoding, RFID, IoT, and block chain in procurement and supply chain processes.
3. Apply quality and risk management principles, focusing on TQM, ISO standards, risk identification, and mitigation in procurement and supply operations.
4. Evaluate environmental and legal considerations, including waste management, regulatory compliance, green supply chains, circular economy practices, and international trade laws.
5. Analyse future trends and innovations in material management, such as Industry 4.0, smart warehousing, predictive analytics, automation, and AI-driven demand forecasting

Syllabus

Units	Content
1	Strategic Material Management: Strategic Role of Material Management, Cost Reduction Strategies, Green and Sustainable Procurement, Strategic Inventory Positioning, Lean Material Management
2	Technology in Material Management: Role of ICT in Materials Management, ERP and MRP Systems, Barcoding, RFID, and QR Code Applications, IoT in Inventory Monitoring, Block chain in Procurement and Supply Chain
3	Quality and Risk Management in Material Handling: Quality Assurance in Procurement, Total Quality Management (TQM) in Materials, ISO Standards Related to Materials and Purchasing, Risk Identification in Procurement and Supply, Risk Mitigation Techniques
4	Environmental and Legal Considerations: Environmental Concerns in Material Usage, Waste Management and Recycling, Regulatory Framework for Hazardous Materials, Green Supply Chain and Circular Economy, International Trade Laws Affecting Materials
5.	Future Trends in Material Management: Industry 4.0 and Smart Warehousing, Digital Twins and Predictive Analytics, Automation and Robotics in Warehousing, Sustainability Trends in Logistics and Materials, Artificial Intelligence in Demand Forecasting

Suggested Readings

1. A.K.Dutta, Material Management, Procedures Text and Cases , Prentice Hall India Learning Private Limited, 1998.
2. Prof.Nand Kishore Sharma, Materials Management Planning and Control, Neha Publishers and Distributors, 2011.
3. Stephen N. Chapman, J. R. Tony Arnold, Ann K. Gate wood and Lloyd M. Clive. Introduction to Materials Management, Pearson Education 2017.
4. William J. Stevenson, Operations Management, McGraw-Hill 2020.