

DM-301C

MANAGERIAL ECONOMICS

Course Objective:

Objective of this Course is to help the students analyze and understand economic environment.

Examination

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the student. The University question paper will be of 60 marks. It will contain 7 questions out of which the student will be required to attempt any 5 questions.

Course Contents

1. **Introduction to economics and managerial economics:** Nature scope, characteristics and significance of managerial economics. Relationship of managerial economics with economics, operation research, decision making, statistics, accounting.
2. **Fundamental concepts:** Incremental reasoning, Marginal analysis, Equimarginal utility, time perspective, consumer surplus, opportunity cost, time value of money Theories of Firm – Managerial theories – Baumol and Williamson, Behavioral theories – Simon, Cyret and March.
3. **Demand Analysis** – Concept, Determinates & Types of Demand. Utility and its types, law of Diminishing Marginal utility. Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross, Advertising & price expectation. Demand Forecasting.
4. **Production and cost analysis:** Meaning of production, production function, short run and long run production analysis. Isoquant curves and Isocost lines, Ridge lines, Equilibrium production, expansion path. Cost – meaning and types of cost, cost function, short run and long run cost function. Economies and diseconomies of scale. Law of supply.
5. **Pricing:** Price determination under perfect competition. Monopoly and Price Discrimination, Monopolistic Competition, Oligopoly – kinked demand curve, cartel formation, price leadership.
6. **Profit:** Meaning, types and theories of profit, profit planning – break even analysis.

Text Books

- 1 P.L. Mehta – Managerial Economics, Sultan Chand, New Delhi.
- 2 Mishra & Puri – Micro Economics, Himalaya Publishing House, New Delhi
- 3 G.S. Gupta: Managerial Economics, Tata McGraw Hills, New Delhi
- 4 Peterson & Lewis: Managerial Economics, Princeton Hall of India, New Delhi.

Suggested Books:

- 1 A. Koutsoyiannis – Modern Micro Economics, Macmillan Press, New Delhi
- 2 Dr. Atmanand – Managerial Economics, Excel books, New Delhi
- 3 Howard Davis – Managerial Economics, Macmillan Press, New Delhi
- 4 D.N. Dwivedi – Managerial Economics, Vikas Publishing, New Delhi
- 5 Hal Varian – Intermediate micro economics, Tata McGraw Hills, New Delhi

DM-302C BUSINESS LAWS

Course Objective

The objectives of this course are to acquaint the student with various laws, which are to be observed in performing the day-to-day business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than cases.

Examination

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the student. The University question paper will be of 60 marks. It will contain 7 questions out of which the student will be required to attempt any 5 questions.

Course Contents

1. The Indian Contract Act. 1872: Essentials of a valid contract, void and voidable agreements, Performance of contracts, Breach of a Contract and its remedies, Quasi-Contracts.
2. The Sale of Goods Act. 1930: Formation of a Sales Contract.
3. The Negotiable Instrument Act 1881: Nature and Types, Negotiation and Assignment, Holder in due course, Dishonor and Discharge and Negotiable Instruments.
4. The Companies Act 1956: Types of companies, Memorandum and Article of Association, Shareholders and Debenture holders, Minority Protection, Winding up.
5. Law of Intellectual Property
6. I (D & R) Act: Regulation of scheduled industries powers of IDRA, industrial licensing.
7. FEMA: Features, contravention and penalties, evaluation.
8. Environment Protection Act 1986.

Text Reading

1. Chawala and Garg, **Mercantile Law**, New Delhi, Kalyani Publications, 1999.
2. M.C. Shukla, **A Manual of Mercantile Law**, New Delhi, S. Chand & Co. Ltd., 1999.
3. S.K. Mishra and V.K. Puri, **Economic Environment of Business**, New Delhi, Himalaya Publishing House, 2000.
4. Francis Cherunilam, **Business Environment**, New Delhi, Himalaya Publishing House, 8th Ed., 1999.

DM-303C

PROJECT MANAGEMENT

Course Objective

To acquaint students with project management method and to develop skills on project planning, analysis implementation and control.

Examination

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the student. The Semester Examination will be worth 60 marks. It will have two Section, A and B. Section A, worth 30 marks will comprise of four theory questions out of which a student will be required to attempt any three questions. Section B worth 30 marks will contain five practical/numerical problems and / or Cases out of which a student will be required to attempt any three questions.

Course Contents

1. Project Planning and Phases: Need and importance, phases of capital budgeting, project analysis facts, resource allocation framework (investment strategies, portfolio planning tools, and interface between strategic planning and capital budgeting), Generation and Screening of Project Ideas.
2. Project analysis: Market and demand analysis, (Including demand forecasting) Technical Analysis and Financial Analysis (Cost of Project, working capital requirement & its financing).
3. Project Management and Control: Project Organizations, Planning and Control of project & human aspects of project management, Project control tools (Gantt Charts, Line off Balance)
4. Network techniques for Project Management: Basic concepts of networks, line estimation and determination of critical path (for both PERT and CPM models), network cost systems and activity crashing.
5. Project Review: Need for reviews, initial review, performance evaluation, abandonment analysis, evaluating the capital budgeting systems.

Text Reading

1. Prasanna Chandra. “**Project Planning, Analysis, Selection, Implementation and Review**”, New Delhi, Tata McGraw Hill Publications, 2000.
2. P. Gopalkrishnan and E. Rama Moorthy. “**Text book of Project Management**”. New Delhi, McGraw Hill Publications, 2000.
3. Harold Kerzner, “**Project Management: A Systems Approach to Planning, Scheduling and Controlling**”, New Delhi, CBS Publications, 1994.
4. Rajive Anand, “**Project Profiles with Model Franchise Agency and Joint Venture Agreement**”, New Delhi, Bharat Publications

DM-304C

Industrial Safety and Health Management

Objective:Health Care Facility and emergency management is an essential curriculum

Examination

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the student. The University question paper will be of 60 marks. It will contain 7 questions out of which the student will be required to attempt any 5 questions.

Course Contents

Section-A

UNIT-1 Safety & Health Management System Basic

UNIT-2 Analysing the SHMS

UNIT-3 Cause Analysis Tools & Techniques

UNIT-4 Evaluating the SHMS

UNIT-5 Evaluating the 58 elements

UNIT-6 Hazard anticipation and Detection

PART – B HEALTH MANAGEMENT

for the disaster management studies. The course will cover issues relating to public health, health policy and health management etc.

UNIT-1

Public Health and its role in Disaster Management: Public health systems, Health promotion and disaster prevention, Integrated approach.

UNIT-2

Areas of Public Health: Community and Family Health, Global Health, Environmental and Occupational Health, Epidemics.

UNIT-3

Health Policy and Management: Public Health Practices, Public Health Emergencies in large populations.

UNIT-4

Health Management and Leadership: Study Peer Reviewed Competency for effective emergency response by health care personnel, Preparation and knowledge skills in new health threats like bio-defense and bio-terrorism, Training in leadership, learning to manage finances, insurance claims etc.

DM-305C

NGO MANAGEMENT AND ADMINISTRATION

Examination

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the student. The University question paper will be of 60 marks. It will contain 7 questions out of which the student will be required to attempt any 5 questions.

Course Contents

MODULE I:

Nature, scope and role of NGOs, activities taken by NGO, identifying thrust area, skill required, resource as required, Advantages and disadvantages, features issues and essentials.

MODULE II:

How to get an NGO started, registration and management of NGOs, Planning, designing and social service organization, Hierarchy of NGO, Personnel Management, decision making, Recruitment for NGO, administration of NGOs; meetings, minutes, training assessment, social marketing, network expansion, implementation of NGO program and projects, evaluation of projects.

MODULE III:

Financial administration and management, fund raising for the organization, how to form right proposal, accountability of NGO, Case Study, Procedural guidelines for submission of application, fund release and monitoring, funding of NGO operation (from Indian and Foreign sources), Income Tax Exemption of NGOs, Application of approval for deduction u/s 80 G.

MODULE IV:

Introduction to Micro Finance: Definition of Micro finance, Evolution of Micro finance as a means of development, context of evolution and role of Micro finance institutions in poverty alleviation, food security and alternate livelihood support systems.

MODULE V:

Micro finance models, SHG- Bank linkage model, MACS (Mutually Aided Cooperative Societies), for profit MFIs, NBFCs.

Role of different agencies ; international agencies, ministry of rural development, state govt. agencies, RRBs and cooperatives

Text Reading:

- 1 "Administration and Management of NGOs" Text and case study
S. L. Goel and R. Kumar , By Deep and Deep Publications.
- 2 Hand Book for NGOs, A Nabhi Publication

DM-306C

SOCIAL AND INDUSTRIAL PSYCHOLOGY

Course Objectives

The Objectives of this course are to understand human behavior in social and industrial settings. A student will be able to comprehend the causes of behavior as well as the methods of improvement by going through this course.

Examination Scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Course Contents

1. Social and Industrial Psychology: Definition, Nature and Background.
2. Social Perception: Non-Verbal Communication, theories of Attribution, Impression formation and impression management.
3. Social Identity: Self Concept, Self-esteem, Self-efficacy, Self-monitoring and self-focusing.
4. Social Influence: Conformity, Compliance and Obedience.
5. Interviews, Application Blanks and References: the interview, Application blanks and biographical inventories, References and background investigations.
6. Employment Testing: Testing abilities, Testing personality, Testing skills and achievements, Using and not using tests.
7. Safety Psychology: Safety management and safety psychology, Differential accident liability.

Text Readings

1. Robert A. Baron and Donn Byrne, “**Social Psychology: Understanding Human Interactions**”, New Delhi, Prentice Hall of India, 7th Ed.
2. John B. Miner, “**Industrial - Organizational Psychology**”, Singapore, McGraw-Hill.

Suggested Readings

1. S.C. Taylor, L.A. Peplau and D.O. Sears, “**Social Psychology**”, New Jersey, Prentice Hall Inc., 7th Ed.,1995.

DM-307C
Risk Reduction and vulnerability assessment.

Objective: The objective of the course is to develop understanding of concept of disaster management.

Examination: The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. The students are required to attempt from section A 3 questions out of 4 and from section B 1 question is compulsory based on case study. All questions carry equal marks.

Course Contents

1. Vulnerability, types, characteristics, causes and analysis.
2. Hazard Assessment, Risk reduction and assessment and building disaster resilient communities.
3. General introduction of Yokohama Strategy for a safer world. Development of physical and economic infrastructure, creation of long term job opportunities and livelihood options.
4. Role of various agencies in disaster management and development FEMA, ISDR, CRED, WORLD BANK, USAID, UNEP
5. The Disaster management Act 2005.
6. Damage assessment, parameters of vulnerability, natural damage to houses and infrastructure due to disasters.

DM-308C

INSURANCE AND RISK MANAGEMENT

Course Objective: The objectives of this course are to explain to the student operations of upcoming insurance and banking sector, statutory requirements and understanding of financial environment and market in which they operate.

Exam. Scheme: The faculty member will award marks out of a maximum of 40 marks for the internal performance of the student. The University question paper will be of 60 marks. It will contain 7 questions out of which the student will be required to attempt any 5 questions.

Course Contents

Insurance and Risk Management: Introduction to risk, Nature & types of risks, Risk Management Process, Risk and its relation with Insurance, General principles of Insurance, Insurance Terminology, Insurance Application and Acceptance Procedure.

Life insurance: Principles, Products Term Insurance, Endowment Insurance, Pensions, Annuities. **CLAIM MANAGEMENT:** Premium payment lapse and Revival, Premium Calculations, Concept of Mortality tables, Assignment, Nomination, Loans, Surrenders, Foreclosure, Reinsurance, Bank assurance, Underwriting Actuarial Profession.

General insurance: Principles, Products Fire, Marine, Motor Vehicles, Public Liability, Commercial, Medi-claim and Health Policies, Group Insurance, Crop Insurance etc.

IRDA: Functions & importance of IRDA, Legislation on Advisors, Brokers, Corporate Agents, Agents, TPA, Recent developments.

Text Reading

1. M. N. Mishra; Insurance Principles & Practice; S. Chand & Co. New Delhi
2. R. M. Shrivastava; Management of Indian Financial Institutions; Himalaya Publications, New Delhi
3. Arondekar; Principles of Banking; IIBF; Macmillan India Ltd.
4. Ajay Kumar; Risk Management; IIBF; Macmillan India Ltd.
5. Timothy Koch and S. Mac Donald "Bank Management" New York, Dryden Press.