

DM-401C ENTREPRENEURSHIP

Course Objective:

The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Entrepreneurship.

Examination Scheme:

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. There will be 7 to 8 theory/ numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

Course Contents:

1. **Entrepreneur**: Concept, Nature, Definition Characteristics, Functions, Kinds, Role, difference between entrepreneur and Manager.
2. **Entrepreneurship**: Concept, Nature, Definition Characteristics, Importance, Role of entrepreneurship in development of economy, ethical dimensions.
3. **Theories of Entrepreneurship**: Innovative theory, Theory of social change, Theory of model personality, Theory of Social behaviour.
4. **Entrepreneurial environment**: Political, Economical, Technical, Social, Cultural, International.
5. **Entrepreneurship Strategies & Policies**: Need and types of business strategies, Concept of Entrepreneurial Strategies, Need for effective Entrepreneurial Policy.
6. **Project Identification and Formulation**: Criteria for selecting a particular project, scanning of business environment and identifying projects, steps in project formulation and project evaluation (organizational aspects, commercial aspects and legal aspects)
7. **Preparation of Business Plan/Project Report**: Significance contents, formulation planning commission guidelines for formulating the project report and common errors in project formulation.
8. **Institutional Finance to Entrepreneurs**: Commercial banks, Financing institutions (IDBI, IFCI, ICICI, IRBI, LIC UTI, SFC, SIDC, SIDBI and EXIM Bank).
9. **Choice of Organization**: Sole Proprietorship, Partnership, Joint Stock Co., Co-operative

Text Reading

1. David H. Holt Entrepreneurship: New Venture Creation, PHI
2. Mary Coulter Entrepreneurship in Action, PHI
3. B.K. Mohanty Fundamentals of Entrepreneurship, PHI

DM-402C

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Objective :

The course is designed to explain basic theory and techniques of logistics and SCM to examine the issues and problems associated with logistics in a changing business environment and show how logistics and SCM can improve an enterprises effectiveness and competitiveness student would be encouraged to use computer software packages for problem solving.

Examination Scheme : 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. There will be 7 to 8 theory/numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

Course Contents :

PART – A

1. **Logistics and Competitive Strategy Competitive Strategy:** Introduction gaining competitive advantage through logistics, mission of logistics, changing logistics environment.
2. **The Customer Service Dimension Marketing and logistics interface:** What is customer service, marketing and logistics interface. service driven logistics system, setting service priorities, setting service standard.
3. **Measuring Logistics Cost and Performance :** The marketing logistics interface : principles of logistics costing customer profitability analysis, market and the logistics interface.
4. **Strategic Lead – time management :** JTT & Quick response logistics just in time quick response logistics, logistics information system, logistics as the vehicle of change, process integration and ECR.

PART – B

1. **Introduction to Supply Chain Management :** Concept, Scope, Objectives and importance of supply chain. Supply chain components, drivers of supply chain management achieving strategic.
2. **Planning Demand and Supply Chain :** Role of forecasting in supply chain forecasting methods, Aggregate Planning and supply chain. Marketing supply and Demand. Models for supply chain Decision Making.
3. **Managing Inventory :** Role of cycle inventory estimating cycle inventory EOQ Role of safety inventory, determining level of safety inventory estimating and managing safety inventory.
4. **Transportation and facility decisions –** Factors Affecting Transportation and Network Design Decisions, Modes of transportation. Routing and scheduling in transportation Models for facility Location and capacity allocation.
5. **A Framework for Strategic Alliances :** Third Party logistics; Retailer supplier partnerships. Types and key issues distribution integration types and key issues; procurement and outsourcing strategies.
6. **IT Technology and E-Business in Supply Chain Management:** Role of IT in supply chain importance and use of information in supply chain infrastructure and interface devices.
7. **Customer Focus in Supply Chain Management :** Customer Service through effective and responsive supply chain supply chain for customer satisfaction enhancing customer relationship through supply chain management.

Suggested Readings :

1. "Supply Chain Management" Sunil Chopra and Peter Meindl Pearson Education Delhi.
2. "Designing and Managing the Supply chain" David Simehi Levi, Philip Kaminsky and Edith Simehi-Levi. Tata McGraw Hill.
3. "Business Logistics/Supply Chain Management". Ronald H. Ballou, Pearson Education. Delhi. B.S. Sahay Supply Chain Management New Delhi Wheeler.

DM-403C
PUBLIC ADMINISTRATION AND RELATIONSHIP MANAGEMENT

COURSE OBJECTIVES

The objectives of the course are to help the students acquire the basics Public Administration & Relationship Management.

EXAMINATIONS

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 sections A and B worth 30 marks each. Question paper may consist of four questions in each section. Students has to attempt any five questions including atleast two questions from each sections.

Part A : Public Administration

1. **Introduction** : Meaning, Scope and significance. Evolution and status of the discipline Comparative Public Administration and Development Administration Public and Private Administration. State versus market debate. New Public Administration. New Public Management perspective.
Theories of Administration : Scientific Management (Taylor and the Scientific Management Movement), classical theory (Fayol, Urwick, Gulick and others) Bureaucratic Theory (Weber and his critics). Ideas of Mary Parker Follett and C.I. Barnard; Human Relations School (Elton Mayo and others). Behavioral Approach, Systems approach.
Accountability and Control : The concepts of Accountability and control Legislative. executive and judicial control. Citizen and Administration. Role of civil society, people's participation and Right to Information.
2. **Plans and Priorities** : Machinery of planning; Role, composition and functions of the Planning Commission and the National Development Council; Indicative planning; Process of plan formulation at Union and state levels; Constitutional Managements (1992) and decentralized planning for economic development and social justice.
3. **Union Government and Administration** : Executive, Parliament. Judiciary structure, functions. work processes; Recent trends; Intragovernmental relations; Cabinet Secretariat, Prime Minister's Office, Central Secretariat, Ministries and Departments, Boards, Commissions: Attached offices; Field organizations.
4. **State Government and Administration** : Union-State administrative, legislative and financial relations. Role of the Finance commission; Governor; Chief Minister; Council of Ministers; Chief Secretary; State Secretariat; Directorates.
5. **District Administration since Independence**: Changing role of the collector; Union-state-local relations; Imperatives of development management and law and order administration. District administration and democratic decentralization .
6. **Rural Development** : Institutions and agencies since independence; Rural development programmes foci and strategies; Decentralization and panchayati Raj: 73 constitutional amendment.

Part – B : Relationship Management

1. **Urban Local agencies**: Municipal governance main features, structures, finance and problem areas: 74th Constitutional Amendment; Global-local debate: New localism Development dynamics, politics and administration with special reference to city management.
2. **Law and Order Administration set up** : British legacy; National Police Commission Investigative agencies; Role of central and state agencies including paramilitary forces in maintenance of law and order and countering insurgency and terrorism; Criminalisation of politics and administration; Police-public relations: Retorms in Police.
3. **Case studies and assignment** on the subject will be given to give a practical insight of the subject.

Text Books:

1. **Public Administration – Sharma & Sadana.**
2. **Public Administration – Awasthi & Maheshwari**
3. **Public Administration – Awasthi & Awasthi**
4. **Indian Administration – Goyal**
5. **Administrative Thinkers – Prashad & Prashad.**

DM-404C

DEVELOPMENT AND REHABILITATION MANAGEMENT

Objective : The Course is designed to help students to understand the importance of managing technology, innovation and change at firms level and also at the national level.

Examination Scheme : 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. There will be 7 to 8 theory/numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

Course Content :

1. **Technology Management:** Understanding Technology and its Relationship with Wealth of Nations and firms specific knowledge; Technology life cycles, Technology Acquisition and Absorption; Technology Exports/Jointventure abroad. Technological Forecasting and prospective planning in business enterprises. Global Trends in Technology Mgt.
2. **Change Management:** Understanding the nature, importance forces types of change; Diagnosing Organizational Capability to change strategy structure system and people Personal imperatives for change, building culture for change imperatives of new technologies managing transformations.
3. **Innovation Management:** Inventions Vs innovation: Innovation strategies Models concurrent Engineering; process innovation innovation mgt.
4. **Creative and lateral Thinking Management :** Creative Thinking, problems solving Managing Lateral thinking.
5. **Principles and case studies of Rehabilitation Management**

Text Books:

1. Azad. R.R.(2000). Technology Transfer and joint ventures. Abroad. Deep and Deep publication India.
2. Tushman. M.I. and Lawrence P.R.(1997) Managing strategic innovation and change ford.
3. Jones T.(2003) Innovating at the Edge: How organization Evolve and embed innovation.

DM-405C

STRATEGIC DISASTER MANAGEMENT

Course Objective:

This is a top-level management course and the objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management required for perceiving opportunities and threats for an organisation in the long-run and second generation planning and implementation of suitable contingency strategies for seizing/facing these opportunities & threats.

Examination Scheme : 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 24 marks will comprise of three theory questions out of which a student will be required to attempt any two question. Section B worth 36 marks will contain Cases.

Course Contents:

1. **Meaning, Need and Process of Strategic Management:**
Business Policy, Corporate Planning and Strategic Management: Single and Multiple SBU organisations: Strategic Decision Making Processes Rational Analytical Intuitive-Emotional. Political Behavioural, Universality of strategic Management, Strategists at corporate level and at SBU level; Interpersonal informational and decision roles of a manager.
2. **Mission, Business Definition and Objective:** Need, Formulation and changes in these three; hierarchy of objectives, specificity of Mission and objectives.
3. **SWOT Analysis :** General Industry and International Environmental Factors; Analysis of Environment, Diagnosis of Environment – factors influencing it environmental threat and opportunity profile (ETOP), internal strengths and weaknesses factors affecting these; Techniques of internal analysis Diagnosis of strengths and weaknesses; strategic advantage profile (SAP).
4. **Strategy Alternatives :** Grand Strategies and their sub strategies; stability, expansion, retrenchment and combination, internal and external alternatives; related and unrelated alternatives. Horizontal and Vertical Alternatives. Active and passive alternatives, international strategy variations.
5. **Strategy Choice Making :** Narrowing the choice Managerial choice factors choice process strategic gap analysis ETOP-SAP matching BCG product portfolio matrix GE nine cell planning grid, contingency strategies prescription for choice of business.
6. **Strategy Implementation:** Implementation process; resource allocation; organizational implementation plan and policy implementation; Leadership Implementation; Implementing strategy in International setting.
7. **Strategy Evaluations and Control:** Control and Evaluation process Motivation to evaluate: Criteria for evaluation measuring and feedback evaluation and corrective Action.
8. **Case Study :** Case Studies on the implementation of strategic principles and techniques in disaster management should be discussed in the class.

Note : About 50% of Classes will be devoted to theory and 50% to discussion of cases.

Text Reading :

1. Lawrence R Jauch and William F. Glueck, "**Business Policy and Strategic Management**" McGraw Hill Book Co. New York.
2. Glen Boseman and Arvind Phatak, "**Strategic Management : Text and Cases**" John Wiley and Sons, Singapore.
3. Daniel J. Mearthy, Robert J. Minichicello, and Joseph R. Curran "**Business Policy and Strategy**" Richard D. Irwin, AITBS, New Delhi.

DM-406C
DISASTER MANAGEMENT POLICY AND RESPONSE

Course Objectives: The objective of the course is to develop and understanding the concept of disaster management.

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. There will be 7 to 8 theory/ numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

Course Contents

Unit – I, Disaster management policy

Concept and significance of disaster management policy. Policy, option approaches in disaster management.

Unit – II, Components

Essential components, formation execution of disaster management policy.

Unit – III, Case Studies

Disaster Management policy in India, Bangladesh and Japan.

Unit – IV, Response essential component

Disaster response plan, communication participation and activation of emergency preparedness plan, need and damage assessment.

Unit – V, Stakeholders coordination in disaster response

Disaster response: Role of central, State, Local administration, Role of armed forces, Police and organization, Role of Multiple stakeholders.

Unit – VI, Managing Human Behaviour and Response

Psychological response, Trauma and stress management rumor and panic management.

Unit – VII, Relief Measures

Minimum standard of relief, managing relief, funding, relief, recovery.

Text Books:

1. I.G.N.O.U. Notes
2. H.P. Gupta, Disaster Management, University Press, 2003.

DM-407C

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE CHANGE MITIGATION

Course Objectives: The objective of the course is to develop global prospective about the environmental management and to develop understanding of how environmental an ecosystem services are crucial elements to reduce disaster risk. Climate change mitigation. CDM and other options for sustainable development, Carbon trading a new concept.

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. There will be 7 to 8 theory/ numericals/ cases. The students will be required to attempt any five questions each carrying 12 marks.

Course Contents:

1. Basic concept of environment and ecosystem, Global environmental issues, environmental sustainability, from unsustainable sustainable development. Path to sustainability, Global environmental summits. Objective and the components of environmental management. Management tools.
2. Environmental impact assessment.
3. The millennium ecosystem assessment. Brief introduction of HYOGO framework Biosafety categena protocol.
4. Environmental risk, global climate changes: causes, impact, Ozone depletion and its consequences. Kyoto protocol and Montreal protocol.
5. Case studies of climate related disasters: Climate change mitigation CDM, carbon trading.
6. Role and efforts of International Agencies in Strengthening nations for sustainable development special Reference to UNEP, WRI, WORLD BANK.

References:

1. Environmental Management, N.K. Liberoi, Excell Books
2. Environmental Science, G. Tylor Miller, Jr. Cengage Learning