



### Vision

- ***“Excellence in all areas of performance of everyone associated with the Institute, and to impart quality education”.***

### Mission

***“Institute commits itself to identify young people with professional and entrepreneurial aspirations, talents, determination and trigger them off to become excellent inspirational leaders in their chosen pursuits by developing in them skills, insights, abilities, healthy habits, right perspective and clear vision. It focuses on holistic management education, training and conditioning of students through intellectual and informational inputs and activity centred experiential self-discovery process to embolden them to assume responsibility to take charge and lead effectively”.***

**M.B.A. - Disaster Management (2 years Program)**

**2017-19**

**PROGRAM EDUCATIONAL OBJECTIVES**

- *To provide students with the holistic management education for understanding and addressing the issues associated with sustainable development, in the context of both natural and man-made disasters.*
- *To equip graduates with the professional and entrepreneurial skills essential for effective participation in action as individuals and as members of a team in crises situations.*
- *Prepare students to have the activity centred experiential self-discovery needed to assume leadership in responding to the multifaceted demands of sustainable development in emergencies and in normal development tasks and activities.*

**INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE**

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (DISASTER MANAGEMENT)</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>FUNDAMENTALS OF MANAGEMENT</b>	<b>Subject Code</b>	<b>DM-101</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To expose the students to the different functions performed by managers, the roles they have to perform for those functions , and the knowledge and skills they have to develop for the roles through real life examples and cases;</li> <li>• To provide the necessary foundation for all other courses based on management practices across the world</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Define Management and explain how management differs according to level and whether a manager is a line manager or an enabling role.</li> <li>2. Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems</li> <li>3. Describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control.</li> </ol>			
<b>Examination scheme:</b>			
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.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>UNIT –I Management Concept and Theories</b>	<b>1.1</b> _Concept and Nature of Management <b>1.2</b> Role and responsibility and functions of Manager <b>1.3</b> Managerial Skill and organization hierarchy <b>1.4</b> Evolution of Management thoughts – (Classical School, Taylor, Fayol & Weber’s Contribution ) <b>1.5</b> Neoclassical Theory (Elton Mayo Contribution) Modern Theory (Contingency & System Approach)		<b>07</b>
<b>Unit-2 Planning</b>	<b>2.1</b> Nature and purpose of planning. <b>2.2</b> Types of Planning,		<b>08</b>

## INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE

	2.3 Planning Process 2.4 Nature and Objectives, MBO; Process, benefits and limitations.	
<b>Unit-3 Strategies, Policies and Planning</b>	3.1 Nature and process of planning 3.2 Strategies planning process 3.3 TOWS Matrix, Porter's 3.4 Porter's Generic Competency Model 3.5 Planning & Forecasting.	<b>08</b>
<b>Unit- 4 Organizing</b>	4.1 Nature and Purpose of Organizing, 4.2 Organizational Design & Types 4.3 Organizational Structure; Departmentalization. 4.4 Line/Staff Authority & De centralization, Delegation.	<b>09</b>
<b>Unit -5 Controlling</b>	5.1 Concept and Process of Control, 5.2 Control Techniques 5.3 Human aspects of Controlling, 5.4 USE of IT in Controlling	<b>08</b>
<b>Unit-6 Decision Making</b>	6.1 Decision Making; 6.2 Nature, Types,& Scope of Managerial decision Making process 6.3 Models of decision making 6.4 Certainty in decision making	<b>05</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Learning Resources:**

**Text Books:**

1. Horold Koontz, O'Donnell and Heinz Weihrich, "Essentials of Management' New Delhi, Tata McGraw Hill, Latest Edition.
2. R.D. Agrawal, "Organization and Management" New Delhi, Tata McGraw Hill Latest Edition.

**Reference Books:**

1. Horold Koontz, Heinz Weihrich, "Management: A Global Perspective" New Delhi Tata McGraw hill, Latest Edition.
2. Robert Krietner, "Management" Houghton Mifflin CO. Latest Edition.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson Latest Edition.

**INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE**

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (DISASTER MANAGEMENT)</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>QUANTITATIVE METHODS</b>	<b>Subject Code</b>	<b>DM-102C</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases;</li> <li>• To provide the necessary foundation for all other courses.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Interpret the data to get solutions to the problems in the corporate world.</li> <li>2. Classify, present the data as per the requirements of the practicing managers.</li> <li>3. Describe and attain some elementary level of mathematical and statistical skills for the management processes; planning, organizing, decision making and control.</li> </ol>			
<b>Examination scheme:</b>			
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.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>UNIT –I</b> Sets, Functions, and Progressions	<b>1.1_</b> Sets, Functions, and Progressions <b>1.2</b> Functions, <b>1.3</b> Progressions (with specific applications to compounding and discounting techniques)		<b>08</b>
<b>Unit-2</b> Determinants and Matrices	<b>2.1</b> Determinants and Matrices Types of matrices, <b>2.2</b> Operations on matrices, <b>2.3</b> Ad joint matrix and Inverse matrix, <b>2.4</b> Solution of simultaneous linear equations using matrices, <b>2.5</b> Input/Output analysis.		<b>07</b>
<b>Unit-3</b> Introduction to Statistics	a. Introduction to Statistics: b. Introduction to Measurement of Central Tendency c. Introduction to Measurement of Variations		<b>06</b>

## INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE

<b>Unit- 4</b> Probability Theory and Probability Distributions	4.1 Probability: Concepts 4.2 Additive and Multiplicative Theorem 4.3 Conditional Probability, Baye's Theorem, 4.4 Binomial, Poisson and Normal distributions- their characteristics and applications	<b>08</b>
<b>Unit -5</b> Correlation & Regression	5.1 Correlation (Karl Pearson's and Spearman's Coefficient), 5.2 Methods of computing simple regression.	<b>06</b>
<b>Unit-6</b> Time Series	6.1 Time Series and its Components, 6.2 Models of Time Series 6.3 Methods of Studying Components of Time Series: Measurement of trend, Measurement of seasonal variations Measurement of cyclic variations	<b>06</b>
<b>Unit – 7</b> Statistical Decision Theory	7.1 Decision making process 7.2 Decisions under Uncertainty and Decisions under Risk	<b>04</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1. J.K. Sharma, “<b>Mathematics for Management and Computer Applications</b>”, New Delhi, Galgotia Publication,</li> <li>2. S. Saha, “<b>Business Mathematics and Quantitative Techniques</b>”, Calcutta, Central Book Agency.</li> <li>3. Richard I. Levin and D.S. Rubin, “<b>Statistics for Management</b>”, New Delhi: Prentice Hall of India.</li> <li>4. S. P. Gupta, “<b>Statistical Methods</b>”, New Delhi, Sultan Chand and Sons.</li> <li>5. D. C. Sancheti and V. K. Kapoor, “<b>Statistics: Theory, Methods and Applications</b>”, New Delhi: Sultan Chand and Sons.</li> <li>6. D.N. Elhance, Veena Elhance and B. M. Aggrawal, “<b>Fundamentals of Statistics</b>”, Allahabad: Kitab Mahal.</li> </ol>		

# INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (DISASTER MANAGEMENT)</b>			
<b>Semester I</b>			
<b>SUBJECT NAME</b>	<b>BUSINESS ACCOUNTING</b>	<b>Subject code</b>	<b>DM-103C</b>
		<b>Total credits</b>	<b>03</b>
<b>SUBJECT NATURE:</b> <b>GENERIC</b>			
<b>COURSE OBJECTIVE:</b> To acquaint participant with the basic concept of Financial Accounting and Cost Accounting.			
<b>LEARNING OUTCOME:</b> At the end of the course students should be able to; <ol style="list-style-type: none"> <li>1. Understand basics of double entry system and other accounting system, basic of accounting, maintaining of accounting books as per accounting cycle and preparation of trial balance.</li> <li>2. Finalize Accounting Statements of Individuals.</li> <li>3. Understand basic of Cost Accounting and related decision criteria.</li> </ol>			
<b>EXAMINATION SCHEME:</b> 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 consisting of two sections A and B respectively. Section A will be of 12 marks and have <b>two</b> theory questions out of which a student will be required to do any <b>one</b> . Section B will be of 48 marks and have <b>five</b> numerical/cases out of which a student will be required to do any <b>four</b> .			
<b>COURSE CONTENTS</b>			<b>No. of Sessions</b>
<b>UNIT –I</b> <b>Introduction to Accounting</b>	<b>1.1.</b> Accounting Evolution, Significance, <b>1.2.</b> Accounting Principles, Concepts & Conventions, GAAP, Overview of International Accounting Standards, <b>1.3.</b> Accounting Equation, <b>1.4.</b> Concept of Capital and Revenue, <b>1.5.</b> Types of Accounts, <b>1.6.</b> Rules of Debit and Credit.	<b>08</b>	
<b>Unit-2 Accounting Cycle</b>	<b>2.1.</b> Recording of Transactions – Preparation of Journal, Ledger, Trial Balance and Closing Entries including Numericals. <b>2.2.</b> Preparation of Financial Statements: Trading and P & L Account and Balance Sheet - Concepts, Format of P&L A/C and Balance Sheet with Adjustments (Vertical &	<b>12</b>	

**INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE**

	Horizontal Formats), including Numericals.	
<b>Unit-3 Treatment of Depreciation</b>	<b>3.1.</b> Concept, Meaning, Nature, Causes of Depreciation and Other Related Terms. <b>3.2.</b> Methods of Depreciation: SLM and WDV Methods including Numericals.	<b>05</b>
<b>Unit- 4 Introduction to Cost Accounting</b>	<b>4.1.</b> Understanding and Classifying Cost, Elements of Cost, Component of Total Cost, Classification of Costs and Format, <b>4.2.</b> Preparation of Cost Sheet and Tender including Practical and Numericals.	<b>10</b>
<b>Unit -5 Standard Costing, Variance Analysis and Budgetary Control</b>	<b>5.1.</b> Meaning of Standard Cost & Variance, Cost Variance – Determination of Direct Material Variance, Direct Labor Variance, Sales Variance and Control of Variance, including Numericals. <b>5.2.</b> Types of Budgets. <b>5.3.</b> Relationship of Standard Costing and Variance Analysis with Budgetary System including Numerical.	<b>09</b>
<b>Unit-6 Contemporary Issues in Accounting</b>	<b>7.1.</b> Concept of Inflation Accounting, <b>7.2.</b> Human Resources Accounting.	<b>1</b>
	<b>TOTAL SESSIONS</b>	<b>45</b>

**Learning Resources:**

**Text Books: Latest Edition of-**

R. L. Gupta, and V. K. Gupta, “**Principles of Accountancy**”, Sultan Chand & Sons.  
 S. N. Maheshwari, “**Introduction to Accounting**”, Vikas Publishing House, New Delhi.  
 S. N. Maheshwari, “**Cost Accounting, Theory and Problems**”, Vikas Publications, New Delhi.

**Reference Books: Latest Edition of-**

S. P. Iyengar, “**Cost Accounting**”, Sultan Chand & Sons.  
 Robert N. Anthony and James S. Reece, “**Accounting Principles**”, A.I.T.B.S. Pub. and Distributions, New Delhi.  
 R. P. Rastogi, “**Graded Problems and Solutions in Financial Management**”, Galgotia Publication, New Delhi.



# INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (DISASTER MANAGEMENT)</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>ORGANISATIONAL BEHAVIOUR</b>	<b>Subject Code</b>	<b>DM-104</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance. After completing this course, students should be able to:			
<ol style="list-style-type: none"> <li>1. Understand individual behavior in organizations, including diversity, personality, attitude perception, learning and motivational theories.</li> <li>2. Understand group behavior in organizations, including group and team development leadership, conflict management</li> <li>3. Understand the organizational system, including organizational culture, change and stress management.</li> </ol>			
<b>Learning Outcome:</b>			
<ol style="list-style-type: none"> <li>1. Students will find keys to understand people</li> <li>2. Students can find the basis of individual and group behavior</li> <li>3. Students will develop various soft skills</li> </ol>			
<b>Examination Scheme:</b>			
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 consisting of two sections A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of case(s).			
<b>Course Contents</b>			<b>Hours</b>
<b>UNIT –I Introduction</b>	<b>1.1</b> Definition, concept, need and importance of OB <b>1.2</b> Nature and scope of OB <b>1.3</b> OB models <b>1.4</b> Case(s) on OB concepts to be discussed in class		<b>04</b>
<b>Unit-2 The Individual Behaviour</b>	<b>2.1 Personality:</b> Determinants and attributes <b>2.2 Perception:</b> Factors influencing perception, process, Attribution theory <b>2.3 Learning:</b> Concept, Theories of learning <b>2.4 Attitude:</b> Concept and types, cognitive dissonance theory <b>2.5 case(s)</b> on individual behavior to be discussed in class		<b>08</b>
<b>Unit-3 Motivation</b>	<b>3.1 concept</b> <b>3.2 Early theories:</b> Maslow’s Hierarchy of Needs, Gregor’s theory X and Y, Two factor theory of Herzberg <b>3.3 Contemporary theory of motivation:</b> Vrooms Expectancy		<b>05</b>

# INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE

	Reinforcement theory <b>3.4</b> One case on Motivation to be discussed in class	
<b>Unit- 4 Group Behaviour</b>	<b>4.1</b> Defining and classifying group <b>4.2</b> Group development, properties, structure, process <b>4.3</b> Group Dynamics: Group think, Group shift <b>4.4</b> Teams: Types, creating effective teams <b>4.5</b> One case on Group behavior to be discussed in class	<b>07</b>
<b>Unit -5 Leadership</b>	<b>5.1</b> Nature and significance of leadership <b>5.2</b> Trait theories <b>5.3</b> Behavioural theories: Ohio studies, Michigan studies managerial grid <b>5.4</b> Contingency theories: Fiedler model, SLT theory, LMX theory Path goal theory <b>5.5</b> One case on leadership to be discussed in class	<b>08</b>
<b>Unit-6 Conflict</b>	<b>6.1</b> Meaning of conflict, types, transition in conflict thoughts <b>6.2</b> Conflict Process <b>6.3</b> Conflict management Techniques <b>6.4</b> One case on conflict management to be discussed in class	<b>05</b>
<b>Unit-7 Dynamics of OB</b>	<b>7.1</b> Organizational Change: forces of change, resistance to change Lewin’s change management model <b>7.2</b> Work stress: Understanding stress, Potential sources consequences and coping strategies <b>7.3</b> Organizational culture: creating and sustaining culture <b>7.4</b> One case on change and stress management to be discussed in class	<b>08</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>
<p><b>Learning Resources:</b>  <b>Text Reading :</b> Latest Edition</p> <ol style="list-style-type: none"> <li>1. Stephen P. Robbins, “<b>Organizational Behaviour: Concepts, Controversies, and Applications</b>”, New Delhi, Prentice Hall</li> <li>2. Fred Luthans, “<b>Organizational Behaviour</b>”, New York, McGraw Hill.</li> <li>3. Bill Scott, “<b>The Skills of Communications</b>”, Jaico Publications, Bombay.</li> <li>4. John W. Newstrom and Keith Davis, “<b>Organizational Behaviour: Human Behaviour at Work</b>” New Delhi, Tata McGraw Hill.</li> </ol> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Change Management – Murthy, C. S. V.</li> <li>2. How to study an Organization – Prof. Giuseppe Bonaz.</li> </ol>		

**INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE**

<b>INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE</b>			
<b><u>M.B.A. (DISASTER MANAGEMENT)</u></b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>BUSINESS COMMUNICATION</b>	<b>Subject Code</b>	<b>105</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature</b>	<b>Ability enhancement</b>		
<b>Course Objective:</b> To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities.			
<b>Learning Outcomes:</b> To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment.			
<b>Examination Scheme:</b> The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have theory questions. Section B will be of 20 marks and consist of case(s).			
<b>Course Contents</b>			
<b>Unit</b>	<b>Content</b>	<b>No. of hours</b>	
<b>1</b>	<b>Nature of Business Communication</b>	<b>10</b>	
1.1	Need, importance and purposes of communication in organizations		
1.2	Elements and environment of communication		
1.3	Models of communication		
1.4	Forms and networks of organizational communication		
1.5	Types of communication barriers and how to overcome them		
1.6	Listening, types of listening and effective listening		
1.7	Elements of effective communication		
<b>2</b>	<b>Non-verbal Communication</b>	<b>7</b>	
2.1	Importance of appearance and how to use it as a tool in communication		
2.2	Body language and oculesics		
2.3	Paralanguage		
2.4	Proxemics		
2.5	Chronemics		
2.6	Haptics		
2.7	Using non-verbal tools (oral and written) to communicate effectively		
<b>3</b>	<b>Presentations, Interviews, Group Discussions and Business Meetings</b>	<b>10</b>	
3.1	Preparation of content for presentation		
3.2	Understanding the audience		
3.3	Importance of rehearsals		
3.4	Using visual aids in presentations		
3.5	Handling questions		
3.6	Writing a resume'		
3.7	Types of interviews		
3.8	Preparation for an interview		

## INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE

3.9	Do's and don'ts during an interview	
3.10	Understanding the group in a group discussion	
3.11	Do's and don'ts in a group discussion	
3.12	Meetings in business and its types	
3.13	Notice and agenda	
3.14	Minutes of a meeting	
3.15	Mannerisms, etiquettes and assertiveness in oral communication	
<b>4</b>	<b>Business Writing</b>	<b>8</b>
4.1	Types of business letters	
4.2	Structure and format of letters	
4.3	Memorandums and circulars	
4.4	e-mails	
4.5	Text messaging	
4.6	Report writing	
4.7	Importance of written communication	
4.8	Appropriate tone in business writing	
<b>5</b>	<b>Negotiation Skills</b>	<b>4</b>
5.1	Need for negotiation	
5.2	Process of negotiation	
5.3	Barriers to negotiation and how to overcome them	
<b>6</b>	<b>Issues in Communication</b>	<b>6</b>
6.1	Handling diversity (gender, culture, ethnicity, etc.)	
6.2	Tolerance and acceptance of diversity	
6.3	Emotional intelligence and its impact on communication	
6.4	Social intelligence and its impact on communication	
6.5	Ethics in communication	
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>
<b>Learning Resources:</b>		
<b>Text Books:</b>		
M.Raman and P.Singh, <b>Business Communication</b> , latest edition, Oxford University Press, India.		
<b>Reference Books:</b>		
William V. Ruch, <b>Business Communication</b> , Maxwell Macmillan, New York.		
Lani Arredono, <b>The McGraw-Hill 36-Hour Course: Business Presentation</b> , McGraw-Hill, New York.		
Bill Scott, <b>The Skills of Communication</b> , Jaico, Bombay.		
Ronald E. Dulek and John S. Fielden, <b>Principles of Business Communication</b> , McMillan, New York.		
Dalmer Fisher, <b>Communication in Organizations</b> , Jaico Publishing House, India.		
M. E. Guffy, <b>Essentials of Business Communication</b> , Thomson Publication.		
Shirley Taylor, <b>Communication for Business</b> , Pearson Education.		

**INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE**

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (DISASTER MANAGEMENT)</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>MARKETING MANAGEMENT</b>	<b>Subject Code</b>	<b>DM-106</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Generic/Interdisciplinary</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To familiarize the students with marketing concepts and practices.</li> <li>• To acquaint them with the challenges of marketing environment and competition;</li> <li>• To expose them to the elements of marketing mix; and develop their capacity to formulate appropriate marketing strategies and tactics</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Define Marketing Management and explain its pivotal role.</li> <li>2. A clear understanding and exposure to the concept of marketing and its roots in customer-centric approach, and the elements of marketing mix.</li> </ol>			
<b>Examination scheme:</b>			
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.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>UNIT –I Marketing Concepts</b>	1.1 Customer Value and Satisfaction 1.2 Customers Delight, 1.3 Conceptualizing Tasks and Philosophies of Marketing Management, 1.4 Value chain, market planning and scanning the Marketing Environment.		<b>07</b>
<b>Unit-2 Market Segmentation, Targeting, Positioning</b>	2.1 Market segmentations, 2.2 Levels of market segmentations, 2.3 Patterns, procedures, requirement for effective segmentation, 2.4 Evaluating the market segments, 2.5 Selecting the market segments, developing a positioning strategy.		<b>08</b>

# INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE

<b>Unit-3 Product &amp; Pricing Decision</b>	3.1 Objectives, 3.2 Product classification, 3.3 Product-Mix, Product life cycle strategies 3.4 Porter’s Generic Competency Model 3.5 Planning & Forecasting. 3.6 Factors affecting price 3.7 pricing methods and strategies.	<b>09</b>
<b>Unit- 4 Distribution Decisions</b>	4.1 Importance and Functions of Distribution Channel, 4.2 Considerations in Distribution Channel Decisions 4.3 Distribution Channel Members 4.4	<b>07</b>
<b>Unit -5 Promotion Decisions</b>	5.1 A view of Communication Process, 5.2 developing effective communication, 5.3 Promotion-Mix elements.	<b>06</b>
<b>Unit-6 Consumer Behaviour &amp; Decision Processes</b>	6.1 Introduction to Consumer Behavior and Consumer Research: 6.2 Nature, Scope and application of Consumer Behavior and Consumer Research. 6.3 Pre-purchase process: Information processing, 6.4 Purchase Processes: Consumer Decision rules. 6.5 Post Purchase Processes: Framework, dissonance satisfaction / dissatisfaction.	<b>08</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>
<p><b>Learning Resources:</b></p> <ol style="list-style-type: none"> <li>Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri, Ehsan ul Haque, " <b>Principles of Marketing: A South Asian Perspective</b>" 13th edition Pearson Education.</li> <li>Willam J. Stanton, Michael J. Etzel and Bruce J. Walker, Ajay Pandit “<b>Marketing Concepts and Cases</b>”, Tata Mc Graw Hill, 13<sup>th</sup> Edition.</li> </ol> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>Philip Kotler, Kelvin Lane Keller, Abraham Koshy, Mithileshwar Jha “<b>Marketing Management - A South Asian Perspective</b>” – 13th Edition, New Delhi: Pearson Education.</li> <li>Rajan Saxena, <b>Marketing Management</b>, 4th Edition, Tata McGraw Hill</li> </ol>		

**INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE**

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (DISASTER MANAGEMENT)</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>BUSINESS ETHICS AND MANAGEMENT by Indian Values</b>	<b>Subject Code</b>	<b>DM-107C</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making.</li> <li>• To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organization.</li> <li>• To acquaint an understanding of Indian values and value system in detail and its universal applicability in human behavior.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Understand nature and purpose of ethics and ethical norms.</li> <li>2. What exactly business ethics is and how it is different from corporate social responsibility.</li> <li>3. Learn and apply important theoretical frameworks in business situation and decision making.</li> <li>4. Learn and understand various concepts of Indian ethos, and how they impact various key business decisions.</li> <li>5. Understand importance of self-management concept and work place spirituality.</li> </ol>			
<b>Examination scheme:</b>			
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.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>UNIT –I</b> Nature and purpose of Ethics, Ethical Norms.	<b>1.1</b> Concept and Nature of ethics <b>1.2</b> Role and purpose of ethics <b>1.3</b> ethical norms and principles		<b>04</b>

## INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE

<b>Unit-2 Theories of Business Ethics</b>	2.1 Nature and purpose of Business Ethics 2.2 Different Types of Theories of Business Ethics 2.3 Business Ethics and Corporate social Responsibility 2.4 Nature of Utilitarian view of Business ethics	<b>05</b>
<b>Unit-3 Corruption and Whistle blowing</b>	3.1 Nature and types of Corruption 3.2 Method and means of checking corruption 3.3 Whistle blowing	<b>03</b>
<b>Unit- 4 Indian Ethos</b>	4.1 Concept and Nature of Indian Ethos 4.2 understanding Indian Culture and Management	<b>04</b>
<b>Unit -5 Sources of Indian Ethos and Management</b>	5.1 Vedas, Shastras, Smritis, Puranas, Upanishads 5.2 Ramayana, Mahabharata 5.3 Arthashastra, Ramcharitmanas, Panchatantra, Hitopadesh 5.4 Guru Granth Sahib, Teachings of Buddha and Mahaveer 5.5 The Holy Bible, The Holy Quran	<b>08</b>
<b>Unit-6 Values for Indian Managers</b>	6.1 Values v/s Skills, Value System 6.2 Values & Purity of Mind 6.3 Indian Values & Wisdom relevant to modern management	<b>04</b>
<b>Unit -7 Human Behavior</b>	7.1 Indian thoughts 7.2 Guna Theory, Karma Theory and Sanskar Theory	<b>05</b>
<b>Unit-8 Work Ethics and Models of Motivation and Leadership</b>	8.1 Work Ethics & Ethics in Work 8.2 Life Goals or Purusharthas, Professionalism and Karma Yoga 8.3 Models of motivation and Leadership in Indian thoughts, Examples from scriptures.	<b>06</b>
<b>Unit-9 Indian Heritage and Corporate Social Responsibility</b>	9.1 Five fold debts (Pancha Rina) v/s Corporate Social Responsibility (Discussion)	<b>03</b>
<b>Unit-10 Management of the Self and Workplace Spirituality.</b>	10.1 Management of the Self and Workplace Spirituality.	<b>03</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>



**Learning Resources:**

1. A.C Fernando, Business Ethics: An Indian Perspective, Pearson 2009
2. Weiss, Business Ethics concept & cases, 1st edition, 2009, Cengage Learning
3. Velasquez, Business Ethics, Concepts & Cases, 6th edition, 2009, PHI
4. Murthy, Business Ethics, 2009, Himalaya Publishing House
5. Al Gini, Case Studies in Business Ethics, 6th edition 2009, Pearson Education.
6. Shashtri J.L., Ancient Indian Tradition and Mythology , 1st edi, Motilal Banarsidas, New Delhi
7. F. Max Muller , Sacred Books of East , Motilal Banarsidas, New Delhi
8. S.K. Chakraborty, Ethics in Management-Vedantic Approach, New Delhi, Oxford India Ltd.,

**INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE**

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (DISASTER MANAGEMENT)</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>PRINCIPLES of DISASTER MANAGEMENT</b>	<b>Subject Code</b>	<b>DM-108</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To acquaint student with basic concepts in Disaster Management, Definitions and Terminologies used in Disaster Management</li> <li>• To Understand Types and Categories of Disasters</li> <li>• To Understand the Challenges posed by Disasters &amp; Impacts of Disasters</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1) Define Application of Disaster Concepts to Management</li> <li>2) Analyze Relationship between Development and Disasters</li> <li>3) Develop Ability to identify Classification of Disasters.</li> </ol>			
<b>Examination scheme:</b>			
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.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>UNIT –I Introduction to Disaster and Disaster Management</b>	1.1 Hazards, risk ,vulnerability and Disasters 1.2 Disaster definition, types, scope, their variation, causal factors, 1.3 Disaster management concept, National Disaster management framework 1.4 Disaster Management cycle and developmental considerations.		<b>07</b>
<b>Unit-2 Introduction and Management of Flood, Drought, Cyclone and Earthquakes</b>	2.1 flood, types of flood, pre and post disaster management approaches of flood, causes and mitigation concept 2.2 drought, types and causes ,mitigation, management aspect 2.3 cyclone, cause and geological condition, adverse effect and management 2.4 Earthquakes, evaluation of earthquake, management and mitigation approaches, impact, hazards of earthquakes.		<b>08</b>

# INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE

<b>Unit-3 Introduction and Management of Landslide, Avalanches, Volcanic eruption and Climate change</b>	3.1 Landslide, types ,causes , impacts and risk reduction measures, pre and post disaster management 3.2 Avalanches, causes, risk factors, genesis, classification and magnitude of avalanches , pre and post disaster management 3.3 Volcanic eruption , types , cause , impact , geological assessment , hazards and preventive aspect 3.4 Climate change , global warming, sea level rise, ozone depletion , greenhouse effect, ecology and environment , mitigation approaches for climate change	<b>09</b>
<b>Unit- 4 Introduction and management of nuclear, chemical biological Disaster and fire</b>	4.1 nuclear disaster, cause ,impact, adverse effect preventive aspect and management 4.2 chemical disaster, cause ,impacts , hazards, management 4.3 biological disaster, impacts, preventive measures, hazards, risk of biological disaster and management aspect 4.4 fire , chemistry of fire, building fire, coal fire, forest fire, oil fire, prevention of fire and its management	<b>07</b>
<b>Unit -5 Introduction and management of deforestation, pollution and accidents</b>	5.1 deforestation, cause ,impact, adverse effect , preventive measures 5.2 pollution ,air pollution , water pollution , industrial wastewater pollution , cause ,impact, adverse effect and preventive measures of pollution 5.3 accidents, road accident, rail accident, air accident, sea accident cause and management and preventive aspect	<b>06</b>
<b>Unit-6 Case studies and discussion</b>	6.1 case studies , assignment , presentation 6.2 discussion about various disaster and present challenging aspect of disaster management in India , government measures taken for disaster management	<b>08</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Learning Resources:**

1. Disaster Management: Text and Case Studies - DBN Murthy, Deep and Deep Publication, New Delhi, 2007.
2. Gupta, M.C., Vinod K. Sharma, L.C. Gupta, B.K. Tamani (Eds), 2001, *Manual on Natural Disaster Management in India*, National Centre for Disaster Management, IIPA.
3. Website of the National Disaster Management Division, Ministry of Home Affairs, Government of India at [http:// www.ndmindia.nic.in](http://www.ndmindia.nic.in)

**Reference Books:**

1. "HPC on disaster management plans" at [GISdevelopment.net](http://GISdevelopment.net)
2. International Strategy for Disaster Reduction at, <http://www.isdr.org>
3. International Red Cross and Red Crescent Societies, "Man-made Disasters", at [www.icrc.org](http://www.icrc.org)