

Institute of Management Studies

Devi Ahilya Vishwavidyalaya,

Indore



Syllabus

M.B.A. (Full Time)

Batch 2023 - 2025



Institute of Management Studies

Devi Ahilya Vishwavidyalaya

Takshashila Campus, Khandwa Road,

Indore- 452001, Madhya Pradesh

Website: <http://www.ims.dauniv.ac.in/>

MBA (Full Time) 2 YEARS

Batch 2023-2025

PROGRAMMECODE:MS5A

PROGRAMME OBJECTIVES

S.No.	Particulars
1.	To prepare the students in such a way so that they become capable and confident business professionals at the end of the program.
2.	To equip the students with the concept and methods of business enabling them to plan, design and carry out business plans / strategies.
3.	To enable students, understand concepts, tools and skills for business research and analysis and its application in the efficient conduct of business.
4.	To enable the students to gain acumen, insight and through knowledge relating to the various aspects of business and economy.
5.	To enable the students to develop the ability to take rationale and informed decisions by taking into consideration the different perspectives and their outcomes related to business.

Programme Outcomes MBA (Full Time)

<p>The MBA (Full Time) students are expected to exhibit following set of knowledge, skills, values and attitudes:</p>
<p>PO1: Business Environment and Domain Knowledge: Management graduates will be able to improve their awareness and knowledge about functioning of local and global organizations. They will be able to understand how to develop new businesses and enterprises, identify potential business opportunities, and explore entrepreneurial opportunities.</p>
<p>PO2: Critical thinking and Problem Solving: Graduates will have competencies in quantitative and qualitative techniques helping them to solve critical business problems at both operational and strategic level. They will develop a thought process which will help them to critically analyze the situations and derive optimum solutions.</p>
<p>PO3: Cross-Cultural Understanding: Graduates will be able to develop skills which will help them to work in organizations having employees from varied cultures and also developing cultural quotient among them.</p>
<p>PO4: Social Responsiveness and Ethics: Graduates will develop responsiveness towards contemporary market needs and explore ethical solutions that are not detrimental to the physical, psychological or social health of stakeholders. They will learn to handle ethical dilemmas. They will be able to identify opportunities for social entrepreneurship, design sustainable business solutions and demonstrate ethical standards in managerial decisions.</p>
<p>PO5: Effective Communication: Graduates will exhibit competence in business communication, supported by effective use of appropriate technology, logical reasoning and articulation of ideas. Graduates will develop effective oral and written communication skills and become competent in digital communication.</p>
<p>PO6: Leadership and Teamwork: Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximizing the usage of diverse skills of team members in the related context.</p>

**MBA Full Time
2023 -2025
Course Scheme
Semester II**

S. No.	CODE	COURSE	CREDIT
1	MS5A-502	HumanResourceManagement	3
2	MS5A-504	FinancialManagement	3
3	MS5A-506	OperationsResearch	3
4	MS5A-508	MarketingManagement–II	3
5	MS5A-510	BusinessEthicsandManagementbyIndianValues	3
6	MS5A-512	Research Methodology	3
7	MS5A-514	OperationsManagement	3
8	MS5A-516	Business Environment	3
9	MS5A-552	Comprehensive Viva	3Virtual Credit

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (Full Time)			
Batch (2023-25)			
SEMESTER II			
Subject Name	HUMAN RESOURCE MANAGEMENT	Subject Code	MS5A-502
		Total Credits	03
Subject Nature: Core			
Course Objective:			
<ol style="list-style-type: none"> 1. To make students aware about different functions of human resource management. 2. To develop understanding in students about different terms closely associated with HRM. 3. To provide and incorporate knowledge about possible changes that may affect the overall organization. 			
Learning Outcome:			
<p>At the end of the course students should be able to;</p> <ol style="list-style-type: none"> 1. assimilate high employee morale and sound human relations by sustaining and improving the various conditions and facilities. 2. execute relevant strategies without disturbing inter-relationships and avoid disputes/conflicts within an organization by smooth transition of changes 3. ponder Employing people, training them, compensating them, developing policies relating to them, and developing strategies to retain them. 			
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			
UNIT-I The field of HRM	1.1 Concept and Functions 1.2 Evolution of Human Resource Management 1.3 Models for excellence 1.4 HRM Models		
Unit-2 HR Policies	2.1 Formulation and Essentials of Sound HR Policies 2.2 Factors Influencing Personnel Policy of the Organisation		
Unit-3 Acquisition of Human Resources	3.1 Job Analysis 3.2 Job Description and Job Specification 3.3 Job Evaluation 3.4 An overview of Recruitment & Selection		
Unit-4 Development of Human Resources	4.1 Orientation and Induction 4.2 Determining Training Needs 4.3 Overview of Training and Development		
Unit-5 Maintenance Of Human Resources	5.1 Placement, Promotion and Transfer 5.2 Performance Appraisal 5.3 Career and Succession Planning		
Unit-6 Separation processes	6.1 Retirement 6.2 Layoff 6.3 Discharge 6.4 VRS		

Unit 7 Research and the Future	7.1 Current trends, 7.2 Hybrid organization, hybrid workspaces 7.3 Future Challenges for HRM
<p>Text Readings: Latest Editions</p> <ul style="list-style-type: none"> • David S. Decenzo and Stephen P. Robbins, "Personnel/Human Resource Management", New Delhi, Prentice Hall. • Michael Armstrong, "A Handbook of Human Resource Practice", London, Kogan Page. • K. Aswathappa (Author) "Human Resource Management: Text & Cases" 8th Edition McGraw Hill. • V.S. Pr Rao. "Human Resource Management" Taxmann <p>Suggested Readings</p> <ul style="list-style-type: none"> • William B. Werther Jr. and Keith Davis, "Human Resources and Personnel Management", Singapore, McGraw Hill. • P. Subba Rao, "Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games", Mumbai, Himalaya. • Biswajeet Patanayak, "Human Resource Management" New Delhi, Prentice Hall India. • Holloway J. Ed., "Performance Measurement and Evaluations", New Delhi, Sage Publications. • Guy V. & Mattock J., "The New international Manager", London, Kogan Press 	

M.B.A. (Full Time) SEMESTER II			
Subject Name	FINANCIAL MANAGEMENT	Subject Code	MS5A - 504
		Total Credits	03
Subject Nature: Core			
Course Objective: The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.			
Learning Outcome: At the end of the course students should be able to: 1. Understand Concepts of Financial Management and their Application in Financial Analysis and Interpretation. 2. Use Financial Management Tools for Managerial Decision Making.			
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			
Unit – 1 Introduction	1.1. Meaning and Objectives of Financial Management. 1.2. Scope and Functions of Financial Management. 1.3. Wealth Maximization v/s Profit Maximization. 1.4. Short Term and Long Term Sources of Finance in India.		
Unit–2 Ratio Analysis	2.1. Liquidity Ratios. 2.2. Profitability Ratios. 2.3. Leverage Ratios. 2.4. Activity Ratios. 2.5. Calculation and Interpretation of Ratios.		
Unit– 3 Investment and Financing Decisions	3.1. Concept of Time Value of Money. 3.2. DCF and Non DCF Methods for Evaluating Projects, 3.3. Relationship between Investment and Financing Decisions, 3.4. Cost of Debt & Bonds, Cost of Preference Share, Cost of Equity, Weighted Average Cost of Capital.		
Unit – 4 Leverage Analysis	4.1. Determination of operating leverage, financial leverage and total leverage, 4.2. Leverage and Financial Distress.		
Unit–5 Statement of Changes in Financial Position	5.1. Funds Flow Statement. 5.2. Total Resource Method. 5.3. Working Capital Method. 5.4. Cash Method. 5.5. Cash Flow Analysis.		

Unit – 6 Capital Structure and Firms Value	6.1. Net Income Approach. 6.2. Net Operating Income Approach. 6.3. Traditional Approach. 6.4. MM Approach. 6.5. EBIT --- EPS Analysis. 6.6. ROI --- ROE Analysis.
Unit – 7 Dividend Decisions	7.1. Dividend Theories. 7.2. Factors Affecting the Dividend Policy. 7.3. Alternative Forms of Dividend. 7.4. Dividend Discount Model.
Unit – 8 Short Term Asset Management	8.1. Determination of Working Capital and its Financing. 8.2. Computation of Cost of Short-Term Funds

Text Reading: Latest Editions

1. Pandey, I.M. financial Management, Vikas Publishing House, New Delhi.
2. Khan M. Y. and Jain P.K. Financial Management, Tata McGraw Hill, New Delhi.
3. Keown, Arthu J., Martin, John D., Petty, J. William and Scott, David F, Financial Management. Pearson Education.
4. Chandra, Prasanna; Financial Management TMH, New Delhi.
5. Van Horn, James C., Financial management and Policy, Prentice Hall of India.
6. Brigaham& Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
7. Kishore, R., Financial Management, Taxmans Publishing House, New Delhi.
6. D.N. Elhance, Veena Elhance and B. M. Aggrawal, “**Fundamentals of Statistics**”, Allahabad: Kitab Mahal.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (Full Time)			
Semester II			
Subject Name	OPERATIONS RESEARCH	Subject Code	<u>MS5A - 506</u>
		Total Credits	03
Subject Nature: GENERIC			
Course Objective:			
<ul style="list-style-type: none"> • The objectives of this course are to help the students acquire quantitative tools. • The use of these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Develop models as per the requirements of the practicing managers and to get solutions from them. 2. Describe and attain of decision science skills for the management processes. 			
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			
UNIT –I Introduction to Operations	1.1 Meaning, Scope, methodology Operations Research in Management 1.2 Modeling in OR Advantages and Limitations of Operation Research.		
Unit-2 Linear Programming	2.1 Meaning of Linear programming 2.2 General Mathematical Formulation of LPP 2.3 Graphical Analysis 2.4 Simplex Method and Big-M Method. 2.5 Advantage and limitations of LPP.		
Unit-3 Transportation Model and Assignment Problem	3.1 Mathematical Model of Transportation Problem 3.2 Transportation problem as a particular case of LPP 3.3 The Transportation Algorithm (Initial Basic Feasible Solution by various methods, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method. 3.3 Assignment Model as a particular case of transportation model, 3.4 Formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization).		

<p>Unit- 4 Game Theory</p>	<p>4.1 Introduction to Games 4.2 Maximin and Minimax Principles 4.3 Pure and Mixed Strategies 4.4 Rule of dominance 4.5 Solutions of Games using –Algebraic, Arithmetic, Matrix and Graphical Methods</p>
<p>Unit -5 Replacement Models</p>	<p>5.1 Introduction and Scope in Management 5.2 Single Equipment Replacement Model and Group Replacement 5.3 Replacement of items which deteriorate with time and items which fails suddenly.</p>
<p>Unit-6 Queuing Theory</p>	<p>6.1 The structure of the queuing system, 6.2 Performance Measures of a Queuing Systems, 6.3 Single Server Queuing Models.</p>
<p>Unit- 7 Simulation</p>	<p>7.1 Concept of Simulation and its applications. 7.2 Monte Carlo Simulation</p>
<p>TOTAL CLASSROOM CONTACT SESSIONS</p>	
<p style="text-align: right;">45</p>	
<p>Text Reading: Latest Editions</p> <ol style="list-style-type: none"> 1 J k Sharma, “Operations Research: Theory and Practices”, Trinity Press 2 Haruly M. Wagner, “Principles of Operations Research with application to managerial decisions”, New Delhi: Prentice Hall of India Pvt. Ltd. 3 Hamdy A. Taha, “Operations Research: An Introduction”, New Delhi: Prentice Hall of India Pvt. Ltd. 4 N. D. Vohra. “Quantitative Techniques”, New Delhi: Tata McGraw Hill Publications. 5 V. K. Kapoor, “Problems and Solutions in Operations Research”, New Delhi: Sultan Chand and Sons. 6 P. K. Gupta and D. S. Hira, “Operations Research”, New Delhi: Sultan Chand Publications. 	

M.B.A. (FULL TIME)			
BATCH 2021-23			
SEMESTER II			
SUBJECT NAME	MARKETING MANAGEMENT II	SUBJECT CODE	FT- 205
		TOTAL CREDITS	03
SUBJECT NATURE:GENERIC			
Course Objective:			
<ul style="list-style-type: none"> • To familiarize the students with marketing concepts and practices. • To acquaint them with the challenges of marketing environment and competition; • To expose them to the elements of marketing mix; and develop their capacity to understand marketing applications 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Understand Marketing Management and explain its pivotal role. 2. A clear understanding and exposure to the concepts of marketing and its roots in customer-centric approach, and the elements of marketing mix. 			
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			
Unit - 1 Promotion Decisions	1.1 Promotion Concept, Advertising-Concept, Media, Messages, Money, 1.2 Measurement; Sales Promotion-Offers; Personal Selling- 1.3 Salesmanship, Steps in Selling, Types of Salesperson; Publicity-Concept, Types		
Unit - 2 Place Decisions	2.1 Market Intermediaries, Middlemen- Types, Channels of Distribution, 2.2 Retailing-Types of Retail Stores -Store Retailing and Non-Store Retailing; 2.3 Wholesaling-Types of Wholesalers		
Unit - 3 Price Decisions	3.1 Pricing Techniques, Price Discounts and Allowances, Special Pricing Techniques, Price Discrimination		
Unit-4 Service Marketing	4.1 Significance of Services, Characteristics of Services 4.2 Service Quality- The Gap Model of Service Quality, 4.3 Marketing Mix of Services- Product, Price, Place and Promotion, 4.4 Relationship marketing in Services.		
Unit - 5 International Marketing	5.1 EPRG Framework, 5.2 Decision on Selling Abroad, Decision on Markets to be entered, 5.3 Mode of entry, International Marketing Program, Country of Origin Effects		
Unit - 6 Contemporary Issues in Marketing	6.1 e-Marketing, Social Media Marketing- Concept, Social Media Tools- Blogs, Micro Blogs, Media Sharing sites, social networks, Social Media and mobile Technology, 6.2 Multi-level Marketing., 6.3 Rural Marketing. 6.4 Social Marketing		
TOTAL CLASSROOM CONTACT SESSIONS			45

Learning Resources:

1. Charles W. Lamb, Joseph F. Hair Jr., Dheeraj Sharma, Carl McDaniel “**MKTG**”, CENGAGE, Latest Edition.
2. Philip Kotler, and Gary Armstrong, " **Principles of Marketing**", Latest Edition, Pearson Education.

Reference Books:

1. William J. Stanton, Michael J. Etzel and Bruce J. Walker, Ajay Pandit “**Marketing Concepts and Cases**”, Tata Mc GrawHill.
2. Rajan Saxena, **Marketing Management**, , Tata McGrawHill

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (Full Time)			
SEMESTER II			
Subject Name	BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES	Subject Code	MS5A - 510
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objectives:			
<ul style="list-style-type: none"> • To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making. • To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations. • To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior. 			
Learning Outcomes:			
At the end of the course learners will be able to;			
1. Discuss nature and purpose of business ethics and differentiate from corporate social responsibility. 2. Explain various concepts of Indian ethos and apply in business situation and decision making.			
3. Describe importance of self-management and workplace spirituality.			
Examinations 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			
UNIT-I Nature and purpose of Ethics, Ethical Norms	1.1 Concept and Nature of Ethics-Business Ethics 1.2 Role and purpose of Ethics for business 1.3 Ethical Norms and Principles for business		
Unit-2 Theories of Business Ethics	2.1 Different Theories of Business Ethics 2.2 Business Ethics and Corporate Social Responsibility 2.3 Nature of Utilitarian view of Business Ethics		
Unit-3 Corruption and Whistleblowing	3.1 Nature and types of Corruption in India 3.2 Method and means of checking corruption in India 3.3 Whistleblowing		
Unit-4 Indian Ethos	4.1 Management and Culture, Management is Culture bound (Discussion) 4.2 Concept and Nature of Indian Ethos for Management 4.3 Fivefold debts (Pancha Rina) v/s Corporate Social Responsibility (Discussion)		
Unit-5 Sources of Indian Ethos and Management	5.1 Representative Sources of Indian Ethos in Management Vedas, Shastras, Smritis, Puranas, Upanishads. 5.2 Ramayana, Mahabharata-Special Reference to Bhagwat Geeta 5.3 Arthashastra, Ramcharitmanas, Panchatantra, Hitopadesh 5.4 Guru Granth Sahib, Teachings of Buddha and Mahaveer 5.5 The Holy Bible, The Holy Quran (Should they be included in Indian Ethos: Discussion) 5.6 Kabir, Rahim, Ramkrishna Paramhansa, Swami Vivekananda, Local folk songs, idioms and Folk tales.		

Unit-6 Values for Indian Managers	6.1 Values/sSkills, ValueSystem 6.2 ValuesandPurityofMind 6.3 IndianValuesandWisdomrelevanttomodernmanagement 6.4 WorkEthics&EthicsinWork 6.5 LifeGoalsorPurusharthas,ProfessionalismandKarmaYoga 6.6ManagementoftheSelfandWorkplaceSpirituality.
Unit 7 Model of Motivation and Leadership	7.1 ModelsofmotivationandLeadershipinIndianthoughts,Examplesfromscriptures 7.2 GunaTheory,KarmaTheoryandSanskarTheory
	TOTAL CLASSROOM CONTACT SESSIONS
Learning Resources: 1. A. CFernando, Business Ethics: An Indian Perspective, Pearson 2. Weiss, Business Ethics Concept & Cases, Cengage Learning 3. Velasquez, Business Ethics, Concepts & Cases, PHI 4. Murthy, Business Ethics, Himalaya Publishing House 5. AlGini, Case Studies in Business Ethics, Pearson Education. 6. Shashtri J.L., Ancient Indian Tradition and Mythology, 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.,	

M.B.A. (Full Time)			
Semester II			
Subject Name	RESEARCH METHODOLOGY	Subject Code	MS5A - 512
		Total Credits	03
Subject Nature: ABILITY ENHANCEMENT			
Course Objective:			
<ul style="list-style-type: none"> • The objectives of the course are to equip the students with the concept and methods of Business Research. • The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s). 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Help to get solutions to the problems in the corporate world through research. 2. Develop research papers to understand the intricacies of research. 3. Describe and attain some elementary level of data analysis applicable in research. 			
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			
UNIT –I Introduction to Research Methods	1.1 Role and objectives of business research 1.2 Types of research, 1.3 Research process: Overview Ethics and Business Research		
Unit-2 Theoretical Framework and Hypothesis Development	2.1 Research problem 2.2 Review of Literature, 2.3 Need for Theoretical Framework 2.4 Hypothesis Development.		
Unit 3 Research Design	3.1 Elements of Research Design and Need for research design 3.2 Features of a good research design 3.3 Different research designs and types of research design (exploratory, descriptive, experimental and diagnostic research)		
Unit-4 Sampling Theory and Design of Sample Survey	3.1 Census Vs Sample Enumerations 3.2 Objectives and Principles of Sampling 3.3). 3.3 Types of Sampling, Sampling and Non-Sampling Errors.		
Unit- 4 Measurement and Scaling Concepts	4.1 Measurement in research, 4.2 Measurement scales, 4.3 Sources of errors in measurement, 4.4 Techniques of developing measurement tools, 4.5 Classification and testing (reliability, verification and validity) scales 4.6 Designing questionnaires.		

Unit -5 Data Collection and Analysis	5.1 Collection, Organization and Presentation 5.2 Analysis: Univariate and bivariate Analysis (Hypothesis testing) 5.3 Multivariate Analysis (Concepts only)	
Unit-6 Report Writing	6.1 Meaning of interpretation 6.2 Techniques of Interpretation 6.3 Precautions in interpretation 6.4 Significance of report writing 6.5 Steps in report writing 6.6 Layout of report 6.7 Precautions in writing research reports.	
TOTAL CLASSROOM CONTACT SESSIONS		45
Text Reading: Latest Editions		
<ol style="list-style-type: none"> 1 Bougie and Sekaran, “Research Methods for Business”, Wiley 2 William G. Zikmund, “Business Research Methods”, Orlando: Dryden Press. 3 C. William Emory and Cooper R. Donald, “Business Research Methods”, Boston, Irwin. 4 Fred N Kerlinger, “Foundations of Behavioural Research”, New Delhi: Surjeet Publications. 5 David Nachmias and Chava Nachmias, “Research Methods in the Social Sciences”, New York: St.Marlia’s Press. 6 C. R. Kothari, “Research Methodology: Methods and techniques”, New Delhi: Vishwa Prakashan. 		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (Full Time)			
Semester II			
Subject Name	OPERATIONS MANAGEMENT	Subject Code	MS5A - 514
		Total Credits	03
Subject Nature: GENERIC			
Course Objective:			
<ul style="list-style-type: none"> • To bring the understanding of industrial and business operations, products and services. • To develop logic and skills to apply suitable and better tools and techniques on operational decision making. • To explore the scope and dimensions of operations management applications in major management functions and decisions. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> • Understand the logic and applications through tools and techniques of operations management in business and industrial flow of information, goods and services. • Integrate the business activities and scientific problem solving methodology. <p style="text-align: center;">Set the unique way of doing job/task/work/activities with optimality in business.</p>			
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			
Unit-1 Introduction to Operations Management	1.1 Nature of Operations Management 1.2 Services as part of Operations 1.3 Production Function and its Environment 1.4 Operations Management: A systems perspective 1.5 Challenges faced by Operations Manager		
Unit-2 Facilities Planning	2.1 Product Selection and Design, Service Design 2.2 Factors affecting Location Decisions 2.3 Location of Manufacturing / Service Facility Quantitative and Qualitative Models 2.4 Case Study		
Unit-3 Layout of Manufacturing/ service facility	3.1 Product layout, process layout, fixed position and group layout 3.2 Layout design: Relationship based and Load Distance cost matrix 3.3 Materials handling concepts 3.4 Case Study		

Unit- 4 Resources Planning	4.1 Planning Framework 4.2 Material Requirement Planning (MRP) 4.3 Capacity Requirement Planning (CRP) 4.4 Distribution Requirement Planning (DRP) 4.5 Manufacturing Resources Planning (MRP-II) 4.6 Enterprises Resource Planning (ERP) 4.7 Aggregate Production Planning (Chase strategy, Level production, Mixed strategy) 4.8 Case Study
Unit -5 Inventory Planning	5.1 Importance and Scope, selective inventory control, cost concept in inventory, types of inventory, types of inventory problems 5.2 Inventory Models: General Economic Order Quantity (EOQ); Economic Batch Quantity (EBQ) (Single and Multi-products); EOQ with Discounts 5.3 Assembly line balancing Batch Processing and Job shop – n jobs on single machine, n jobs on Two/Three machines (Johnson’s Rule) 5.4 2-jobs on m-machines (Graphical method – Aker’s Algorithm)
Unit-6 Quality Control	6.1 Quality Control Function 6.2 Acceptance sampling, Statistical Process Control 6.3 Operating Characteristics Curve and its Applications Quality Circles 6.4 Case Study
TOTAL CLASSROOM CONTACT SESSIONS	
45	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. R Paneerselvam. “Production and Operations Management”, New Delhi: Prentice Hall of India Publications, Latest Edition 2. S N Chary. “Cases and Problems in Production and Operations Management”, New Delhi: Tata McGraw Hill Publications, Latest Edition. 3. Josheph G. Monks “Operations Management”, New York : McGraw Hill Publications, Latest Edition <p>Reference Books:</p> <ol style="list-style-type: none"> 1. James R. Evans, David R Anderson, Dennis J. Sweeney and Thomas A Williams, “Applied Production and Operations Management”, New York: West Publishing Company, Latest Edition. Elwood S. Buffa and Rakesh K. Sarin, “Modern Production, Operations Management”, Singapore: John Wiley and Sons, Latest Edition. 	

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (Full Time)			
<u>Semester II</u>			
Subject Name	BUSINESS ENVIRONMENT	Subject Code	MS5A - 516
		Total Credits	03
Subject Nature: GENERIC			
Course Objective: <ul style="list-style-type: none"> • To acquaint students with general business law issues to help become more informed sensitive and effective business leaders. • To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively. 			
Learning Outcome: At the end of the course, students should be able to. <ol style="list-style-type: none"> 1. Provide an overview of important laws that have a bearing on the conduct of business in India 2. Examine the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms 3. Understand various modes of dispute resolution in business transactions 			
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			
Unit-1 The Contract Act, 1872	1.1 Offer and Acceptance - Consideration – agreement contract 1.2 Essential elements of a valid contract- Capacities of Parties, free consent, lawful object and consideration 1.3 Void Agreement, Void Contract, Doctrine of Frustration. 1.4 Provisions relating to performance, discharge and breach of contract 1.5 Quasi Contracts		
Unit-2 The Companies Act, 2013	2.1 Meaning and essential features of a company, Types of companies 2.2 Memorandum of association and Articles of associations, prospectus, Brief about incorporation of company 2.3 Company Meetings, Company Directors and Managers, Concept of Independent Directors, Duties of Directors, Appointment Remuneration 2.4 Company Secretary- Duties Responsibilities, Rights and Roles 2.5 Brief about CSR Provisions and schedule VII of the Companies act 2013		
Unit-3 Sales and Competition Laws	3.1 Contract for Sale of Goods - Meaning - Essentials of a Contract of Sale - Formalities of a Contract of sale 3.2 Provisions relating to Conditions and Warranties 3.3 Provisions relating to Transfer of Property or Ownership 3.4 Provisions relating to performance of Contract of Sale - Rights of Unpaid Seller – Rules as to delivery of goods. 3.5 Competition Act 2002: Objectives and Anti-Competitive Agreements 3.6 Abuse of Competitive Position, Combination and its Regulations 3.7 Competition Commission: Composition, Duties, Powers and Functions		

Unit- 4 The Negotiable Instruments Act, 1881	4.1 Negotiable Instruments - Meaning, Characteristics, Types, Parties – Holder and Holder in Due Course 4.2 Negotiation and Types of Endorsements 4.3 Dishonor of cheque 4.4 Liability of Parties on Negotiable Instrument.
Unit -5 Investment Laws	5.1 SEBI Act 1992: Objectives and salient features of securities 5.2 SEBI: composition Powers and functions 5.3 SEBI Guidelines: Pre-issue formalities, Disclosure standards, Legal Requirements, Operations of Clearing 5.4 SEBI guidelines for Mutual Funds and Venture Capital, Latest Disclosure and Investor Protection (DIP)
Unit-6 The Consumer Protection Act, 2019	6.1 Complainant – unfair Trade Practices -Restrictive Trade Practices 6.2 Right of Consumers 6.3 Consumer Disputes Redressal Agencies . outlines of various laws
Unit – 7 Miscellaneous Laws	7.1 Introduction to IT Act 2000, Digital signature, Major Cyber-Crime, Offences and Penalties 7.2 Meaning of Patent, Copyright and Trademark and Registration procedure, Major Penalties on Violation of Patent, Copyright and Trademarks. 7.3 Introduction to Banking Regulations Act,1949, as amended by The National Bank for Financing Infrastructure and Development Act, 2021 (17 of 2021) (w.e.f.19-4-2021) 7.4 Basic Guidelines and Penalties under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013
TOTAL CLASSROOM CONTACT SESSIONS	
45	
<p>Text Reading: Latest Editions</p> <ol style="list-style-type: none"> 1. Elements of Mercantile Law by N.D. Kapoor, Sultan Chand, 32nd Edition 2. Legal Aspects of Business, Akhileshwar Pathak, Tata McGraw Hill, 4th Edition 3. Business Law, S.S.Gulshan, Excel Books, 4th Edition. 4. Business Law for Management, K.R.Bulchandani, Himalaya Publications, revised 6th Edition. <p>For Reference</p> <ol style="list-style-type: none"> 1. Bare Acts 2. Corporate Law Advisor <p>Web Reference:</p> <ol style="list-style-type: none"> 1 www.vakilno1.com 2 www.Indiankanoon.org 3 www.companylawonline.com 4 www.sebi.gov.in 	