

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		II				Version		1.0.0.0		
Effective from Academic Year			2019-20			Effective for the batch Admitted in			June 2019	
Subject code		IIA01BEN		Subject Name		BUSINESS ENVIRONMENT				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
This course is intended to make the students aware of the Indian Economic Environment and the policy and planning framework underlying the economic system. As a result of this course, the student should be able to meaningfully follow and interpret major economic and environmental trends and government policy decisions and understand their implications on industry.										
Theory syllabus										
Unit	Content								Hrs	
1	Concept of business environment: Significance and nature, the interaction matrix of different environment factors, the process of environmental scanning, basic philosophies of capitalism and socialism with their variants.								10	
2	Politico-legal environment: Relationship between business and Government of India; Constitutional provisions affecting business; Introduction to some important business laws: MRTP, Industrial (development and regulation) Act 1951, FEMA, SEBI Act, Consumer Protection Act; Changing dimensions of these laws and their impact on business.								10	
3	Economic environment: Philosophy and strategy of planning in India; Problem of poverty; Concept of mixed economy: the public sector and the private sector, their changing roles; Industrial policy in India in recent years; Policy with regard to small scale industries and labour; The monetary policy, fiscal policy and union budget as an instrument of growth and their impact on business. Financial institutions and their relevance to business operations.								10	
4	Technological and socio-cultural environment: Impact of technology on Organization, Process of Technological Adaptation and Development, Patents, Technological Collaborations, Government Guidelines, Technology Assessment at government level, ISO Standards and Bureau of Indian Standards. Impact of culture and values: Salient features of Indian culture and values and their implications for industrialization and economic growth; Emergence of middle class and consumerism; Development of business entrepreneurship in India; Social responsibility and Indian business.								10	

5	Liberalisation in India: The New Economic Policy; Globalisation; Policy changes for liberalisation-Industrial policy; Exim policy; Banking policy; FDI policy; Reforms in capital market; Structural reforms; Impact of reform measures, Salient Features of WTO.	10
6	Natural Environment: Economic Development and Pollution, Increased Pollution Levels, Changing role of Government, Regulations and its impact on business & industry, Green Marketing, Environmental Technology, Ecological implications of technology, Sustainable Development.	10
Practical content		
Text Books		
1	Cherunilam, Francis – Business Environment: Text & Cases (Himalaya Publication), Latest Edition	
Reference Books		
1	Paul, Justine- Business Environment: Text & Cases (Tata McGraw-Hill), Latest edition.	
2	Cherunilam, Francis- Business Environment: Text & Cases (Himalaya Publishing). Latest edition.	
3	Shaikh Saleem- Business Environment (Pearson), Latest edition.	
4	Adhikari M- Economic Environment of Business (Excel Books), 2000, 8th ed, Sultan Chand.	
5	Ghosh- Economic Environment of Business (Vikas), 2004.	
6	Morrison J- The International Business Environment (Palgrave, 2003).	
7	Agarwal R- Business Environment (Excel Books), 2002.	
8	Bedi S K- Business Environment (Excel Books), 2004.	
9	George A and Steiner G A- Business, Government and Society (Macmillan).	
10	Ashwathappa - Business Environment (Himalaya Publishing), 2006, Latest Edition.	
11	Kuppuswamy, B- Social Change in India (Vikas Publishing), Latest Edition.	
12	Kreps- Microeconomics for managers (Norton), 2007.	
13	Paul, Justine- Business Environment: Text & Cases (Tata McGraw-Hill), Latest edition.	

- The student will be aware of the Indian Economic environment and policy and planning framework in the system.
- The student should be able to meaningfully follow and interpret major economic and environmental trends government policy decisions.
- The students able to understand their implications of environment on industry.

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		II				Version		1.0.0.1		
Effective from Academic Year			2019-20			Effective for the batch Admitted in			June 2019	
Subject code		2IIA02CMA		Subject Name		COST AND MANAGEMENT ACCOUNTING				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
The objective of this course is to acquaint students with various concepts of costing and highlight the decision-making and control focus of managerial accounting. Simple to gradually difficult case situations are taken up to the students.										
Theory syllabus										
Unit	Content								Hrs	
1	Introduction: Managerial accounting and the business organization, Accounting for Management, Role of Cost in decision making, Management Accounting and Cost Accounting as internal control tools, types of cost, cost concepts, Cost behaviour and Measurement of cost behaviour, full costing, overhead allocations, preparation of cost sheet.								12	
2	Marginal Costing: Cost, Volume, Profit analysis, P/V ratio, analysis and implications, Concept and uses of contribution, Advanced Breakeven point and its analysis for the various types of decision-making like single product pricing, multi product pricing, replacement, sales etc. Differential Costing and incremental costing;:: concept, uses and applications, Method of calculation of these cost and its role in management decision making like sales, replacement, buying etc, Relevant information and decision making, Make vs Buy.								12	
3	Budgeting: Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Advantages and Limitations of Budgetary Control. Capital Budgeting analysis: Net Present value Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications.								12	
4	Allocation and Transfer Price: Death Spiral, Economic Value added ,Responsibility Accounting- Concept and various approaches to responsibility accounting, concept of investment center, cost center, profit center and responsibility center and its managerial implications, Transfer Pricing Multinational transfer pricing, market based transfer pricing, cost-based transfer pricing, Cost of Quality and Time,								12	

5	Neo Concepts for Decision Making: Concept, distinctive features of Activity Based Costing, Cost Drivers, Cost of Activities, Cost object such as product, service, customer. Cost Management: concept, strategies and applications. Value Chain Analysis, Target Costing, Life Cycle Costing.	12
Practical content		
Text Books		
1	Cost Accounting, A Managerial Emphasis; 14th Edition ; by Horngren, Foster and Datar	
Reference Books		
1	Horngren et al- <i>Introduction to Management Accounting</i> (Pearson, 12 th edition), 2002	
2	Khan and Jain- <i>Management Accounting</i> (Tata McGraw-Hill, 2000) 3 rd ed.	
3	Pandey I M- <i>Management Accounting</i> (Vikas, 3 rd edition), 2004.	
4	Bhattacharyya S K and Dearden J- <i>Accounting for Management</i> (Vikas), 1987, 8 th ed.	
5	Sahaf M A- <i>Management Accounting: Principles and Practice</i> (Vikas), 2000.	

- The objective of this course is to acquaint students with various concepts of costs and process used to determine product costs.
- To be able to utilize Activity Based Costing and compare this with other costing systems. Student will be able to analyse and apply flexible and static budgets and variance analysis.
- Explain the relationship between cost accounting, financial accounting and Management accounting.

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FACULTY OF MANAGEMENT STUDIES										
Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		II				Version		1.0.0.1		
Effective from Academic Year			2019-20			Effective for the batch Admitted in			June 2019	
Subject code		2IIA03MMA		Subject Name		MARKETING MANAGEMENT				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
This course develops the student's basic analytical skills, conceptual abilities, and substantive knowledge in marketing through exercise in decision making in a variety of real-life marketing situations. It is intended to be foundation for those who plan to do further work in marketing in the second year. It is also designed to serve as a terminal course for those not intending to specialize in marketing.										
Theory syllabus										
Unit	Content								Hrs	
1	Nature and Scope of Marketing: Marketing's value to consumers, firms & society; Marketing Management, Philosophies; Marketing Environment; Consumer buying behaviour; Consumer Markets and Industrial Markets and buying behaviour; Market measurement and forecasting, Improving decisions with marketing information								10	
2	Focusing marketing strategy with Market Segmentation, Targeting and Positioning, Segmenting Markets - Bases and Process, Market Segmentation and Product Differentiation, Target Market Selection, Positioning — Nature, Importance and Process of Marketing Research.								10	
3	Elements of product planning for goods and services ,Marketing Mix decision:, Product Decisions, New Product Development; Product Mix, Branding and Packaging Decisions; Product Life Cycle; Pricing Decisions: Objectives and Determination, Methods of Setting Price and pricing strategies:								10	
4	Promotion: Promotion Mix-Advertising, Sales Promotion, Personal selling; and Public Relations: Direct Marketing & Relationship Marketing; Publicity Placement: Channels of distribution: Levels and types of channels, functions and management of channel members: Channel Selection & Motivation; Management of Physical Distribution; wholesalers and retailers & their strategy planning ; Marketing Organisation and Control.								10	
5	Planning & Developing marketing strategy: differencing and positioning the market offering, developing new product, managing life-cycle strategies, designing marketing strategy for market order challengers, followers and niches, Designing and managing global marketing strategies.								10	
6	Emerging Trends & Issues in Marketing: Rural Marketing, CRM, Services marketing, B2B Marketing, Internet Marketing, Consumerism, Legal Issues, Broadening the marketing concept.								10	

Practical content	
Text Books	
1	"Marketing Management: A South Asian Perspective", Latest Edition, Pearson Education by Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha.
Reference Books	
1	Kotler, Philip, "Marketing Management: Analysis, Planning, Implementations and Control", Pearson Education, New Delhi, Latest Edition.
2	Saxena Rajan, "Marketing Management", Tata McGraw Hill, New Delhi, Latest Edition.
3	Stanton William J., "Fundamentals of Marketing", McGraw Hill, Latest Edition.
4	Kotler, Philip and Armstrong, Graw. "Principles of Marketing", Pearson Education, New Delhi 2004.
5	Neelamegham, S., "Indian Cases in Marketing", Vikas Pub. New Delhi.
6	Bull, Victor P., "Marketing Management: A Strategic Planning Approach", McGraw Hill, New York.
7	Czinkota, M.R., "Marketing Management", Pearson Education Asia, New Delhi 2004.
8	Michael, J. E., Bruce, J. W. and Williom, J. S., "Marketing Management", Tata McGrawHill, New Delhi, 13 th Edition, 2004.
9	Louis E. Boone and David L. Kurtz, "Contemporary Marketing". Harcourt Collye Publishers, 2001.
10	Douglas, J. Darymple & Leonard J. Parsons, "Marketing Management: Text and Cases", Seventh Edition, John Wiley and Sons, 2002.
11	Pride, William, M., and O.C. Ferrell, "Marketing: Concepts and Strategies", Biztantra, New Delhi, 2005.

- The objective of the course is to develop the students 'conceptual understanding and analytical abilities in the area of Marketing Management.
- It aims to hone students 'knowledge and understanding of Marketing theories and concepts and their applications in different industries.
- The course is designed to promote understanding of processes and techniques of managing marketing operation and to develop a feel of the market place.

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FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration			Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		II			Version		1.0.0.0		
Effective from Academic Year			2016-17		Effective for the batch Admitted in			June 2016	
Subject code		2IIA04FMA	Subject Name		FINANCIAL MANAGEMENT				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites:									
Learning Outcome:									
The focus of this course is on the understanding of techniques and concepts and in showing their application to financial decision marketing situations.									
Theory syllabus									
Unit	Content								Hrs
1	Introduction: Concept of finance, scope and objectives of finance; Profit maximization vs. Wealth maximization; Functions of Finance Manager in Modern Age; Financial decision areas, Time value of money, risk and return analysis, valuation of securities; Analysis of Financial Statements, Forecasting Financial Statements, corporate valuation.								12
2	Working Capital: Concept of Gross Working Capital & Net Working Capital, Various Approaches to Working Capital Management, Factors affecting working capital requirement. Working Capital Management: Management of cash, inventory and receivables. Working Capital Financing: Sources of short term financing, Role of commercial bank in working capital management; Commercial paper; Factoring and other tools of working capital management.								12
3	Investment decision: Appraisal of project; Techniques of capital budgeting and its applications; Risk and Uncertainty in Capital Budgeting, Leverage analysis-financing, operating and combined leverage and its implications; EBIT-EPS analysis; Portfolio theories, Financial options.								12
4	Financing Decision: Long-term sources of finance, potentiality of equity shares, preference shares, debentures and bonds as source of long-term finance; Concept and approaches of capital structure decision; NI, NOI, Traditional and Modigliani Miller Approach; Cost of equity share, preference share and debentures; CAPM, Primary and Secondary Markets, lease financing, skim.								12
5	Dividend Decision: Concept of retained earnings and plough back of profits, relevancy and irrelevancy theory of dividend decision; Walter's model; Gordon's Model and Modigliani Miller model; Factor affecting dividend decision.								12
Practical content									

Text Books	
1	Financial Management by I M Pandey, Ninth Edition, Vikas Publishing house Pvt. Ltd.
Reference Books	
1	Pandey I M- <i>Financial Management</i> (Vikas, Latest Edition).
2	Van Horne- <i>Financial Management and Policy</i> (Pearson Education, 12 th edition) 2003.
3	Knott G- <i>Financial Management</i> (Palgrave, 2004)
4	Khan and Jain- <i>Financial Management, Text, Problems & Cases</i> (Tata McGraw-Hill, Latest Edition)
5	Prasanna Chandra- <i>Financial Management: Theory and Practice</i> (TMH), Latest Edition.
6	Kirt C Butler- <i>Multi National Finance</i> (Vikas).
7	R P Rustagi- <i>Financial Management</i> (Galgotia) 2000, 2 nd ed.
8	Lawrence J. Gitman- <i>Principles of Managerial Finance</i> 2004, Pearson Education N. Delhi.
9	Maheshwari, S.N.- <i>Financial Management – Principles & Practice</i> (Sultan Chand & Sons), Latest Edition.

- It also help students to showing application of subject for financial decision marketing situations.
- The focus of this course is on the understanding of techniques and concepts in areal of Finance.
- It finally give focus approach for controlling financial aspects of organization through continuous feedback system.

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Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		II				Version		1.0.0.1		
Effective from Academic Year			2019-20			Effective for the batch Admitted in			June 2019	
Subject code		2IIA05POM		Subject Name		PRODUCTION AND OPERATIONS MANAGEMENT				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
This course attempts to help students learn operations management systems and analysis issues pertaining to management of productivity, manufacturing technology, and facilities, operations planning and control and management of materials and quality.										
Theory syllabus										
Unit	Content								Hrs	
1	Transformation process model: Inputs, process and outputs; Classification of operations; Responsibilities of Operations Manager; New Product Development, Selection and Design of Product / Services, Competitiveness & strategy								12	
2	Process types in manufacturing: project, jobbing, batch, line, mass, continuous; Process types in services: professional services, services shops, mass services; Plant location; facility layout for products and services								12	
3	Production Planning & Control: Production planning techniques for various process choices, techniques of production control. Forecasting & Strategic Capacity Planning, Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management, CPM and PERT.								12	
4	Quality management: Introduction; Meaning; Quality characteristics of goods and services; Tools and techniques for quality improvement: check sheet, histogram, scatter diagram, cause and effect diagram, Pareto chart, process diagram, statistical process control chart; Quality assurance; Total quality management (TQM) model; Service quality, concept of Six Sigma and its application, JIT & Lean Operations								12	
5	Productivity Improvement Techniques: Work study; Method study; Work measurement: time study: stop watch time study; Work sampling. Maintenance: maintenance policies for facilities and equipment; Time of failure; Preventive versus breakdown maintenance; Procedure for maintenance, total productive maintenance (TPM).								12	
Practical content										

Text Books	
1	Kanishka Bedi- <i>Production & Operations Management</i> .- (Oxford University Press)
Reference Books	
1	Adam Jr Everetl E. R J <i>Production and Operations Management</i> (Prentice-Hall), 2000 5 th ed.
2	Chary- <i>Production and Operations Management</i> (Tata McGraw-Hill, 9 th ed.)
3	Hill T- <i>Operations Management</i> (Palgrave, 2000)
4	Johnston R et al <i>Cases in Operations Management</i> (Pitman, 1993)
5	McGregor D <i>Operations Management</i> (McGraw-Hill, 1960)
6	Morton- <i>Production and Operations Management</i> (Vikas)
7	Haleem A- <i>Production and Operations Management</i> (Galgotia books, 2004)
8	Shanker Ravi- <i>Industrial Engineering</i> (Galgotia)
9	Chase- <i>Production and operation Management</i> , Irwin London; 7 th ed.
10	Kanishka Bedi- <i>Production & Operations Management</i> .- (Oxford University Press)

- To be able to understand the need of various optimization techniques used in production and operation management.
- To understand the application of optimization techniques to improve the productivity.
- To learn about the various Quality Management Systems to improve the productivity.

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FACULTY OF MANAGEMENT STUDIES										
Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		II				Version		1.0.0.1		
Effective from Academic Year			2019-20			Effective for the batch Admitted in			June 2019	
Subject code		2IIA06HRM		Subject Name		HUMAN RESOURCES MANAGEMENT				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total	CE	SEE	Total		
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
: This course exposes students to the critical tasks and functions of Human Resources Management and understands the dynamics and processes of labour management relations. It helps students appreciate relevant tools and techniques to internalize and critical functions of human resources management, and sensitize students to human resources developments processes.										
Theory syllabus										
Unit	Content								Hrs	
1	Introduction to Human Resource Management: Nature and the development of personnel management, historical context in India, the welfare tradition, the industrial relations tradition, the control of labor tradition, the professional tradition. Personnel function: personnel as a specialist function, policies, strategies, and operating plans of personnel, and the personnel activities. Human resource management (HRM): political, social, and social context of change, HRM within organization structure, Human Resource Management Strategy And Analysis.								12	
2	Personnel planning and recruiting: Human resources planning definition, purposes, And processes and limiting factors; human resources information systems (HRIS): personnel records and statistics, the use of information systems in HRM, HR accounting and audit. Recruiting: The systematic approach to recruitment, recruitment policy, recruitment procedures, job analysis, job description, personnel specification, recruitment methods, and evaluation. Interviewing Candidates: The systematic approach to selection, the selection procedure, the design of application form, selection methods, the offer of employment, and evaluation of process.								12	
3	Training and development Employees: purpose, methods, and issues in training and management development programs. Performance Management and Appraisal: definition, purpose of appraisal, procedures and techniques including 360 Degree Appraisal, the appraisal interview, and follow up. Managing Employee Retention and Engagement: Reward management, job evaluation, purposes and methods, factors affecting compensation policy, effect of job evaluation on human relations, compensation systems: base and variable, fringe benefits, benefits and services, pay for performance and financial incentives, the legal framework on pays and benefits.								12	
4	Discipline and grievance procedures: definition, disciplinary procedure model, the other procedures, grievance procedures and interview. Industrial relations: aspect of industrial relations (IR), nature and importance of union-management relations, Ethics, Employee Relation and fair treatment at work , Labor relation and collective Bargaining, Employee safety and health								12	

5	Termination of employment: retirement, resignation, and termination of contract: layoff and exit interviews. Dealing with the human aspects of terminations: procedures for terminations, counseling, training and notice of dismissal	12
Practical content		
Text Books		
1	Aswathappa- <i>Human Resource Management</i> (Tata McGraw-Hill) HR and PM, 2003, 3 rd ed.	
Reference Books		
1	Bratton J and Gold J- <i>Human Resource Management: Theory and Practice</i> (Palgrave, 2003)	
2	Gomez-Mejia et al- <i>Managing Human Resources</i> (Pearson Education, 3 rd edition),	
3	Ivansevich- <i>Human Resource Management</i> (Tata McGraw-Hill)	
4	Aswathappa- <i>Human Resource Management</i> (Tata McGraw-Hill) HR and PM, 2003, 3 rd ed.	
5	Dessler- <i>Human Resource Management</i> (Prentice-Hall, 9 th edition)	
6	A.K.Singh, B.R.Duggal, Puneet Mohan- <i>Human Resource Management and Development</i> (Sun India Publication, 2004).	
7	Mamoria, Mamoria & Gankar- <i>Dynamics of Industrial Relations in India</i> , Himalaya.	
8	Gary Dessler- <i>Human Resource Mgt.</i> , Pearson/PHI	
9	V.S.P. Rao- <i>Human Resource Management</i> , Excel Book	
10	G.P.Sinha and P.R.V.sinha – <i>Industrial Relations and Labour Legislation in India</i> , Himalaya	
11	P.L.Rao- <i>Human Resource Management</i> , Excel Books.	
12	Baron– <i>Strategic Human Resources : Framework for general Managers</i> -John Wiley	
13	S. C. Gupta– <i>Text Book of International HRM</i> – Macmillan	
14	Greer– <i>Strategic Human Resource Management</i> – Pearson	
15	Mamoria and mamoria– <i>Dynamics of Industrial Relation</i> , Himalaya Publishing	
16	Venkat Ratnam– <i>Globalization and Labour Mgt. Relations</i> , Sage Publications, New Delhi	

- To acquire knowledge about critical task & function of human resource management.
- To be able to know about the dynamic process of labour management relations.
- Will acquire knowledge about relevant tools & techniques of HRM.

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FACULTY OF MANAGEMENT STUDIES

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Semester	II			Version	1.0.0.1				
Effective from Academic Year		2019-20		Effective for the batch Admitted in			June 2019		
Subject code	2IIA07BRM		Subject Name	BUSINESS RESEARCH METHODOLOGY					
Teaching scheme				Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites:									
Learning Outcome:									
The objective of this course is to familiarize the students with the concepts and testing of hypotheses, Statistical tools and techniques for undertaking research project in business and writing research reports in an acceptable form.									
Theory syllabus									
Unit	Content								Hrs
1	Introduction to SPSS: Defining the variables; feeding the data; compute the data; handling multiple response categories, dealing with missing value. Data Analysis and Interpretations: Frequency Distribution, Cross Tabulation, Descriptive statistics, Graphs.								10
2	Sampling distribution: parameter and statistics; Estimation: Confidence interval and sample size determination. Hypothesis testing: process, type I and type II error, power of test. Data analysis: Univariate, Bivariate and Multivariate Test for means: Z-test, student's t test: one sample test; two independent sample test and two dependent sample test (paired sample test). Test for proportions: one sample and two sample test.								20
3	Non-parametric test: Chi-square Test: Test of association, Goodness of fit, Strength of association, Analysis of Variance (ANOVA): One-way ANOVA, Two-way ANOVA (with SPSS); Multivariate Analysis of Variance (MANOVA) (with SPSS). Strength of effect. Post hoc analysis for ANOVA and MANOVA (with SPSS).								15
4	Correlation: Bivariate and multiple; Simple regression; Multiple regression (with SPSS); dealing with the collinearity; Exploratory Factor analysis (with SPSS); Other Non-parametric tests (with SPSS): Run test; Binomial test; Sign test; Wilcoxon matched-pairs test; Mann-Whitney rank-sum test and Fridman one-way ANOVA. Report Preparation: Types and layout of research report. Precautions in preparing the research report. Bibliography and Annexure in report. Drawing conclusions. Giving suggestions and recommendations to the concerned persons.								15
Practical content									
Text Books									
1	Levin R and Rubin D- <i>Statistics for Management</i> (Pearson Education, 7 th edition)								
2	Malhotra, Naresh K.- <i>Marketing Research</i> . Pearson Education, Latest Edition.								
Reference Books									
1	Business Research Methods: A South-Asian Perspective, 8e, by Zikmund, Babin, Carr, Adhikari and Griffin: CENGAGE Learning								
2	Zikmund W - <i>Business Research Methods</i> , Thomson/South-Western.								
3	Cooper D and Schindler P- <i>Business Research Methods</i> (Tata McGraw-Hill).								

4	Hair, Black, Babin, Anderson and Tatham- <i>Multivariate Data Analysis</i> (Pearson Education, 6 th edition).
5	Nargundakar R- <i>Marketing Research: Text and Cases</i> ((Tata McGraw-Hill).
6	David J. Luck and Ronald S. Ruben- <i>Marketing Research</i> (Prentice Hall of India), Latest Edition.
7	Srivastava T and Rego S- <i>Statistics for Management</i> ((Tata McGraw-Hill).
8	Krishnaswamy K.N.,Sivakumar, Mathirajan- <i>Management Research Methodology</i> , Pearson.
9	Paneerselvam, R.- <i>Research Methodology</i> , PHI, New Delhi.
10	Easwaran & Singh- <i>Marketing Research: Concepts, Practice and Cases</i> – Oxford.
11	Pati D- <i>Marketing Research</i> , Universities Press.
12	George D and Mallery P- <i>SPSS for Windows – step by step</i> (Pearson Education, 10 th edition)
13	Collis J and Hussey R- <i>Business Research</i> (Palgrave, 2003).

- To be able to select appropriate statistical test according to the research objectives.
- Acquire the ability to apply statistical analysis using data analysis software for chosen research problem.
- To acquire competence in reporting the statistics and report writing which is plagiarism free.

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Master of Business Administration				Branch/Spec.	Marketing/Finance/Human Resources Management/International Business			
Semester	II				Version	1.0.0.0			
Effective from Academic Year			2019-20		Effective for the batch Admitted in			July 2019	
Subject code	2IIB08CSM		Subject Name		Computing Skills For Managers				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	02	00	00	00	02	Theory	-	100	100
Hours	02	00	00	00	02	Practical	-	00	00
Pre-requisites:									
Objectives:									
<ul style="list-style-type: none"> This course will allow student to become productive by using office automation tools. This course will help student to understand and apply spread sheet skills from manager perspective Student will apply effective use of tools Google Apps. 									
Learning Outcome:									
<ul style="list-style-type: none"> Student will able to perform data normalization by applying sorting filtering, advance filtering options Student will able to generation MIS report using tools and technique of spread sheet by using pivot table, goal seek, scenario managers <ul style="list-style-type: none"> Student will able to understand and apply tools like conditional formatting to determine different patterns and trends. 									
Theory syllabus									
Unit	Content								Hrs
1	Basic Block Word Insert Menu (Comment, Header, Footer, Page Number, Text Box, Quick parts, Word Art, Date and Time) ->Design and Page Layout (Themes, Colors, Fonts, Paragraph Spacing, Effects, Water Mark, Page Color, Page Border) -> Introduction to mail merge->Mail Merge with labeling.								5
2	Spread sheet Introduction to spreadsheet overview of menu, ribbon, tool bars, File Menu (Auto Fill, Inset, Delete, Auto Sum, Clear, Sort and filter) ->Formatting, Wrap Text, Merge & Center, Apply Currency Symbol, Percentage, Cell Alignment)->Insert (Picture, Shape, Text Box, Header & Footer, Word art, Equation)->Insert (Tables, Pivot Table, Recommended Pivot Table)->Insert (Charts, Pivot Chart, Interpretation of Chart) ->Page Layout (Themes, Colors, Fonts, Effects, Orientation, Margins, Size)-> Page Layout (Print Area, Breaks, Background, Print Titles, Gridlines, Headings, Bring forward, Send Backward, and Selection Pane)->Data (Text, Web, Access, Other Sources, Sort, Filter, Options in filter->Data (Text to Column, Flash Fill, Remove Duplicates, Consolidate) -> Basic Functions and Formula, sum, average, product, date, calculation of dates and time.								10
3	Spreadsheet Information function, Data (Data Validation, Group, Ungroup, Subtotal) ->Formulas (Sum, Average, Mini, Max, Count, Date, Date If, Date Value, Day, days, 14 time function, Minutes and other functions of Data and time)->Logical Function (IF, And, Or, Not, True). Sum if, count if, average if, sum ifs, average ifs, count ifs, NPV, lookup and reference								10

	functions. Remove duplicates,	
4	Pivot table and pivot, advance pivot table option, (change source, filed settings), Design Report layout, Subtotal, Grand total, Trace precedents, grouping of file, slicers, Name manager, goal seek, scenario manager, macro.	5
Text Books		
	<ul style="list-style-type: none"> Microsoft Excel Data analysis and business modelling 2016 	
Reference Books:		
	<ul style="list-style-type: none"> Excel 2016 Bible 	

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